

# PRESIDENT'S MESSAGE

By Greg Petry



Now that STMA's Annual Conference and Exhibition is over and we enter the new year, it's time to redouble our planning efforts for another successful year. Planning is already underway for our next conference, slated for late January or early February 1994 in Florida. Dr. Henry Indyk and Eugene Mayer will visit several potential sites with members from the Florida area to select the event's location.

I hope you too are looking ahead, planning for a successful year at work and at home. "Planning" itself is sometimes difficult — often next to impossible during the busy times. But planning is everything.

Throughout the many presentations Dr. Richard Caton has made to STMA, he has emphasized that "proper planning prevents poor performance." Fail to plan, Caton admonishes, and we should surely plan to fail.

STMA has embraced Caton's comments. A concerted, ongoing planning effort for 1994, involving many members, began in early November. Our committees formed and goals and objec-

tives were established for the coming year. In December, I met with our primary STMA staff, Bret Kelsey, Lisa Bruno, and Carrie Haines to outline what we will accomplish in 1994.

Right up front, I have to say that 1994 is a *transition* year for STMA, a *rebuilding* year. It's going to be the first time in three years that we are operating on a balanced budget, with perhaps a small surplus at the end of the year. Maintaining our stability is a major goal. To reach this goal, and grow in the process, the board and committees are planning activities well within our current financial structure. Steve Guise and Joe Ardolino are working very closely with me and the STMA staff to plan a 1994 budget that is achievable.

However, we believe there will also be some revenue growth as our commercial members continue to show support through sponsorship. Much needed revenues are generated through sponsorships, ads in the STMA newsletter and membership directory, and various events and functions.

Membership growth is also expected. PBI-Gordon, an avid supporter of

STMA, has offered to place STMA membership applications in their major promotional materials. This is both a tremendous idea and opportunity for us. We would like to implement this type of membership drive with as many commercial vendors as possible. Membership applications can be placed in promotional material, billing invoices, newsletters, etc. If you would like to participate in this, please contact STMA. Also, a target market direct mail membership drive is being planned by the membership committee after they design and produce a new membership brochure.

Many people have stepped up to volunteer time to accomplish our goals of:

1. Continued momentum.
2. An end-of-year financial surplus.
3. Strong working committees.

The time and resources given to STMA by these volunteers will enable our organization to provide its services at minimal cost. My heartfelt thanks go to all of you who have volunteered to assist the board and STMA staff in planning and administering our programs and activities.

Boardmembers, committees, and the STMA staff have been planning for success in 1994 and are already looking at 1995. I hope that you too are planning for a productive and enjoyable new year. Best wishes for a healthy new year. □

## STMA CHAPTER NEWS

**The Heartland Chapter: STMA** — STMA's newest regional chapter is taking shape in the Kansas City area. Mark Diller, sports turf manager, Johnson County Parks and Recreation, is serving as acting president. Also assisting in the organizational efforts is Jack Schwarz of J.S. Sports Turf, Liberty, MO. These individuals made a fact-finding trek to the national meeting in Baltimore, where they made contacts with STMA members of other regional chapters to get the ball rolling.

Those in the heartland area interested in learning more about the chapter — and especially those willing and able to pitch in during this organizational process — are urged to contact Mark Diller, (913) 782-7625 or Jack Schwarz at (816) 792-2808 or (800) 344-8870.

**The Southern California Chapter: STMA** — The Southern California Chapter will hold a "Keys to Turf Renovation Workshop" on Wednesday,

February 9, 1994, at MiraCosta College, Oceanside, CA. Registration opens at 7 a.m. at the MiraCosta College Mini Theater, Room 3601.

Morning sessions begin at 7:30 a.m. with a Weed and Turf Identification Quiz, followed by an 8 a.m. opening by Wanda Poindexter of MiraCosta College. Morning educational sessions in the Mini Theater include: Turf Variety Selection, Wear and Disease Tolerance presented by Steve Cockerham, Superintendent of Agriculture, University of California Riverside; Pregermination of Seed for Quick Cover, presented by Mike Tarantino, grounds supervisor, Poway Unified School District; Field Fertility — What Is My Field Missing? presented by Steve Griggs, branch manager, TrueGreen-ChemLawn, San Diego; and Irrigation Tune-Up Annual Adjustments, presented by Craig Delahooke, regional manager, Hunter Industries.

The workshop moves to the MiraCosta College Athletic Field Complex-Softball Field at 10:30 a.m. for the I.D. Quiz Review-

Confirmation of Answers, presented by David Shaw, University of California Cooperative Extension. The Trade and Equipment Show opens at 11 a.m.

At 1 p.m. a panel on renovation will share its experience. Two field techniques and equipment demonstration groups will take place at 1:30 p.m. and be repeated at 2:30 p.m., enabling attendees to switch fields and see both demonstrations.

The workshop will close following the 3:30 p.m. raffle.

For additional information on the workshop or the Southern California Chapter, contact Chris Bunnell, (619) 432-2421, Steve Wightman, (619) 525-8272, or Stephen Guise, (714) 578-0215.

**Midwest Chapter: STMA** — The Midwest Chapter will hold its annual meeting and luncheon on March 24, 1994, at the Schaumburg Golf Club, Schaumburg, IL. The tentative meeting time is 11 a.m. to 2 p.m. Further details will soon be announced.

*continued on page 9*



## STMA CHAPTER NEWS

continued from page 7

For information on this meeting and other chapter activities call The Chapter Hotline, (708) 439-4727.

**Colorado Chapter: STMA** — At its December 10 meeting, the Colorado Chapter elected the following offices for 1994: President — Joe Adams, Greely Parks and Recreation; Vice President — Ross Kurcab, Denver Broncos; Past President — Ron Marten, Falcon School District 49; Commercial Officer — Don Hijar, Grasslands Seeds; Director — David Rulli, Jefferson County Schools; Director — Mike Wehrman, Air Force Academy Football; Director — Ken Norkosky, City of Aurora; Director — Ron Williams, Greely Parks and Recreation; and Executive Secretary — Mark Leasure, Sky Sox Baseball.

For information on the chapter or future activities contact Joe Adams, Greely Parks and Recreation, (303) 350-9393.

**The New England Chapter: STMA** — The Massachusetts Turf Conference will be held February 28 through March 2, 1994. NESTMA will be one of the co-sponsors, along with the Massachusetts Turf and Lawngrass Association. Included in the conference will be sessions geared toward athletic field maintenance and other issues

of concern to sports turf managers. In conjunction with the conference, NESTMA will hold a breakfast at 7:30 a.m. on March 2 at the Springfield Civic Center-Upstaris Facility. Also on March 2 NESTMA will hold a short meeting, following the last alternative morning session of conference, in the same meeting room in which the conference was held.

For information on the Turf Conference, the NESTMA breakfast and meeting, and other chapter activities contact Mary Owen, University of Massachusetts Cooperative Extension Service System, (508) 892-0382.

**Iowa Sports Turf Managers Association** — The ISTMA Annual Meeting will be held Wednesday, January 26, at 8 a.m. at the Des Moines Convention Center. This meeting is held in conjunction with the 60th Annual Iowa Turfgrass Conference and Trade Show, which runs January 24-26.

Workshops and sessions geared to sports turf managers include: The January 24 Sports Turf Workshop: 8:30 a.m. — How Grasses Grow, Dr. Donald White; 10:15 a.m. — Physical Testing of Soils, Chuck Dixon; 12:45 p.m. — Optimizing Pest Tolerance, Dr. Ken Diesburg; and 2:45 p.m. — ASTM Minimum Standard for Maintenance and Construction of Sports Fields, Dr. Norm Hummel. On January

25, the morning is devoted to general sessions beginning at 8 a.m. with concurrent specialized sessions held in the afternoon. Sports turf sessions: 1:30 p.m. — Managing Sand vs. Native Soils, John Hopko; 2:15 p.m. — Sports Field Expectations, Jesse Cuevas, Jr.; 3 p.m. — Post-Season Care of Football Fields, Dr. Ken Diesburg; and 3:30 p.m. — Weed Control for Sports Fields, Dr. Frank Rossi.

Sports turf sessions following the ISTMA annual meeting on January 26 are: 8:30 a.m. — Care of the Field After the Game, Dan Wright; 10 a.m. — Cultivation Techniques for Sports Fields, Dr. Clark Throssel; and 10:30 a.m. — Panel Discussion: Flood Damage, Mike Andersen, chair.

For information on the Turfgrass Conference and Trade Show, the ISTMA Annual Meeting, or other chapter activities contact Gary Peterson, (515) 791-0765.

**STMA Florida Chapter #1** — For information on the South Florida Chapter and upcoming activities, contact John Mascaro, (305) 93807477 or Ed Birch, (305) 938-0217.

**Chesapeake Chapter: STMA** — The chapter will hold an all-day board meeting in January to set the agenda for 1994.

For information on the chapter or upcoming activities contact the Chapter Hotline, (301) 865-0667. □

## Walla Walla Wins Deere Golf Tournament

The Walla Walla Country Club team from Walla Walla, WA, took first place in the recent seventh annual John Deere Team Championship Golf Tournament. The event was held on the Dunes Course at La Quinta Hotel Golf and Tennis Resort in La Quinta, CA.

Members of the winning team are: Jeff Jackson, club superintendent; Steve Stull, golf professional; Jeff Thomas, club manager; Pete Peery, club president; and Gary Santo, distributor representative. They competed against 30 teams from across the U.S. and Canada to win the international title.

Competing teams were composed of a golf professional, a golf course superintendent, a club manager and a club president (or two members from the board of directors), and representative from the local John Deere golf and turf distributor.

Each team won its slot in the tournament finals by competing at a region-



Members of the winning Walla Walla Country Club team from left are: Gary Santo, Pete Peery, Jeff Thomas, Steve Stull, and Jeff Jackson.

al golf tournament in its home area. A total of 885 teams participated in 30 local tournaments in preparation for the event.

"Once again, the tournament finals offered great competition," said Jeff Gredvig, general manager of Deere's Lawn and Grounds Division. "Each qualifying team is made up of serious golfers who have earned their slots by successfully competing at the local level. Their knowledge of what it takes to design and

maintain a golf course makes them students of the game and sharp competitors."

Gredvig presented checks to the presidents of the Golf Course Superintendents Association of America (GCSAA) and the Canadian Golf Superintendents Association (CGSA) at the awards banquet following the tournament. In his remarks, Gredvig expressed Deere's commitment to support the associations. Again this year, the company contributed \$20 per participating team.

Randy Nichols, president of GCSAA, received a check for \$14,080, which represented the 704 U.S. teams competing.

Accepting the check on behalf of the CGSA was Mark Dufrense, the organization's president.

All members of the winning team received a personalized championship ring. All members of the first-through-third-place teams received a glass trophy. Individual prizes for first-through-tenth place are based on team scores and consist of cash prizes for professional golfers and gift certificates for amateur players. □