

sportsTURF

PROGRAM



THE OFFICIAL PUBLICATION OF THE
SPORTS TURF MANAGERS ASSOCIATION

STMA OFFICERS

PRESIDENT **MIKE SCHILLER**
PAST PRESIDENT **GREG PETRY**
PRESIDENT-ELECT **STEPHEN GUISE**
COMMERCIAL VICE PRESIDENT **HENRY INDYK, PH.D.**
SECRETARY **EUGENE MAYER**
TREASURER **RICH MOFFITT**
STMA BOARD MEMBERS **L. MURRAY COOK,**
BUCKY TROTTER, MARY OWEN, BOB PATT, BOB CURRY
EXECUTIVE DIRECTOR **STEVE TRUSTY**
STMA OFFICE
1375 ROLLING HILLS LOOP, COUNCIL BLUFFS, IA 51503
PHONE: (800) 323-3875
E-MAIL: TrustyTips@aol.com
WEB SITE: <http://www.aip.com/STMA>

MAGAZINE STAFF

VICE PRESIDENT/GROUP PUBLISHER **COLLEEN MURPHY**
EDITOR **JIM WILLIAMS**
EDITORIAL DIRECTOR **ROB BENES**
PRODUCTS/NEWS EDITOR **JAMES ALDERSON**
ACCOUNT EXECUTIVE **DEANNA MORGAN**
INTERNET MARKETING SERVICES **GRETCHEN WAGNER**
NATIONAL ACCOUNT SALES **LIZ RICHARDS, MARSHA DOVER**
LIST RENTAL **JAN LEONARD** PH: (847) 427-2091
FAX: (847) 427-2006

CIRCULATION MANAGER **ROB HARKEY**

PRODUCTION

DIRECTOR/PRODUCTION **DON FERREIRA**
PRINT PRODUCTION COORDINATOR **AMELIA ZAMUDIO**
AD TRAFFIC COORDINATOR **BRIAN SCHNEDEN**
GRAPHIC DESIGN **DARYL JACKSON**
MANAGER WEB PRODUCTION **DEBORAH A. BELLE**

SUBSCRIPTION SERVICES CALL (609) 786-6805

ADVERTISING AND EDITORIAL OFFICES

2101 S. ARLINGTON HEIGHTS RD.,
ARLINGTON HEIGHTS, IL 60005
(847) 427-9512; Fax (847) 427-2006

ADAMS BUSINESS MEDIA

PRESIDENT **MARK ADAMS**
VICE PRESIDENT/OPERATIONS **PEGGY BILOUS**
CHIEF FINANCIAL OFFICER **G. PATRICK O'DOWD**
DIRECTOR OF HUMAN RESOURCES **MARGIE DAVIS**
DIRECTOR/INTERNET DEVELOPMENT **GARY CORBETT**
DIRECTOR/MIS **SUZANNE DELAHANTY**

sportsTURF Magazine (ISSN 1061-687X) is published monthly by Adams Business Media. Material in this publication may not be reproduced or photocopied in any form without the written permission of the publisher.

Copyright © 1997. Member of the
Business Publications Audit of Circulation, Inc.



SUBSCRIPTION RATES

ONE YEAR \$40 TWO YEARS \$65
FOREIGN (ONE YEAR) \$65 • \$130 Airmail or Single Copy \$5

CHANGE OF ADDRESS AND SUBSCRIPTION INFORMATION

Provide old mailing label and new address; include ZIP or postal code. Allow 6-8 weeks for change. Send correspondence regarding subscription service to: sportsTURF, P.O. Box 10515, Riverton, NJ 08076-0515, (609) 786-6805.

PERIODICALS POSTAGE PAID at Cathedral City, CA and at additional mailing offices.

Postmaster: Please send change of address to sportsTURF, P.O. Box 10515, Riverton, NJ 08076-0515.

VOLUME 13, NUMBER 12

DECEMBER 1997

MAIN EVENTS

8 *Competing with Mother Nature and Father Time*

Floyd Perry, *sportsTURF*'s 1997 Manager of the Year, offers some ideas to save you extra steps and extra hours. His tips won't always help you beat but they may give you a fighting chance to keep up with two forces you have no control over, Mother Nature and Father Time.

14 *Analyzing Your Records: What Worked? What Didn't?*

Dr. Gil Landry shows how to keep and analyze records to enhance your professionalism. Adapt his methods and you'll find it easier to evaluate and adjust your maintenance program, to minimize your failures and build on your successes!

24 *1997 Product Source Book*

Need help? Check out this one-stop buyer's guide to sports turf products and services.

LINE-UP

6	Front Office	20	STMA in Action
6	Tip o' the Month	42	Rookies
7	STMA Message	43	Front Lines
18	Applicator's Log	46	Classified and Ad Index

On the Cover:

From left to right, Lionel Guzman, John Tornavacca and John Puncel take a day off from their own sports turf programs to help a neighbor, the Cal State Fullerton University baseball diamond, once called "the field of screams" until volunteers came to its rescue. Photo by: Jim Williams.