

STMA MESSAGE



Meeting the Challenges



By
Mike Schiller

Meeting challenges is what sports turf management is all about. We're challenged by realities of weather, tight budgets and personnel. We're challenged by increasing demands for field use and the need to meet those demands to generate revenues that keep our facilities operating. We're challenged by the public's perception that all we do is mow grass, damage the environment with hazardous materials, or keep their kids from playing ball just because it rained a little (like three inches in an hour).

We meet those challenges by facing them head-on and, armed with knowledge and perseverance, turning them into opportunities.

Because "Meeting the Challenges" is so necessary, we've chosen it as the theme of our Ninth Annual Conference & Exhibition, which will be held January 14-18, 1998, at the Coronado Springs Resort and Disney's Wide World of Sports complex in Orlando, Florida.

To arm you with knowledge, conference educational sessions will range from the technical aspects of agronomics to communication issues with facility owners, coaches and the media. Individual speakers will share their expertise, panels will discuss different angles of key issues, and roundtable discussions will give everyone the opportunity to share in the give and take of information.

You'll get a behind-the-scenes tour of the 200-acre Wide World of Sports complex, which accommodates more than 30 sports, and gain insight into the Disney magic making it work.

You'll even discover much about preparation and perseverance from Capt. Al Haynes, who still has experts asking how he piloted a plane with no working hydraulics to

that landing in Sioux City, Iowa, when simulated flights "proved" it couldn't be done.

And, if you're doing a great job of meeting the challenges on your own fields this year, now is the time to consider entering the Field of the Year competition. STMA awards Field of the Year honors in softball, football and soccer and teams up with Beam Clay and *sportsTURF* for the Baseball Diamond of the Year Awards in three categories: professional; college; and schools, municipalities and parks. These awards recognize excellence in maintaining safe, professional quality fields. Past winners report the positive impact the award makes on their facility and community. The award lets their immediate area know what they do and why it matters.

So if you think your field or diamond is one of the best, this is your chance to prove it. Call headquarters at (800) 323-3875 to find out what you need to do *right now* to prepare the photos and records that will help make your entry an award winner.



Get Serious With STMA

Application for Membership

The Sports Turf Managers Association (STMA) is an organization of professionals representing all segments of the sports turf industry. Our members work to combine the science of growing grass and the art of maintaining sports turf to produce playing fields that are both safe and aesthetically pleasing.

STMA provides members with a variety of benefits, including: education through regional institutes and conferences; support for sports turf research; facilities tours; a national awards program; access to the STMA National Conference and Exhibition; complimentary subscriptions to *Sports Turf Manager* and *sportsTURF Magazine*; and much more.

If you're serious about the sports turf industry, then it's time to become a member of STMA. Join today!

Member Information

Name _____
Title _____
Employer _____
Type of Business _____
Address _____
City _____ State _____ Zip _____
Phone _____ Fax _____
E-mail Address _____
Signature _____
Referred by _____
(ST8)

Membership Category (please check one)

- | | |
|---|-------|
| <input type="checkbox"/> Professional sports turf facility manager | \$75 |
| <input type="checkbox"/> Four-year colleges and universities sports turf facility manager | \$75 |
| <input type="checkbox"/> Other schools, research, ext. agents, teaching | \$75 |
| <input type="checkbox"/> Parks and recreational sports turf facilities | \$75 |
| <input type="checkbox"/> Commercial (US or International) | \$175 |
| <input type="checkbox"/> Additional members from same company | \$45 |
| <input type="checkbox"/> Student (non-voting) | \$20 |
| <input type="checkbox"/> International (other than commercial) | \$75 |
- (must be in US dollars)

Total amount enclosed \$ _____

Please enclose payment (check, money order, Master Card, Visa, Discover or American Express) and send to:

Sports Turf Managers Association, PO Box 3480, Omaha, NE 68103-0480
For more information, contact STMA Headquarters at 800/323-3875

"Promoting Better and Safer Sports Turf Areas"