

Tips on how to build stadiums without public funds highlighted the Colorado STMA's Vendor Expo and Meeting in Littleton, Colo., last September.

On a beautiful autumn morning, over 60 Colorado members and guests met at Jefferson County Stadium, which is mainly under the care of Colorado Chapter president Dave Rulli, By Hanson and two Jefferson County school officials. The facility is the primary football field for the 17 high schools in the system. Not only does it field 85 fall football games, it hosts 119 boys soccer matches in the fall, 119 girls soccer matches in the spring and 30 track meets. With this kind of intense use, attendees picked up many ideas they could use from By's presentation on the stadium's management program.

Because the school system of 86,000 students has grown rapidly and desperately needs additional athletic fields, but lacks the funding, Tom Manoogian, Major League Marketing Inc., of Denver, leads an effort to tap private sources. He discussed the process they went through to solicit \$7.2 million in private funds that will soon go towards additional stadiums.

To raise the money, Manoogian has worked with the various entities of the



Colorado STMA president Dave Rulli (left) and By Hanson welcome members and guests to the chapter's Vendor Expo and Meeting last September. Photos courtesy: Trusty & Associates.

Colorado Offers Lesson in Stadium Funding

school system that have been making their own purchasing decisions and buying from different vendors. The entities' ability to do so has allowed Manoogian's firm to seek proposals from private companies on the set amounts they would donate to the system in exchange for exclusive marketing arrangements for a set period of years.

Part of the agreement is that neither students nor parents will pay more for products or services than they would otherwise. Also, massive displays of advertising are prohibited. So far, the agreements seem to have provided win-win-win situations for everyone. A number of school systems around the country are discussing similar arrangements with Manoogian.

Next on the meeting's agenda, 14 vendors had the opportunity to address the group and present information about their products and services. Then, as part of the Chapter Visit Program, STMA executive director Steve Trusty talked to the members and guests. He urged the audience to show their appreciation to the vendors that support STMA and the local chapter, stressing that the very least members could do would be to see each of the vendors and thank them for attending.

Trusty then gave an overview of where the Certified Sports Turf Manager (CSTM) program stands. There seems to be considerable interest in certification of sports turf managers, so STMA is planning to finalize the CSTM program for introduction at their annual conference in Florida next January.

After an excellent barbecue lunch, everyone had a couple of hours to spend with the 14 vendors. Comments

from vendors, members and guests were positive. It was a day well spent.

STMA Chapter News

Florida Chapter #1: The Florida #1 Chapter will meet on December 10 from 8:30 a.m. to 1 p.m. at University of Miami in South Miami. The meeting's topic is turfgrasses for sports fields.

For information, contact John Mascaro: (954) 938-7477.

MAFMO: The board of the Mid-Atlantic Athletic Field Managers Organization (MAFMO) will hold a planning meeting at 6 p.m. on November 20 at the Last Chance Saloon in Columbia, Md.

To provide input for this planning meeting or for information on the MAFMO Chapter or upcoming activities, contact The Hotline: (410) 290-5652.

Midwest Chapter: The Midwest Chapter of STMA will hold its annual meeting on December 3 in conjunction with the North Central Turfgrass Exposition at Pheasant Run Resort and Conference Center in St. Charles, Ill. The annual meeting will wrap up that day's special sports turf track of educational sessions. The NCTG Exposition runs from December 1 through December 3.

For information, call The Chapter Hotline: (847) 439-4727.

Colorado Chapter: The Colorado Chapter of STMA will again participate in the Rocky Mountain Regional Turfgrass Association (RMRTA) Annual Turf Conference and Trade Show. This event will be held December 10-12 at Currihan Hall in downtown Denver. For more information on this event, call (303) 770-2220.



Bobbi Smith, executive secretary for the Colorado STMA, registers attendees for a day well spent.

For information on the Colorado Chapter, call the 24-Hour CSTMA Chapter Hotline/FAX: (303) 438-9645.

Minnesota Chapter: As part of the Minnesota Turf & Grounds Foundation, the Minnesota Chapter of STMA will take part in the MTGF 4th Annual Conference and Trade Show, which will be held December 10-12 at the Minneapolis Convention Center. For more information on this event, contact Scott Turtinen: (612) 473-8169.

For information on the Minnesota Chapter's schedule for the conference or other upcoming activities, contact Connie Rudolph: (612) 646-1679.

Southern California Chapter: The Southern California Chapter will hold a December Pesticide Workshop at Mira Costa College. There will be 8 hours of CEUs offered at this event.

Plan now to attend a Super Bowl Seminar in early January at Qualcomm Stadium, the site of the 1998 Super Bowl. Further details on these December and January events will be announced soon.

For more information, contact The Chapter Hotline: (1-888) 578-STMA (toll free in Southern California).

Iowa Chapter: The Iowa Sports Turf Managers Association will again participate in the Iowa Turfgrass Conference, January 26-28, 1998, at the Des Moines Convention Center. Along with a special sports turf "track" of educational sessions, the chapter will hold its annual meeting. More details will be announced soon.

For more information, contact Lori Westrum at The Turf Office: (515) 232-8222 (phone) or (515) 232-8228 (fax).

KAFMO: For information about the Keystone Athletic Field Managers Organization (KAFMO Chapter STMA) or upcoming activities, contact Dan Douglas, Reading Phillies Baseball Club: (610) 375-8469, extension 212.

STMA Chapters on the Grow

Northern California: The Northern California Chapter of STMA will hold its Grand Opening and Fall Seminar on Tuesday, November 11, at the Oakland Alameda County Coliseum complex with seminar sessions in the West Side Club of the stadium. Registration begins at 8 a.m. Seminar sessions will run from 9 a.m. to noon, followed by lunch and a facilities tour.

Featured speakers include Steve Wightman of Qualcomm Stadium (formerly Jack Murphy Stadium), Clay Wood of the Oakland A's, and Bob Milano of the University of California, Berkeley. The facilities tour will be conducted by Dave Renetti, facility manager of the coliseum, and will include the recently renovated stadium, behind-the-scenes areas, the new playing field and the new arena. For information about this event, contact UC Davis Grounds Services Office: (916) 752-6741.

For general information about the Nor-Cal STMA Chapter, contact Gail



By Hanson tells Colorado chapter members and guests about the intense use of Jefferson County Stadium, which serves as the primary football field for no less than 17 high schools.

Setka at the UC Davis Grounds Office: (916) 752-5035 or fax at (916) 752-9631.

Arizona: The Sports Turf Managers Association of Arizona will hold a workshop on November 13 at the Mesa Hohokam Baseball Complex in Mesa. Registration begins at 8:30 a.m. Harold Gentry, of the City of Mesa, will open the educational sessions with information about the baseball complex. Other workshop topics include "Soils," presented by Dr. Henry Indyk; "Networking and Chapter Development," by Mike Schiller; "General Baseball Field Care," by Murray Cook; and the "STMA Certification Program," by Steve Trusty. Following lunch on-site, attendees will have an opportunity to visit with the exhibitors. A tour of the facility is included in the workshop.

Mark your calendars for December 4 and 5 and join the STMA of Arizona in two major events in Yuma. Begin with the Second Annual City of Yuma Golf Tournament, which will be held at Desert Hills Golf Course in Yuma on December 4. Then take part in the Fifth Annual City of Yuma Sports Turf & Equipment Field Day on December 5. For more information on either of these events, contact Larry Munoz: (520) 329-2824.

For information on the STMA of Arizona or other upcoming events, contact Bill Murphy, City of Scottsdale Parks and Recreation Department: (602) 994-7954.

Mid-South: Interest is building for an STMA chapter in Tennessee, Alabama, Mississippi, Louisiana, Arkansas, and bordering areas of Kentucky and Missouri.

For more information, contact STMA National Headquarters: (800) 323-3875.

Nevada: Plans are moving forward on the formation of a Nevada Chapter of STMA. Following positive responses at the August introductory meeting, an organizational meeting has been held.

For information on this developing chapter, contact Ibsen Dow: (702) 649-1551.

Great Plains: For information on the Great Plains Sports Turf Managers Association or upcoming activities, contact Mark Schimming, City of Wichita: (316) 337-9123. □