

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.