

# THE FRONT OFFICE



## sportsTURF

### Expands Team

**Y**ou've probably noticed some changes in the last few issues of *sportsTURF*: we've updated the magazine's design and have worked to raise the level of quality and readability. This month, you'll find a new addition to our regular Line-Up. *Reader Services* (pg. 36) will help you get the most out of all that *sportsTURF* has to offer.

In a continuing effort to improve your reading experience, *sportsTURF* has also developed an Editorial Advisory Board. The board will give the magazine direct access to a team of experts: a valuable pool of knowledge and insight that's in tune with trends in the industry.

I'll look to the board to function primarily as an extra resource. Members will help identify writers, so that *sportsTURF* can acquire the best articles the industry has to offer. Board members will also act as peer reviewers for edited articles, and will ensure that all of the information provided is accurate and detailed. Finally, the board will generate ideas for future articles, and will help direct the magazine's content to keep it current.

I didn't have to look very far to find a list of qualified candidates to serve on the board—being the official publication of the Sports Turf Managers Association comes with certain perks. Since the magazine already enjoys a strong working relationship with the association's board members and elected officers, this very qualified and dedicated group seemed the obvious source from which to choose.

At a recent STMA Board meeting, Editorial Director Rob Benes and I received an overwhelmingly positive show of support for the idea. After some discussion, we agreed to name the following six members to the first Editorial Advisory Board:

Steve Guise, Marina Landscape, Inc., Anaheim, CA  
*STMA President*

Rich Moffitt, Saint Louis University, St. Louis, MO  
*STMA President-Elect*

Mary Owen, University of Massachusetts, Rochdale, MA  
*STMA Board Member, Education Committee Chair*

Mike Schiller, Rolling Meadows Park District, Rolling Meadows, IL  
*STMA Past-President*

Steve Trusty, Trusty and Associates, Council Bluffs, IA  
*STMA Executive Director*

Victoria Wallace, Lofts Seed, Inc., Somerset, NJ  
*STMA Communications Committee Co-Chair*

When I assumed the role of editor in February, I promised to work closely with the STMA "to bring you the most current and pertinent information in the turf industry." The creation of this board will further open the lines of communication between our editorial office and the association, and will help me to more fully realize this goal.

The Editorial Advisory Board will give me useful feedback, but I'd still like to hear from all of you. Please continue to send me your questions and comments, and I'll do my best to respond to your needs.

**Steve Berens, Editor**  
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## TIP O' THE MONTH

### Water Conservation

**E**vapotranspiration (ET) is the combined water loss from a plant community as a result of evaporation from the soil and transpiration from plant surfaces. Its impact on the efficiency of water use can be moderated through diligent management practices.

The following lists some suggestions for water conservation in turf management:

1. Do not stimulate rapid shoot growth during periods of high water demand. This will accelerate ET and increase water use. Avoid nitrogen applications when dry, hot conditions are anticipated. It is better to concentrate nitrogen usage during the spring and fall.

2. Stimulate root growth. Increase mowing height, reduce nitrogen fertility, ensure good soil aeration, reduce thatch, and control root-feeding insects and root-infecting diseases. A strong, deep root system will maximize water availability, and will delay drought stress during dry periods.

3. Reduce root-inhibiting conditions in the soil profile. Promptly treat soil acidity, toxic ion concentrations, anaerobic layers, and excess compaction. Most such conditions are best corrected during installation, but they can also be addressed by deep coring, by adding soluble lime and nutrients, and by selecting acid-tolerant turf-grasses.

4. Develop irrigation practices based on the concept of deficit water management. By applying less water than would be lost through ET under well-watered conditions, turf can be maintained under managed drought stress. This stimulates deep rooting and conserves water. □

*This material was excerpted with permission from Iowa Sports Turf Managers Association Newsletter, April 1997. It originally appeared in TurfGrass TRENDS, October 1996.*