

STMA Conference Speakers' List

A list of all scheduled speakers at the 2002 STMA Annual Conference

FEATURED SPEAKERS

Mr. Gene Smith

Thursday, Jan. 17, 8:45-9:45 a.m.

Gene Smith joined Arizona State University as Director of Athletics in 2000. Smith has definitely made his mark at ASU, hiring nationally regarded coaches in football, soccer and wrestling while overseeing each of ASU's 21-sports programs. In addition, he assisted in completing a \$30 million capital campaign for development of a state-of-the-art facility that will give ASU one of the finest student-athletic centers in the country. Smith is a past president of the National Association of Collegiate Directors of Athletics (NACDA) and a member of the Fiesta Bowl Board in Tempe as well as a number of Pacific-10 Conference committees. Come join Smith's dynamic presentation on "Leadership in Athletics."

Coach Dwaine Knight

Thursday, Jan. 17, 10:00-10:45 a.m.

Coach Dwaine Knight has been the driving force behind the tremendous success of Rebel Golf since his arrival in UNLV in the fall of 1987. Under his direction, the Rebels have gone from an unranked program that finished 7th in the Big West in 1988 to a perennial national title contender. The team was national runner-up in 1996 and national champion in 1998. Knight has twice been named National Coach of the Year. He reached the pinnacle of coaching honors during the summer of 1997 when he was chosen as the United States' captain to the inaugural Palmer Cup. Tap into his perspective on "Developing a Champion."

Coach John Robinson

Thursday, Jan. 17, 10:45-11:30 a.m.

Coach John Robinson was hired as the eighth head football coach for the University of Nevada Las Vegas on December 3, 1998. He came to town as one of college football's most successful and recognizable figures and brought instant credibility to a program that was ready to make its name in the new Mountain West Conference. Since then, Robinson has produced a winning program racking up five more game wins in his first 24 games as coach than in the team's previous four seasons combined. Coach Robinson will share his tips on "Becoming a Winner."

Mayor Oscar B. Goodman

Friday, Jan. 18, 8:30-9:30 a.m.

Oscar B. Goodman, elected Mayor of Las Vegas in June of 1999, is leading one of the fastest growing cities in the United States into the new millennium and preserving its status as the "Most Livable City in America." Goodman moved to Las Vegas in 1964 and soon became one of the City's premiere criminal defense attorneys. The driving forces behind his legal career are the principles of freedom and justice. Renowned for his extensive knowledge of the law, brilliant legal strategies and charisma, Goodman has been named one of the "Fifteen Best Trial Lawyers in America" by the National Law Journal. Mayor Goodman will share highlights of his colorful legal career and reveal his insights on the amazing City of Las Vegas.

Dr. Bree Hayes

Saturday, Jan. 19, 10:30 a.m.-12:00 p.m.

Dr. Bree Hayes is an organizational consultant and counseling psychologist and president of The Hayes Group, an international consulting consortium based in Athens, Georgia. For the past 25 years she has worked with organizations all over the world helping them achieve their business imperatives through developing their human potential. As an educator and consultant, she brings unique insights and creative solutions to problem solving. She is an internationally recognized speaker in areas of human resource management, change management, motivation, total quality and team building. She'll guide you to your best professional self through an interactive session on "Maximizing Your Potential."

Thursday, January 18

GENERAL SESSION

8:35-8:45 a.m. - Welcome 2002: We're on a Roll
STMA President Rich Moffitt, St. Louis Zoo/Moffitt and Associates

8:45-9:45 a.m. - Leadership in Athletics

Mr. Gene Smith, Arizona State University

What you'll hear: With sports the focus of so much of the world's recreational activities, what happens in the athletic arena reaches far beyond an individual event or University program. In this session, Mr. Smith will share his insights into the factors necessary to develop an effective, comprehensive leadership role in the field of athletics.

10:00-10:45 a.m. - Developing a Champion

Coach Dwaine Knight, UNLV

What you'll hear: Coach Knight will open his session with a short video clip of the UNLV golf team's 1998 National Championship. He'll then

focus on three main points of Developing A Champion: evaluating opportunities; determining what it will take to be competitive at the highest level; and making the tough decisions.

10:45-11:30 a.m. - Becoming a Winner

Coach John Robinson, UNLV

What you'll hear: Coach Robinson has planted his winning ways in every football program he has directed throughout his career. In his presentation, he'll share his passion for the game he teaches and inspire attendees to commit themselves and their programs to excellence as they travel their own path to becoming a winner.

CONCURRENT SESSION - 12:30 p.m. - 3:30 p.m.

The first three of the four topics in this set of concurrent sessions will run for 40 minutes each. The fourth topic will run for 45 minutes. There will be a 15-minute break between the second and third topics in each session.

THE BASICS TRACK

Blueprint Reading

Bob Milano, Jr., University of California/Berkeley

What you'll hear: This session will cover the basic components of reading and understanding a blueprint, including the tools used for measurement, drawing views, symbols, and construction details. Attendees will get an overview of how to read and understand all of the drawings that make up a set of construction documents.

Sports Turf Reaction to Mowing

Mary Owen,

University of Massachusetts Extension

What you'll hear: Mowing affects far more than the height of the turf. This session will examine the impact of the grass plant from tip to root, and suggest strategies of meet turf needs while getting the results you want.

Basic Drainage Concepts

Dr. Andy McNitt, Penn State University

What you'll hear: This session will cover the basic principles of drainage with emphasis on how the drainage system affects the safety and playability of the sports field.

Game Day Preparation

Steve Wightman, Qualcomm Stadium

What you'll hear: Changeovers from football to baseball to concert venue are part of the seasonal routine at Qualcomm Stadium. To make all that happen within the incredibly tight timeframe allowed for each field switch requires a minute by minute schedule of what must be done, how, with what and by whom. This session will cover the basics of precise scheduling and offer suggestions on developing a comprehensive program for your own facilities.



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THE TECHNICAL TRACK

Alternative Species for Sports Turf

Dr. John Stier, University of Wisconsin

What you'll hear: Turfgrasses on athletic fields are exposed to a combination of challenging growing conditions and are asked to perform at consistently high levels. This session will explore the pros and cons of various alternative species for sports fields at various field use demands.

Surfactants & Water Management

Demie Moore, Aquatrols

What you'll hear: This session will go beyond the basics of what surfactants are and how they work, to explore their role in water management issues related to athletic fields.

Soil Amendments

Dr. Norm Hummel, Hummel & Company, Inc.

What you'll hear: These session will go beyond the basics of soil amendments to focus on the more complex interactions of soil amendments within the soil profile.

High Tech Details of Invesco Field at Mile High

Ross Kurcab, CSFM, Invesco Field at Mile High

What you'll hear: Invesco Field incorporates a complex network of highly technical components. Research on the range of technical components available began long before the project started to select the right combination of individual systems that could be used interactively to achieve the desired results. This session will explore the systems in place, how they function independently and together, and the management strategies necessary to control the action and interaction to produce the desired results.

TRICKS OF THE TRADE

Oriole Park - Phase I

Paul Zwaska, Beacon Ballfields

What you'll hear: This presentation will explore the life span of the PAT sand based field that ruled the roost at Oriole Park at Camden Yards for nine years. Construction, maturity and the slow demise of the turf and its support system will be discussed. Attendees will learn how an aggressive environmental monitoring and testing program

were used to document, for the proper authorities, the need for planning and implementation of a full field reconstruction. This presentation should provide attendees who are contemplating or planning construction of a sand based field, some ideas of what to monitor during the future management of these fields.

Oriole Park - Phase II

Al Capitos, Baltimore Orioles

What you'll hear: This session will begin where Phase I ends, focusing on field construction, establishment and on-going management.

Major League Soccer

Darian Daily, Columbus Crew

What you'll hear: Soccer is the fastest growing sport in the US and thousands of young players aspire to play at the professional level. This session will cover the management strategies of keeping the field in top shape for athletic competition at the Major League level while accommodating the various field use demands required to also use the field as a marketing tool.



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NFL Football

Ken Mrock, Chicago Bears

What you'll hear: The players keep getting bigger, stronger, and more aggressive. This session will explore the various management techniques that keep a field safe and playable throughout the challenges of weather, field use demands and increasingly high expectations.

PROFESSIONAL DEVELOPMENT

Attention to Detail

Mike Trigg, CSFM, Waukegan Park District

What you'll hear: The little things do count. This session will cover suggestions on tracking the multiple "little" elements of the sports turf management program and developing methods to insure they are handled consistently and successfully.

Personal Professionalism

Boyd Montgomery, CSFM, Sylvania Recreation

What you'll hear: Perception is reality. What image are you presenting to your superiors, to your employees, to your field user groups and to the general public? This session will explore the

options of analyzing and improving your own personal professionalism.

Grounds Staffing Guidelines

Dennis Swartzell, UNLV

What you'll hear: This session will give an overview of a complete manual on grounds staffing guidelines that has been developed through a partnership of the Physical Plant Administrators, the National Recreation and Parks Association and the Professional Grounds Management Society. The manual provides details on how to organize and staff a grounds organization whether the user is an administrator with no knowledge of grounds management or is fully knowledgeable and wants to compare their own organizational system with that of others. It includes such basics as job descriptions and a glossary of horticultural terms. It also contains a set of matrices covering five different components you can use to determine your staffing needs. This session will help show how to use the manual to set the bar for your facility's level of maintenance ranging from the top of the maintenance ladder to the bare bones facility.

Safety & Liability

Greg Petry, Waukegan Park District

What you'll hear: This session will focus on the principles of safety and liability, and of protecting your facility and yourself from lawsuits. It will show the importance of setting the tone for safety at the top of the organization in the philosophy and practices administered and the need to have all levels of management and each individual within the organization understand, accept and "buy into" it. Suggestions will be given on how to establish a reasonable, prudent and consistent safety program, how to carry it out once established, and how to monitor and maintain the effectiveness of the program.

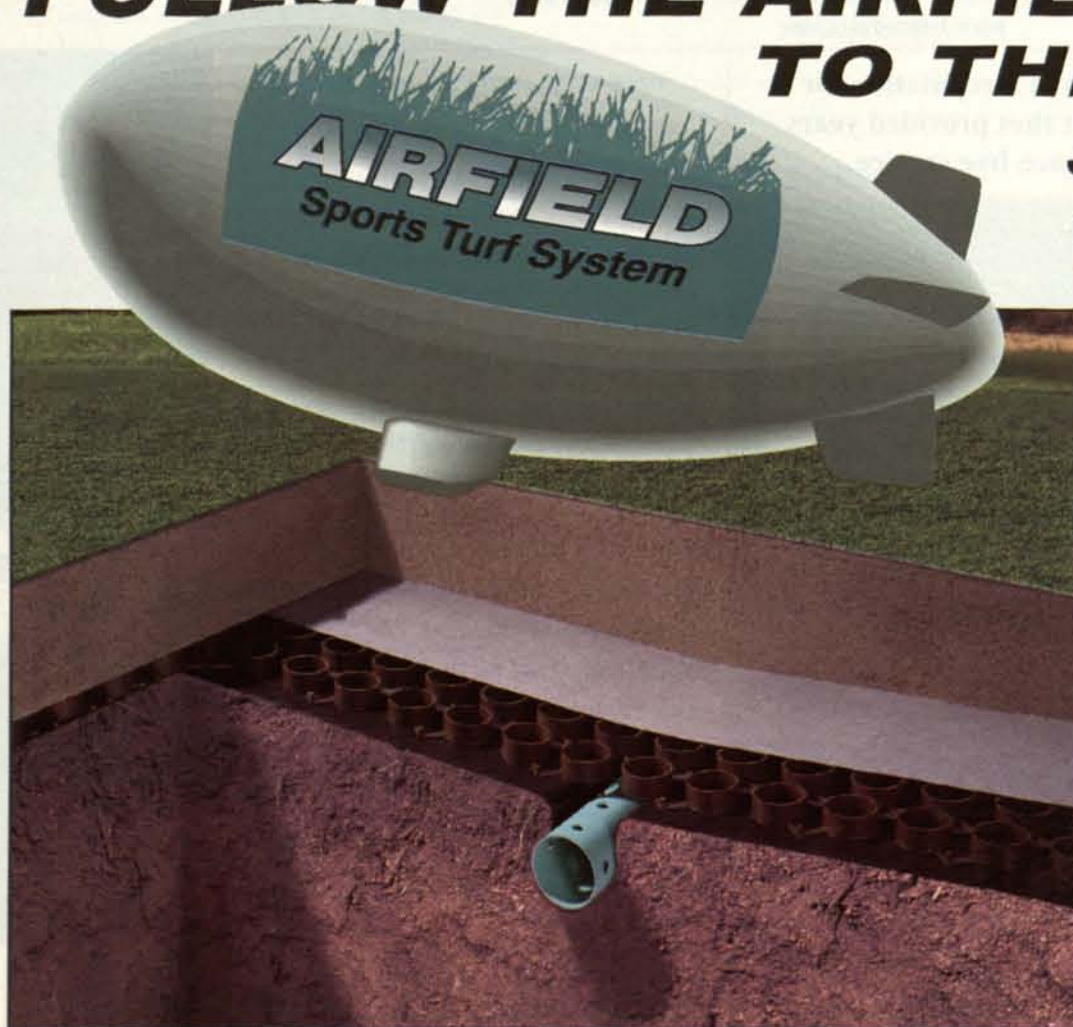
Friday, January 18

8:30-9:30 a.m. - We're on a Roll!

Mayor Oscar B. Goodman, City of Las Vegas
What you'll hear: Mayor Goodman's colorful career as defense attorney has been covered in print and in film, with many of his cases capturing the attention of not only the law community, but also the media and the public. Goodman



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describe himself as the "world's happiest mayor." During his presentation, he'll share highlights from his legal career and reveal his insights on the amazing City of Las Vegas.

3:00-5:15 p.m. Workshops - Choose one of these twelve sessions

Understanding Your Soil Test Report

Dr. Tony Koski, Colorado State University
What you'll hear: In this workshop, you'll dig into the soil testing process and gain an understanding of what the results reveal, why they matter, and what you need to do with them to improve your sports fields.

Mowing & Patterns

David Mellor, Boston Red Sox
What you'll hear: This workshop will cover the major principles of proper mowing and how it affects the growth and health of your turf. You'll then focus on the aesthetics of the field including how to design and execute basic and intricate patterns.

Soils - The Basics

Dr. Henry Indyk, GSI Consultants/Turfcon
What you'll hear: The agronomic principles of soils are the foundation upon which the entire sports field rests. In this workshop, you'll go back to the basics of those principles and build from there to gain a comprehensive understanding of the complex interactions that take place within the soil profile and how you can manipulate those interactions to improve your athletic field maintenance program.

IPM for Sports Fields

Dr. John Stier, University of Wisconsin
What you'll hear: Integrated Pest Management is more than an environmentally-friendly term. In this workshop you'll explore the elements involved in designing an IPM system specific for sports fields and the steps necessary to implement, monitor and document the results of that system.

Getting Ready for the CSFM Exam

Mary Owen, University of Massachusetts, Extension; Mike Schiller, CSFM, Rolling Meadows Park District, Mike Trigg, CSFM,

Waukegan Park District

What you'll hear: This workshop presents an overview of the CSFM Exam and hints to help prepare for taking it. Without giving away specific questions, the presentation team will point out areas the exam takers should be familiar with. If you are thinking about certification, but are nervous about the test, this session is for you.

Field Lighting & Design

Gary Anderson, Musco Lighting
What you'll hear: The ability to play games under the lights extends the use hours for athletic fields and can increase their ability to generate revenues for your facilities. This session will cover the basics of field lighting design, including dealing with such issues of community concern as light pollution. You'll also delve into the installation and maintenance aspects of field lighting systems.

Matching Field Expectations with Turf Capabilities

Dr. Mike Goatley, Mississippi State University
What you'll hear: This workshop will challenge attendees to consider if their expectations of



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Experience with Covermaster has been outstanding... appreciate special attention...
Ray Tanner, Head Baseball Coach, Univ. of South Carolina, Columbia, SC

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Johnson Bowle, Associate AD, Drexel University, Philadelphia, PA

Covermaster takes extra step to meet customer's exact needs...
Gary Mayse, Asst. Gen. Mgr., Wisconsin Timber Rattlers, Appleton, WI

Response time was great... recommended by groundskeeper of St. Louis Cardinals...
David Hopkins, Alton American Legion Baseball, Alton, IL

Very good... highly recommended...
Dunham Wright, Facilities Supv., Northeast Louisiana University, Monroe, LA

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John Milardo, Supt. of Parks, City of Middleton, Middleton, CT

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turf/field performance are realistically matched by the capabilities of the grass they are managing. Even the highest budgeted facilities face limitations in how long a grass can be kept at peak performance levels, and this fact will be emphasized repeatedly. This workshop will present information regarding the predicted seasonal performance capabilities of cool and warm season turfgrasses vs. the sports turf manager's expectation (and desire) to deliver the highest quality playing surface possible. We will further discuss appropriate cultural and chemical management practices that will improve the chances of "peaking" a sports field when desired. But again, the session will never lose sight of the fact that you can not achieve the highest level of turf quality without paying a price.

Field Design, Construction & Maintenance

Dr. Tom Cook, Oregon State University

What you'll hear: Field design, construction and maintenance are three segments of the big picture of athletic fields, not three separate entities. In this workshop you'll focus on how the three segments work together and how to work with all

those involved to end up with the kind of field that works well within the parameters established for that field and facility.

Landscaping That Works

Anne Streich, University of Nebraska/Lincoln

What you'll hear: While the major concern of the sports turf manager is the playing field, the public sees the field as part of the overall facility. This workshop will focus on developing landscaping that is designed to work with the field to add to the overall look and feel of the facility, yet fits into the maintenance program in terms of labor time and expertise, materials and equipment allocations.

Sports Fields: How They Wear & What You Can Do About It

Dr. Dave Minner, Iowa State University

What you'll hear: This workshop will specifically deal with athletic field traffic by providing strategies that the Sports Turf Manager can use to maintain both cool and warm season grasses under intense traffic situations. It will also provide written information that can be presented to

administrators so that they can make important decisions regarding the amount of activities that are allowed on a field. Dr. Minner's latest estimates of how much traffic is too much traffic will be presented. Participants will be required to fill out and return a 10-minute survey about traffic prior to attending the conference. Traffic will be explained in terms of wear and compaction with a special emphasis on how to manage a protective mat of vegetation over the soil. Agronomic strategies discussed include: aerification, soil amendments, grass species and variety selections, using bermuda in the north, coring, seed vs. sod, and topdressing with sand or crumb rubber. Participants will gain a better understanding of traffic in terms of the total amount of activities on a field rather than counting the number of games that are played. This workshop is equally split between grass growing techniques and communication strategies to limit traffic.

Irrigation & Water Auditing

Dr. Jim McAfee, Texas A & M

What you'll hear: Water is an essential element in turfgrass growth and maintenance yet, in many



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areas, water use is a politically-charged issue involving restrictions or bans. This workshop will delve into the basic principles of irrigation and wise water use. You'll explore water auditing as a method to measure, evaluate, and improve the efficiency of the water delivery system for your fields.

The Whole Facility Picture

Tim Moore, CSFM, M-NCPPC;
Boyd Montgomery, CSFM,
Sylvania Recreation

What you'll hear: Facility responsibilities can cover a wide range of area other than the athletic fields. This session will focus on those other areas, with examination of the various management aspects of everything from the parking lot to the rest rooms to the landscaping. If you are currently a facility manager, or if you aspire to become a facility manager, this session is for you.

Saturday, Jan. 19

CONCURRENT SESSION -
8:00 - 10:15 a.m.

Each of the three topics in this set of concurrent sessions will run for 45 minutes.

THE BASICS TRACK

Fertilization

Dr. Mike Goatley, Mississippi
State University

What you'll hear: Plants respond to fertilization in many ways, some good and some bad. This session will discuss the appropriate selection of nutrients and fertilizer sources to best meet the field needs at a particular time. Attendees will consider the choices they have in turf nutrition as they apply to maximizing turf appearance, stimulating regrowth potential, enhancing wear tolerance, and improving cold and heat tolerance, among others things.

How Turf Uses Water

Dr. Dale Devitt, University of
Nevada/Las Vegas

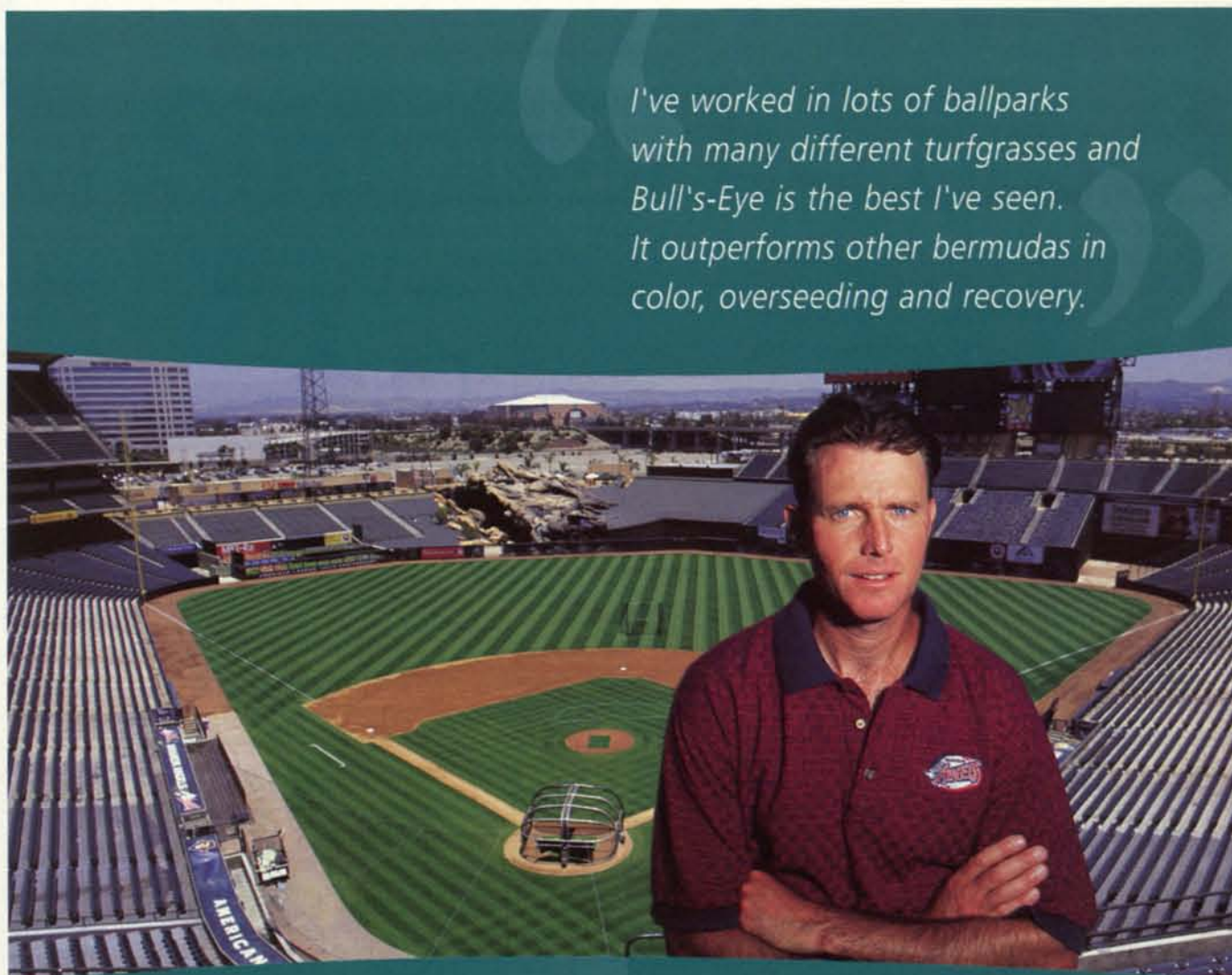
What you'll hear: Turfgrasses are living entities that require water for survival. This session will cover the basics of how the water

is processed and used by the turfgrass plant. You'll gain a better understanding of the efficient and effective use of this valuable resource.

Field Painting

Mike Hebrard, Athletic Field Design

What you'll hear: Field painting is both an art and a science. It impacts the physiological aspects of turfgrass management as well as the time, labor and materials resources of the program. This session will cover the basic when, where, why and how of field painting.



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—Barney Lopas
Field Manager
Edison International Field,
home of the Anaheim Angels
Anaheim, CA.

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THE TECHNICAL TRACK

Designing & Maintaining High Sand Profile Rootzones for Stability & Playability

Dr. Andy McNitt, Penn State University

What you'll hear: Athletes want to play on a surface that is smooth, uniform and provides solid footing so they can safely execute all the moves, twists and turns of their sport putting total focus on the game. This session will explore how the design and maintenance aspects of high sand profile rootzones are related and how manipulation of various maintenance techniques impacts the stability and playability of the field.

Growing Turf in Low Light Stadium Conditions

Grant Trenbeath, Arizona Diamondbacks

What you'll hear: It's tough to grow turf in limited light conditions. This session will detail the affects of low light levels on turfgrass performance and explore the options available to counteract the negatives and promote turf growth and health.

How to Buy Sod

Steve Cockerham, University of California/Riverside

What you'll hear: All sod is not created equal; no one sod fits all purposes. This session will discuss the various areas to consider when purchasing sod and give guidelines in matching the sod selection to field needs.

TRICKS OF THE TRADE

Handling College/University Multiple-Use Fields

Eric Adkins, CSFM, Northwestern University

What you'll hear: Football may be the focus of attention on game day, then become the site for a major concert or graduation ceremonies. This session will share ideas on making it all work together to keep top field conditions and satisfy the total package of facility needs.

Handling the "Do Everything" Field

Connie Rudolph, CSFM, Midway Stadium

What you'll hear: This session will discuss the impact of having multiple sports and events on one playing surface. Included will be ideas and suggestions on how to prepare for and recover from the damage that can occur.

Soccer, Soccer & More Soccer

Kevin Meredith, Soccer Hall of Fame

What you'll hear: Soccer only fields don't guarantee a lower use level than two sport, or multi-use fields. This session will share suggestions on how to accommodate multiple user groups with multiple skill levels and permit as much field use as possible while retaining the quality, safety and playability of the fields.

PROFESSIONAL DEVELOPMENT

Meeting the Media

Susan Snyder, Las Vegas Sun

What you'll hear: You are on stage and on the spot when the media appear with tape recorders, cameras and video recorders. This session will help prepare you for meeting the media and working with media personnel to deliver an accurate, positive image of your fields, facility, profession and yourself, in both every day and crisis situations.

Tracking Costs on Field Contact Hours

Bill Whirly, City of Fort Collins

What you'll hear: Costs are involved every time someone steps on your fields. This session will explore methods to gain an understanding of the potential costs involved and possible methods to monitor and record those costs in terms of field contact hours.

Management on a Limited Budget

Mike Andresen, CSFM, Iowa State University

What you'll hear: The athletic maintenance budget at Iowa State University spirals down as the expectations and commitments have climbed. This scenario is no different than scores of other situations around the country. This presentation will walk through how ISU identified the challenges, instituted program changes, and developed new initiatives in order to get lean and mean. Communication and commitment are the keys to making any program work, especially when your back gets pushed to the wall. You'll see how one University program made the changes.

GENERAL SESSION

10:30-Noon

Maximizing Your Potential

Dr. Bree Hayes, The Hayes Group

What you'll hear: This seminar is designed to help participants present their best professional selves. Expect to learn how to listen more effectively, express yourself clearly, and ask for what you want. It will also touch upon ways to manage time more effectively in the demanding world of turf management and to take the necessary risks that will help you attain your goals and live a more fulfilling life. Expect a highly interactive and self-examining experience.

1:45-4:00 PM

ROUND TABLE DISCUSSIONS

Each topic will be repeated three times for forty minutes at a time with a maximum of five minutes move time in between. Participants may choose the topics they wish to discuss, with a three-topic limit. Each discussion will be attendee driven based on the topics that are raised by the partici-

pants in each of the groups within their forty-minute session.

Cool-Season Turf Overseeding

Troy Smith, CSFM, Denver Broncos

What you'll discuss: Participants will share their ideas and their successes and failures (and what they've learned from them) in managing cool-season turf overseeding.

Warm-Season Turf Overseeding

Tom McAfee, Nelson W. Wolfe Municipal Stadium

What you'll discuss: Participants will share their ideas and their successes and failures (and what they've learned from them) in managing warm-season turf overseeding.

The Certified Sports Field Manager Program

Dr. Tony Koski, Colorado State University; Mary Owen, University of Massachusetts/Extension

What you'll discuss: Participants will share in a discussion of the CSFM program, how to prepare for the testing process, what it means to be certified, and how professionalism will help the individual, the STMA, and the sports turf management profession.

Managing Football Fields

Bob Campbell, CSFM, University of Tennessee

What you'll discuss: Discussion is open to the full range of football field management, from off-season preparations to game day situations and end-of-season wrap-up. You'll join your peers in asking questions and sharing ideas on managing football fields.

Managing Baseball Fields

Mark Razum, Colorado Rockies

What you'll discuss: Discussion is open to the full range of baseball field management, from off-season preparations to game day situations and end-of-season wrap-up. You'll join your peers in asking questions and sharing ideas on managing baseball fields.

Managing Soccer Fields

Kevin Meredith, National Soccer Hall of Fame

What you'll discuss: Discussion is open to the full range of soccer field management, from off-season preparations to game day situations and end-of-season wrap-up. You'll join your peers in asking questions and sharing ideas on managing soccer fields.

Managing Multi-Use Sports Complexes

Mike Trigg, CSFM, Waukegan Park District

What you'll discuss: Discussion is open to the full range of multi-use field management, from off-season preparations to game day situations and end-of-season wrap-up. You'll join your peers in asking questions and sharing ideas on managing multi-use fields.



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Managing Volunteer Groups

Ken Norkosky, City of Aurora

What you'll discuss: Participants will share ideas, including past successes and failures, on recruiting volunteers, coordinating and monitoring volunteer efforts. They'll also discuss methods of rewarding those efforts to recognize and reinforce the contributions of the volunteers and develop continuity of, and within, the volunteer programs.

Water Quality

Dr. Dale Devitt, University of Nevada/Las Vegas

What you'll discuss: Participants will discuss water quality problems and share ideas, including past successes and failures, related to solving those problems.

Managing Field Construction

Ross Kurcab, CSFM, Invesco Field at Mile High

What you'll discuss: Participants will focus on the many facets involved in a field construction project and share ideas on the most effective and result-oriented methods of managing them.

Irrigation Troubleshooting

Lynda Wightman, Hunter Industries

What you'll discuss: Participants will share suggestions for effective troubleshooting of irrigation systems and how to react to the problems discovered.

IPM for Sports Turf

Dr. John Stier, University of Wisconsin

What you'll discuss: Participants will raise the problems they have encountered with establishing, monitoring and administering sports field-specific IPM programs and share solutions to those problems and ideas for IPM system improvement.

Coping with Southwest Conditions

Bob Morris, UNLV Cooperative Extension

What you'll discuss: Participants in this discussion will share ideas on moving beyond coping, to gaining control of their field management and maintenance programs in the widely variable southwest conditions by adopting

the proactive rather than reactive approach.

Keeping Your Head When Changing Hats

George Trivett, Granite Falls Middle School

What you'll discuss: With tight budgets and low staffing levels, it's a given that the sports turf man-

ager will fill many different roles in the field management, maintenance and field-use decision processes and in coordinating those programs. Participants will share their ideas and insight into staying cool, calm and collected while filling these varying roles.

ST

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