

Protecting your field

Oh no, not the Backstreet Boys again!

With the ever-increasing amounts of money being spent on stadiums (and turfgrass fields), the revenue-hunters don't allow these venues to sit empty for too long. Many turf managers know the feeling; after being told "This is a single-use facility," they soon are asked to diligently research the turf protection business.



The trend to the single-use stadium, such as Astros Field in Houston, Comerica Park in Detroit, Pacific Bell Park in San Francisco, or Safeco Field in Seattle, doesn't mean no other events take place in these "baseball-only" parks. Each of those stadiums has hosted other events, such as a George Strait concert, Microsoft's 25th anniversary party, and the Catholic Church Celebration.

Michael Beane, the director of marketing at Terraplas USA Rentals, says he's been through this many times. "Every conversation I have with a turf manager, sooner or

later, he or she says 'I know you have done this in other stadiums; however, our grass is unique and I'm not sure it will work here!'"

Beane says the conversation also always turns to pricing. "As is always the case, the best product costs more."

After the turf manager has had a chance to check out the materials Beane sends him or her, the research is usually over, says Beane. "Just a few calls to his or her friends on our Client and Reference list and they hear 'If you have to cover your field, there is only one system that will assure the best results.'" List of other Terraplas users:

- Giants Stadium, The Meadowlands, NJ
- Soldier Field, Chicago
- Pro Player Stadium, Miami
- Alltel Stadium, Jacksonville
- Cotton Bowl, Dallas
- Arrowhead Stadium, Kansas City
- Ohio Stadium, Columbus
- Turner Field, Atlanta

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Any turf manager knows that today "single-use facility" is an oxymoron.



The toughest job may be to convince management to spend the money to protect your turf.