FEATURED SPEAKER » Paul Caligiuri
Long considered one of the most successful and recognizable soccer players in the United States, Paul Caligiuri is in his second year as the head coach of Cal Poly Pomona’s men’s and women’s soccer teams.

After earning honors for his collegiate play for UCLA, Caligiuri, played professionally and internationally for 18 years before joining Cal Poly Pomona. From 1984-97, Caligiuri was a member of the United States national team and had 110 game appearances, including participation in two World Cups in 1990 and 1994 and the 1988 Olympic Games in Seoul, Korea. One of the most memorable moments of his playing career came in 1990 when he scored the game-winning goal - known as the “Goal Heard Round The World” - against Trinidad & Tobago that qualified the U.S. for its first World Cup in 40 years. He played professionally in West Germany and became the first American player to make a Division I professional team in Europe when he earned a spot with FC Hansa Rostock Oberliga in 1990. He completed his career abroad with St. Pauli, German Bundesliga in 1995. In 1996, Caligiuri played for the Columbus Crew of the newly-founded Major Soccer League. In 1997 he was assigned to the Galaxy, where he helped the team become one of the top defensive units in the league. Los Angeles reached the MSL championship game two times while Caligiuri was with the team.

FEATURED SPEAKER » C. Mike Jousan
C. Mike Jousan is an internationally recognized speaker who is one of our nation’s experts on communication. In 1988, he founded Clear Communication Company, a consulting firm specializing in all forms of person to person communication. He is the author of the book, “Don’t Let The Messenger They Shoot Be You! A Survival Guide For Public Speaking.” Jousan knows that presentation skills, public speaking skills, media and communications skills are all learned skills. In his presentations, training sessions and workshops, he describes and demonstrates ways to communicate better so others can learn what to do and what NOT to do. His skill-building methods help participants unlock their own personal and professional potential and begin a process of continuing development in projecting a positive image.

THURSDAY, JANUARY 22

» GENERAL SESSION 8:00 – 11:30 am

8:00-8:15 am
Welcome to California Teamin’ - 2004
Bob Campbell, CSFM, STMA President, University of Tennessee

8:15-9:00 am
Soccer – The Player, The Coach and The Field
Paul Caligiuri, Head Men’s and Women’s Soccer Coach, Cal Poly Pomona

WHAT YOU’LL HEAR » This presentation will discuss the impact of the athletic field on play, from the coach's perspective and from the player's perspective based on Caligiuri's experience in the collegiate, World Cup and Major League Soccer ranks.

9:00 - 9:45 am
Turf Across the Pond - Turf - Can It Be Made in the Shade?
Keith Kent – Twickenham RFC

WHAT YOU’LL HEAR » This presentation will show the changing face of stadiums in the wake of the Hillsborough Disaster back in 1989. With the advent of all seat stadiums the shade factor has become more and more of a problem as stands become higher and higher. It is only thirteen short years but it is only now that there seems to be some light at the end of the tunnel. In fifteen years at Old Trafford, I saw the stadium change beyond all comprehension to a 68,000 seat, three tiered stadium, with roofs that cut out light, air movement and created a unique micro-climate. Having moved to London, I am now in charge at the home of Rugby. Twickenham is already an imposing stadium and, with the proposed development of the South stand, light will be at a premium.

10:00-10:45 am
Turf Across the Pond – Where Turf and Technology Meet
Brian Robinson – Grass Science

WHAT YOU’LL HEAR » This presentation will outline the new technology being adopted by UK sports turf managers in the construction and maintenance of sports turf surfaces. The influence of the UK weather on playing surface preparation and grass growth will be detailed, along with how environmental data and special maintenance techniques incorporated into the specifications can benefit a construction project.

10:45-11:30 am
Turf Across the Pond – Conquering Modern Constructions
Dave Saltman - Pitchcare

WHAT YOU’LL HEAR » This presentation will cover changes in pitch construction over the last 15 years, where we have moved from plastic pitches back to grass. With the advent of third generation synthetics, natural grass is now under increased pressure to perform under all conditions throughout the British season. We will explore the developments of machinery and products in both renovation and construction including the modern day approach into stadium pitch maintenance and the use of reinforcement materials to stabilise playing surfaces. Also addressed will be the pressure of increased and regular television scrutiny, higher demand for usage, and the expectations of the viewing public, managers, players and the governing bodies of sport.

» CONCURRENT SESSION 12:30-3:45 PM

There will be four topics within each of the four Tracks during this concurrent session. The topics will run for 45 minutes each with a 15 minute break between the second and third topics in each Track.

» MANAGING FOR DOLLARS TRACK

Re-establishing Your Wear Areas: Budget vs. Performance
Tim Yanini - Michigan State University

WHAT YOU’LL HEAR » This presentation will focus on challenges. If a sports turf manager has only 70 days to get a sports field ready, what is the quickest way to re-establish these high traffic areas if there is minimal to zero turfgrass cover? How do you accomplish this with a “limited budget”? Furthermore, the windows of opportunity to reestablish turfgrass could be limited due to either use or climate, especially in northern regions of the country. Two of the lower costing practices the sports turf managers have control of, no matter the maintenance level, are mowing and fertilization. Thus the question is raised, “Can a compromise be reached in order to get the optimal strength from the playing surface?” Budget versus performance of the treatments, over the last two years, will be revealed.

IPM: Intelligent Pest Management
Dr. Frank Rossi - Cornell University

WHAT YOU’LL HEAR » This presentation will focus on the innovative approach to sports field management incorporating intelligent pest management practices. From the non-economic perspective, it will cover such issues as effort, education, flexibility and communication. It will also address the cost-benefit relationship as it impacts issues including field quality, player safety, and environmental soundness.

Making Each Dollar Count
Mike Tarantino - Poway Unified School District (CA)

WHAT YOU’LL HEAR » This presentation will start with where to begin to develop standards, know the expectations, and know your customer and your staff. Then it will begin at the basics to know your field, starting with soil sampling and irrigation. Then it moves on to equipment and cost to maintain a multi-use field including differ-

November 2003

SPORTSTURF • http://www.greenmediaonline.com
ent approaches to fertilization and experimenting with new and old methods to perform renovations.

Developing a Management Plan with a Limited Budget
Mark Hodnitz - City of Claremont, CA
WHAT YOU’LL HEAR » Every athlete, regardless of the level, deserves to play on the best and safest field possible, but how do you do this when the dollars are limited and the demands seem unlimited? This presentation will give you ideas on how to set priorities, how to plan ahead, how to work with competing interests and how to develop an affordable management plan and budget and “sell it” to all the stakeholders.

TURFGRASS SOILS TRACK
Selecting the Best Root Zone
Jason Henderson - Michigan State University
WHAT YOU’LL HEAR » The stability concern of sand has sparked the development of a number of products to aid in sand and surface stabilization. These products are in the form of soil amendments and in the form of soil inclusions which have been developed to provide a more uniform and stable playing surface. A three-year field study was recently completed at Michigan State University that compared many of the stabilization products to straight sand and sand-soil mixes. All treatments were subjected to two years of simulated football traffic seasons. The objectives of this research were as follows: 1) to compare and contrast the ability of each athletic field system to deliver a resilient and safe playing surface under simulated traffic, 2) to monitor the changes in infiltration rates after each season of traffic, and 3) to evaluate the soil physical properties of each field system and the inclusion/amendment effects on the strength of the root zone. The results of this study will be discussed in detail. Data from this work will help field managers, school administrators, and team owners make informed decisions when choosing the best root zone for their situation.

Turfgrass Cultivation
Dr. Doug Karcher - University of Arkansas
WHAT YOU’LL HEAR » The pros and cons of several types of cultivation practices on sports turf will be reviewed. In addition, the steps involved in developing sound cultivation programs will be discussed, including identifying soil problems and selecting the proper equipment and timing.

Topdressing: What you need to know to be successful
Dr. James Murphy - Cooks College, Rutgers University
WHAT YOU’LL HEAR » To be successful, you must first determine what you are attempting to accomplish with topdressing. Objectives for topdressing include modifying the physical and/or chemical properties of the existing root zone surface, smoothing an uneven surface, aiding establishment of overseeding, anchoring plants, and protecting plant crown and roots. Determining which of these objectives is/are most important for your situation will help in the proper selection of topdressing materials, timing and quantity. Success in a topdressing can also depend on the turfgrass species being grown. You will learn about interactions between turfgrass species, soil conditions, and topdressing.

Using High Quality Compost as a Soil Amendment
Dr. Andy McNitt - Penn State University
WHAT YOU’LL HEAR » This presentation will examine the use of high quality compost as a soil amendment focusing on data gathered through the combination of research results and experience in field use situations under varying circumstances.

SYNTHETIC TURF MANAGEMENT TRACK
A New Season with Synthetics
Amy Fouty, CSFM - University of Michigan
WHAT YOU’LL HEAR » This presentation will highlight the process that the University of Michigan went through to pick the product and install the new generation of artificial turf. The project will be outlined from start to finish, from selecting gravel to purchasing the proper equipment to maintain the surface.

Natural Turf versus Infill Turf
Speaker: Dr. Andy McNitt - Penn State University
WHAT YOU’LL HEAR » This presentation will review the results to date of ongoing research involving natural turf versus infill turf under various athletic field environments and field management programs.

Topic: Synthetic Surface Heat Studies
Gilbert Pulley and Dr. Frank Williams – Brigham Young University
WHAT YOU’LL HEAR » This presentation will cover a study of the surface and sub-surface temperatures of bare soil, natural turf and synthetic turf and how these temperatures relate to relative humidity, air temperature, time of day, irrigation cycles and light incidence. The surface temperatures of asphalt and concrete also are included under the same conditions and interactions. Also discussed will be some of the barriers to surface cooling (i.e., hydrophobic conditions, poor infiltration and drainage characteristics, temperature rebound after irrigation) and the additional maintenance needed to deal with these factors.

Financing for Construction and Maintenance of Synthetic Fields
Patrick Maguire - Geller Sport, Boston, Massachusetts
WHAT YOU’LL HEAR » In this session, attendees will learn about the capital costs involved in building an infilled synthetic turf athletic field as well as how to prepare a long term cost benefit analysis for infilled synthetic turf vs. natural grass. The information will be presented in case study format using a recent public infilled synthetic turf athletic field project taken from concept through completion.

GETTING TO THE DIRT OF BASEBALL TRACK
Selecting a Skin Field Mix
Mark Hodnitz - City of Claremont, MA
WHAT YOU’LL HEAR » This presentation is an overview of the different materials available to “skin an infield.” From the tried and true materials to the latest you will come away with the information you will need to select the infields mix that is best for you and your field.

Getting to the Science of Infield Mixes
Dr. Karl Guillard - University of Connecticut
WHAT YOU’LL HEAR » The skinned portions of baseball and softball infields vary widely with respect to soil texture, composition of the construction materials, applied amendments, and added conditioners. These variables influence soil physical properties, which may affect the playability and ball reaction off the surface. This presentation will discuss our current research conducted with live soils at different moisture contents and amended with varying rates of calcined clay on skinned infield surface hardness, surface traction, static ball friction, and dynamic ball friction.

Pitching Mound and Homeplate Management
Steve Wightman - Qualcomm Stadium, San Diego, California
WHAT YOU’LL HEAR » This presentation will discuss the basics and more in a detailed pictorial description of building, preparing and repairing a Major League Pitching Mound and Homeplate area. You’ll learn what types of clays are best for construction and maintenance. Attendees also will learn how to set the proper height, slope and distances of the mound as well as how the batters’ boxes are maintained for some of the greatest hitters in the Major Leagues.

Infield Management Techniques
Eric Hansen and Larry Divito - Los Angeles Dodgers
WHAT YOU’LL HEAR » In this presentation, attendees will get a view of game day infield maintenance at Dodger Stadium and a detailed look at infield maintenance practices from the end of a game through bat practice set up the next day. We will discuss our overall philosophy of infield maintenance and our approach to providing a quality playing surface at the major league level. This discussion will also include a description of staff levels, infield soils, amendments, tools, and techniques.
FRIDAY, JANUARY 23RD

**MORNING SERIES OF WORKSHOPS**

Choose one of the ten Workshops during the morning session - 8:00-10:00 AM

**Job Market Preview**

This session is for students just beginning their turf studies, recent college graduates and seasoned professionals looking for new career possibilities.

**Professional Facilities Perspective**

Rachael Volkman - Milwaukee Brewers Baseball Club

This important part of the presentation will be held at the facility. Internships, networking, resumes, job posting resources, and job search strategies will be explained. Are jobs available at professional sports facilities? Yes, but how do you find them and secure the job? Key questions to consider when deciding to move into a professional sports position from another area of sports field management will be addressed. Expectations for jobs at both Minor League and Major League Baseball facilities will also be presented.

**College and University Perspective**

Mike Andresen, CSFM - Iowa State University

This segment of the workshop will concentrate on the college and university market. It will review opportunities available to students while in school, as opportunities where college athletic programs can utilize students. It will examine the job market at the university level and give insight into how a student can gain employment in this area. Employment trends and issues will be exposed and discussed.

**Other Schools Perspective**

Jody Gill, Blue Valley School District, KS

This presentation will discuss the required responsibilities for a position in the school system environment and point out what these employers are looking for in interns and new hires in experience and other areas of responsibility. The discussion will include general knowledge and specific responsibilities related to turf management, maintenance and related topics.

**Parks and Recreation Perspective**

Chris Calcaterra, CSFM - City of Peoria, AZ, Sports Complex

This presentation will feature what facility managers are looking for in interns and new hires in experience and other areas of responsibility. The presentation will cover maintenance and related topics.

**Work Smarter, not Harder:**

Floyd Perry, Grounds Maintenance Services for Sports Fields, FL

This workshop will show through slides and verbal interaction over 100 ways to save time - effort - and energy in baseball, softball and turf sports. It will bring attendees into the program through asking for additional ideas that have worked for their staffs. This presentation will feature ground level, every day ideas that the high school recreational or upper division groundskeeper can incorporate into their daily and seasonal calendar. This presentation will encourage you to be innovative and creative in your daily job performance and you will work smarter, not harder.

**Warm Season Turf 101**

Dr. Kent Kurtz - Cal Poly Pomona

This workshop will discuss the growth and development of warm season turfgrasses utilized in the management of sports turf. It will include basic plant structure, function and characteristics used for turf identification and identification of the grasses. It will consider the environment and management and how they influence the daily operation of sports turf. It will cover selection of the correct turfgrass for the facility and methods of establishment and maintenance based upon use and the budget, equipment and personnel resources available.

**Cool Season Turf 101**

Mary Owen - University of Massachusetts Extension

Understanding basic growth and development of cool season grasses is fundamental to successful sports field management. This session will focus on turfgrass plant structure and function; seasonal development of grasses; plant response to environmental influences such as temperature, light, and water; and plant response to traffic and wear. Fine-tuning cultural practices based on turfgrass plant growth in relation to intensity of use will also be addressed.

**Developing a Sellable Budget**

Boyd Montgomery, CSFM - Sylvania Recreation Corporation

This workshop will discuss how to develop a budget. We will discuss the most important factors in developing a budget. We will discuss how to prepare a budget that is simple and easy to understand. We will also discuss how to prepare a budget that is effective and will be reviewed by upper management.

**Using Reclaimed Water**

Dr. Ali Harivandi - University of California Extension

This workshop will discuss the use of reclaimed water in turfgrass management. We will discuss the importance of using reclaimed water for turfgrass management. We will also discuss how to use reclaimed water for turfgrass management.

**Managing Native Soil Athletic Fields**

Dr. Bob Carrow, University of Georgia

This workshop will discuss the use of native soil athletic fields. We will discuss the importance of using native soil athletic fields. We will also discuss how to use native soil athletic fields.
Sand-based Root-zone Management
Dr. John Steier - University of Wisconsin
WHAT YOU’LL HEAR >> Sand based fields have the potential to provide remarkably superior playing surfaces but are often mismanaged beginning with construction and ranging through to management. During this workshop, pros and cons, construction methods, grow-in, and successful tips for managing sand based fields will be discussed. Details will include sand selection, amendments, grass selection, fertilization, irrigation, cultivation, and topdressing.

Zoysiagrass Athletic Fields
Dr. Milt C. Engelke - Texas A & M Research & Extension Center—Dallas
WHAT YOU’LL HEAR >> This workshop will explore the use of zoysiagrasses for natural turf sports fields. To date, the zoysiagrasses have not been the grass of choice, however, advances in cultivar development and cultural practices make zoysiagrass a serious contender for the finest of sporting facilities, domed types included. Zoysiagrass is a species which is broadly adapted to soil types, structure, chemistry and climates. It is a warm season grass originating from the Pacific Rim regions and which is represented by as many as 14 different species. Only four of the species has adaptability to use for turf, but the areas of adaptation will range from approximately 46o N latitude (Chicago) to 42o S (Tasmania, Australia). New zoysiagrasses have recently been introduced to the market that offer alternatives to bermudagrass, and even many of the cool season grasses used on sports fields today. Yet, they too have their own special management requirements to optimize their durability, longevity and performance. This presentation will examine the cultural practices required, incorporating the results of field studies initiated in the spring of 2001 focused on reduction of thatch accumulation and the reduction of the potential for severe scalping.

Fertilization
Turf Feeding Systems is the leader in golf and landscape fertilization systems - Worldwide

Model 500 - Landscape Enclosed locked injector shown
Manage Color & Growth
Reduce Labor
Improve turf quality
Recover Damaged Turf FAST
Six Models - Ten Capacities - 3-50 acres
Call Today (800) 728-4504
Turf Feeding Systems, Inc.
WWW.TURFFEEDING.COM

>> AFTERNOON SERIES OF WORKSHOPS
Choose one of the ten Workshops during the afternoon session - 3:00-5:15 PM

Putting your Turf to Bed
Dr. Dave Minner - Iowa State University
WHAT YOU’LL HEAR >> Don’t abandon your field at the end of the playing season. How the field is “put to bed” will greatly influence its ability to recover and be ready for the next season. In-season and off-season strategies for core-aerating, topdressing, renovation, covers, fertility, seeding and sodding will be presented for both warm and cool season athletic field systems. Traffic tolerance research of species and seeding turf will be presented. A grass systems approach will be used to explain how year-end strategies impact next season performance.

Preparing for the CSFM Exam
Mary Owen University of Massachusetts Extension; Mike Schiller, CSFM, Van’s Enterprises and George Trivet, CSFM, Granite Falls, NC, Middle School
WHAT YOU’LL HEAR >> This workshop presents an overview of the CSFM Exam and provides hints to prepare for taking it. Without giving away specific questions, the presentation team will point out areas the Exam takers should be familiar with. It also will show how the practical, everyday, part of sports turf management can help prepare you for the Exam. If you are thinking about certification, but are nervous about the test, this session is for you.

Meeting the Media – How To Session
Steve Wightman - Qualcomm Stadium, San Diego, California, and Media Representatives
WHAT YOU’LL HEAR >> A panel of local media and nationally recognized Sports Field Managers will discuss their respective jobs and the interaction required for each to perform their work. Highlighted areas will include, "What makes a good story", the interaction of the Sports Field Manager and the media as well as, "How to project a positive image". Questions will be entertained from the audience for various perspectives, ideas and, hopefully, solutions.

Salt Tolerant Turf
Dr. Ronny Duncan - University of Georgia (retired)
WHAT YOU’LL HEAR >> With water issues dominating management decisions for managing all recreational turf, use of alternative water resources, all of which contain some level of salinity, is challenging turf performance. Understanding the interaction among the water salt load, soil, climatic interactions, and turf species/cultivar is essential to maximizing sports turf performance. In this workshop you will learn the what/when/where specific details for making management decisions for irrigated turf.

Environmental Issues
Debra Swartz, Michigan State University
WHAT YOU’LL HEAR >> With environmental issues a growing concern for a major segment of the public, field management programs and practices are increasingly in the spotlight. This session will outline guidelines for moving beyond mere compliance with mandated regulations to a proactive approach on environmental issues. Attendees will work on assessing potential environmental impacts at their facilities and look at establishing partnerships with local and state organizations to develop creative solutions to environmental concerns. In addition, this workshop will look at methods of integrating environmentally preferred products into the management program.

What Administrators Want to See in Your Budgets
Keith Bradford - Poway [CA] School District
WHAT YOU’LL HEAR >> You’ll learn how an administrator’s thinks. (They do think even though you may not believe it.) You’ll get an opportunity to see where administrators are coming from, step into their shoes. Once you have a better understanding of how administrators think you will be able to present a budget in such a way as to increase your odds of getting what you need.
The Basics of Athletic Field Management in the Transition Zone
Dr. A. J. Powell - University of Kentucky
WHAT YOU’LL HEAR » This workshop will cover the basic management practices that are always necessary to produce tough sports turf and will present opinions concerning uses of a smorgasbord of ‘trilt’ products that are highly promoted on both native soil and sand based fields. Both the Pros and the Cons of seeded Bermuda and perennial ryegrasses will be discussed as they relate to establishment, persistence in the transition zone and predictability.

Weeds
Bruce Kidd - Dow Elanco and Dr. Sowmya Mitra, Cal Poly Pomona
WHAT YOU’LL HEAR » This workshop will move beyond the basics of weed identification to focus on the complex interaction of weeds and turf in differing soil profiles under various field use levels, maintenance programs and environmental conditions. Attendees will also examine samples of turf treated with various chemical weed controls to observe the effects of the treatment.

Can You Manage an Athletic Field Organically?
Dr. Frank Rossi - Cornell University
WHAT YOU’LL HEAR » This workshop will provide an overview of the various organic options available for athletic field maintenance programs including short- and long-term pros and cons and cost — benefit analysis.

Topic: On the Cutting Edge
Grad Student Researchers Present Their Research Findings.

VERSATILITY THAT SAVES YOU MONEY

Don’t waste your budget on single use vehicles when a Highlander Sport can do it all with a complete line of Broyhill Ground Care Accessories.

The Highlander Sport works with:
* Versa-line scarifier / dethatcher
* Finger blade scarifier
* 74” Ball Field Finisher drag
* Fastliner Line Marker (shown)
* AccuLiner flex-wing core aerator
* TerraRoller spiker / roller
* Rear hydraulic cylinder ports

Call Broyhill today to see all the ways the Highlander Sport will work for you!
1.800.228.1003 ext.34
www.broyhill.com

Broyhill
when only perfection will do

TRAFFICKING IN SEEDLING GRASSES
Federico Valverde – Iowa State University
WHAT YOU’LL HEAR » The recuperative capacity of the whole turfgrass system varies according to the developmental stage of the species at the moment of injury. The purpose of the research reported in this presentation was to study the interaction between overseeding and traffic stress on fully established turfgrass systems and those under establishment. This study was conducted at the Horticulture Research Farm in Ames Iowa. Four independent trials were seeded in a lapse of 2 years. The species evaluated were Kentucky bluegrass, perennial ryegrass, tall fescue, fine fescue, creeping bentgrass, colonial bentgrass, velvet bentgrass and Poa supina. Trials were overseeded six times and traffic simulation was applied weekly during the growing season. Fully established trial started at 100% of turf cover before traffic.

Turfgass species that show wear resistance when fully mature are not necessarily the best option for reestablishment. Perennial ryegrass was the most consistent species in terms of wear resistance among different growing scenarios.

OPTIMIZING STRATEGIES FOR SPORTS FIELDS USING RECYCLED IRRIGATION WATeR
Russell Plumb – Cal Poly Pomona
WHAT YOU’LL HEAR » The quantity and quality of irrigation water are becoming the limiting factors in maintaining high quality athletic turf in Southern California. This presentation will detail research comparing irrigation with potable water to irrigation with reclaimed water on GN ‘1’ Bermudagrass plots with irrigation water quality the primary factor studied, and the addition of surfactants the secondary factor.

WEEd Management in Warm Season Grasses
Travis Teuton - University of Tennessee
WHAT YOU’LL HEAR » This presentation will focus on warm season turfgrass weed control for establishing turf as well as weed control for established turfs. It will also address perennial ryegrass removal in bermudagrass using the new ALS herbicides.

SATURDAY, JANUARY 24

» GENERAL SESSION - 8:00-10:00 AM

Presenting Yourself as an STMA Professional
C. Mike Jousan – Clear Communication Company
WHAT YOU’LL HEAR » Every communication is a “moment of truth” by which you, your professionalism, and your competence are judged. The focus of this presentation is professional image, with practical, workable methods on how to market your professionalism to superiors, field users groups, external audiences — including the media.

» CONCURRENT SESSION 10:15 AM-12:30 PM

There will be four Tracks within this Concurrent Session. Within three of the Tracks there will be three topics which will run for 45 minutes each. The Marketing Skills Track will consist of a professional development and image enhancement Workshop.

» MARKETING SKILLS TRACK

STMA Marketing Workshop – Put Your Best Foot Forward
C. Mike Jousan - Clear Communication Company
WHAT YOU’LL HEAR » Every time you verbally communicate a thought or idea to another person – you are marketing not only that thought or idea – but also your image as a professional and a member of your profession. How you communicate to external audiences impacts how others view you. How you communicate to internal audiences – the others within your facility or organization – can impact your future. This workshop will focus on hands-on techniques for “selling yourself” through presentation, marketing and media skills. You’ll learn the special skills of: Making a great first impression; Getting to the point quickly; Controlling your nerves and remaining composed; and Handling the toughest questions.
**ELECTRONIC TURF TRACK**

Who Are Your Turfgrass E-Pals?
Dr. Doug Karcher - University of Arkansas

WHAT YOU'LL HEAR: The booming growth of the Internet and its use has resulted in opportunities for sports turf managers to get assistance with their day to day tasks. This presentation will discuss several useful Internet sites, or 'Turf E-Pals.'

Turf Advantages Online – Building Communities
Dave Saltman - Pitchcare

WHAT YOU'LL HEAR: This presentation will give an overview of Pitchcare.com, an interactive magazine for Groundsmen and Greenkeepers. In two years of operation, Pitchcare has brought together over 6000 like-minded Turf professionals and amateurs to share experience, advice, and expertise. Operating on the premise that a problem shared is a problem solved, Pitchcare has become a meeting place for people who just don’t get the chance to connect in person due to their busy working schedules. Other advantages offered include on-line purchase, direct access to duty weather forecasters, second hand machines (sales and wanted), live chat forums and general evening chats. It provides the ability to get articles on the magazine while they are current and to provide press releases and new product information from suppliers’ and distributors’ points of view.

Web Blasts and More
Pam Sherratt - Ohio State University Extension

WHAT YOU'LL HEAR: This presentation will provide a summary of web-based information available to those sports field managers that strive to stay abreast of this fast moving industry. It will include a synopsis of The Ohio State University Buckeye Sports Turf web-site, which posts topical information on a continual basis throughout the year via "SportsNotes."

**HIGH PROFILE STADIUM MANAGEMENT TRACK**

Dealing with Non-Turf Events
Raechel Volkening - Milwaukee Brewers Baseball Club

WHAT YOU'LL HEAR: Most stadiums are becoming more of a multi-use facility each year. Miller Park is no different. It has been host to a Halloween party, 5K run, religious revival, the filming of a Disney movie, several major concerts and graduation ceremonies. Because these events can be very profitable for our employers both monetarily and in generating community support, sports turf managers must learn to coexist with these activities. This presentation will discuss the planning and communication necessary to pull off a successful non-turf event. Both physical and chemical field protections also will be explained. Stage construction strategies and their effects on the playing field will be addressed.

A New Generation of Athletic Fields
Josh McPherson - Virginia Tech

WHAT YOU'LL HEAR: This presentation will address the quest for the perfect athletic field. Through technology we are able to select the soil and turf that will best fit our situations. At Virginia Tech’s Lane Stadium, with the aid of GreenTech ITM modules and Advanced Aeration’s patented Subsurface Soil Conditioning technology, we are able to manipulate the environment to come close to attaining a perfect field. The session will focus on the challenges in using a heating system and assess how our field performed throughout the year.

Dealing with Shade Issues in Stadiums
Dr. John Sorochan - University of Tennessee

WHAT YOU'LL HEAR: No different than athletic fields grown in full sun, turfgrass managers who deal with shade issues in stadiums are expected to maintain a dense turf stand that will hold up to frequent traffic (wear) events. Unfortunately, traditional turfgrass management practices do not apply when light is limiting. Therefore, athletic field managers who must deal with shade issues must adjust their management practices to maintain the highest quality playing surface possible even when optimal growing conditions are not favorable because of shade issues. This presentation will cover the components of light and its effect on turfgrass growth, physiological and morphological changes in turfgrass as a result of shade, and how to best manage turfgrass grown in shade conditions.

**TRICKS OF THE TRADE TRACK**

On the Field Diagnostics
Amy Fouty, CSFM - University of Michigan

WHAT YOU'LL HEAR: We all have seen the fancy technical tools to diagnose various turf problems. The best tools we have still are our minds, eyes, ears, hands and nose. This presentation will discuss the use of the more basic tools of the trade along with our senses and how they can be the most effective component in the turf management program.

On the Field Crisis Control
Bob Christopherson - Seattle Mariners

WHAT YOU'LL HEAR: This presentation will focus on development and implementation of an effective field management program from pre-event planning through post-event practices. It will address the impact of effective on the field crisis control within the overall field management program.

Wear Area Management
Darian Daily - Cincinnati Bengals

WHAT YOU'LL HEAR: This presentation will address different ways of managing the wear areas that occur on different athletic fields on a limited budget. You will see what different people do to manage, repair, and even mask damage on their playing fields.

**ROUND TABLE DISCUSSIONS - 2:00 - 4:15 PM**

Each topic will be repeated three times, for 40 minutes each time, with a maximum of five minutes move time in between discussion periods. Participants may choose the topics they wish to discuss, with a three-topic limit. Each discussion will be attendee driven based on the issues that are raised by the participants in each of the groups within their forty-minute session.
Helping Student Interns
LEADER » Raechal Volkening,
Milwaukee Brewers Baseball Club

Finding a Job
LEADER » Boyd Montgomery,
CSFM, Sylvania Ohio Recreation
Corporation

Challenges of Parks & Rec
Sports Turf Management
LEADER » Chris Calceterra, CSFM
(City of Peoria, AZ, Sports Complex),
and Mike Trigg, CSFM – Waukegan,
IL, Park District

Is CSFM for You?
LEADER » Mike Schiller, CSFM,
Van’s Enterprises, Ltd.
and Jeff Salmond, CSFM
(Northwestern University)

Turf at K -
Through 12 Schools
LEADER » Mike Tarantino Poway CA
Unified School District

Environmental Regulations
LEADER » Debra Swartz,
Michigan State University

Challenges of
College/University Sports
Turf Management
LEADER » Eric Adkins, CSFM
Michigan State University

Challenges of Minor League
Baseball Sports Turf
Management
LEADER » Greg Elliot,
Lake County Captains

Challenges of Professional
Football Sports Turf
Management
LEADER » Abby McNeal, CSFM,
Invesco Field at Mile High

Wear Area Management –
Soccer and Football
LEADER » Darian Daily,
Cincinnati Bengals

Challenges of Major League
Baseball Sports Turf
Management
LEADER » Eric Hansen and Larry
Divito, Los Angeles Dodgers

Water Issues
LEADER » Dr. Tony Koski,
Colorado State University

Vendor Views on Relationship Building
LEADER » Monty Montague, GreenOne Industries,
and Vickle Wallace, Turf-Seed, Inc.

Changing Careers
LEADER » Dale Gotz, CSFM, Toro

THE ANTIDOTE
FOR CLOWNS.

If you're a specifier, sportsturf manager or superintendent, Celebration Bermudagrass may be just what you need to satisfy the clowns who insist they know more about managing your playing surfaces than you do.

A Unique Improvement. From its deeper blue-green color, to superior handling, your users will compare Celebration favorably to other bermudagrasses.

Ready Availability. With 45+ licensed growers in 12 states, you can rely on ample local supply.

Certified Purity. A rigorous QC program ensures genetically pure, contamination free turfgrass. All Celebration is certified.

Maximizes Resources. Reduced mowing requirements and improved shade tolerance decrease maintenance costs.

For purchasing information and a brochure:
Sod Solutions • 843.849.1288
www.celebrationbermuda.com

For turfgrass tips and information about all improved Sod Solutions turfgrasses: www.sodsolution.com

Celebration Bermudagrass is a joint venture of the Turfgrass Producers of Texas, Florida Sod Growers Cooperative, and Sod Solutions, Inc.

The Celebration Bermudagrass and Sod Solutions names and logos are trademarks of Sod Solutions, Inc.