

from the sidelines

Grass stains you don't want out

I grew up (insert lack of maturity joke here) in Pennsylvania and attended Penn State. Late in 2002 my wife (a PA native) and I moved our young family from Chicago back to the state capital, Harrisburg. My regional bias is always on my sleeve. For example, I've been accused by my editor peers of mentioning Joe Paterno much too often in this space (there I go again). But this month the pride of place goes beyond the legendary coach and role model to two fellows named Jeff Fowler and Steve LeGros, the founders of Grass Stains Productions.

These Keystone Athletic Field Managers Organization (KAFMO) board members, one a county extension agent and the other a turf manager, have produced two videos that are must-see for anyone interested in turf management.

Jeff (full disclosure — he's on our Editorial Advisory Board) and Steve (full disclosure — he's shaven as a cue ball) have collected photos from turf managers across the country and assembled them into short video clips set to music. They debuted at the 2003 STMA Award Banquet and then avoided the sophomore jinx this past January with an 8-minute production entitled "A Reflection" that brought down the house.

Now here's my point: For \$20 you can have your own copy of Grass Stains' work to use at events or just to share with your crew. The good news is that your \$20 isn't going toward getting LeGros a hairpiece but instead goes directly to the SAFE (The Foundation for Safer Athletic Field Environments) scholarship fund (minus production costs).

I wouldn't pitch this if I didn't think most readers would agree that Grass Stains' team has put together a professional production uniquely paying homage to the turf management profession. Send your check made payable to "KAFMO" to: Grass Stains Productions, Attn: Jeff Fowler, 867 Mercer Rd., Franklin PA 16323. Please include the name and address where the copy should be sent. Thanks!

Congratulations are in order for Dan Bergstrom, the turf manager for this month's STMA Field of the Year (see p. 8) who in early March was named Director of Field Operations for the Houston Astros. Dan's now responsible for the playing field and the grounds of Minute Maid Park, the \$250 million facility that opened in 2001.

According to the February 19 *Austin Business Journal*, SRI Sports, Inc., has laid off nearly 300 employees, begun shutting down operations, and liquidating its assets. The company makes AstroTurf, AstroPlay, and NeXTurf. The report says the company is seeking a buyer for its operations.

Minneapolis' Metrodome was scheduled to install AstroPlay this spring but has switched to FieldTurf, a source told me. Attempts to reach SRI for comment failed by press time but we'll follow up in the next issue.



ERIC SCHRODER, EDITOR

Comments always welcome.
Call Eric at 717-805-4197,
email eschroder@aip.com, or write
PO Box 280, Dauphin, PA 17018.

SPORTSTURF®

833 W. Jackson, 7th Floor Chicago, IL 60607
PH: 312-846-6600, FAX: 312-846-6638
WEB: <http://www.greenmediaonline.com>

THE OFFICIAL PUBLICATION OF THE SPORTS TURF MANAGERS ASSOCIATION

PRESIDENT BOB CAMPBELL, CSFM
PAST PRESIDENT MURRAY COOK
PRESIDENT ELECT MIKE TRIGG, CSFM
COMMERCIAL V.P. VICTORIA WALLACE
SECRETARY MIKE ANDRESEN, CSFM
TREASURER BOYD MONTGOMERY, CSFM
STMA BOARD MEMBERS TRA DUBOIS, ABBY MCNEAL, CSFM, DR. DAVE MINNER,
JAMES R. ROGERS, CSFM, LANCE TIBBETTS, GEORGE C. TRIVETT, CSFM
EXECUTIVE DIRECTOR STEVE TRUSTY

STMA OFFICE
1027 South 3rd St., Council Bluffs, IA 51503
PHONE 800-323-3875
EMAIL stmahq@st.omhcxmail.com
WEBSITE www.sportsturfmanager.com

INTEGRATED CONTENT TEAM
VICE PRESIDENT/ GROUP PUBLISHER STEVE BRACKETT
EDITOR ERIC SCHRODER
SENIOR EDITOR JOHN KMITTA

EDITORIAL ADVISORY BOARD
MIKE ANDRESEN, CSFM, IOWA STATE
CHRIS CALCATERA, CSFM, PEORIA, AZ
JEFF FOWLER, PENN STATE EXTENSION
BOYD MONTGOMERY, CSFM, SYLVANIA, OH
PAM SHERRATT, OHIO STATE EXTENSION
SUZ TRUSTY, STMA

PRODUCTION TEAM
ART DIRECTOR MAGGIE CIVIK
PRODUCTION MANAGER GABRIELLE MOUZERH

ADAMS BUSINESS MEDIA
CEO MARK ADAMS
SR. V.P.H.R. & ADMINISTRATION MARGIE DAVIS
DIRECTOR OF INTERNET OPERATIONS CHRIS CASAREZ
IT DIRECTOR STEVE SMITH
V.P., MARKETING SVCS. GROUP ELIZABETH SANTELLI
DIRECTOR OF CIRCULATION JOANNE JUDA-PRAINITO

DIRECT MAIL LIST SALES
JAN LEONARD 847-526-2599

READER SERVICE SERVICES
ASSOCIATE DIRECTOR OF CIRCULATION & DIRECTOR OF READER SERVICE
JOANNE JUDA-PRAINITO readerservice@aip.com

SUBSCRIPTION SERVICES
PHONE 847-763-9565 FAX 847-763-9569

REPRINTS
FOSTEREPRINTS 800-382-0808

PUBLISHER'S NOTICE: We assume no responsibility for the validity of claims in connection with items appearing in Sportsturf. Reader Service Numbers are given to facilitate further inquiry. Commercial product names are used for the convenience of the reader. Mention of a commercial product does not imply endorsement by Sportsturf or Adams Business Media, or preference over similar products not mentioned.

ADVERTISING SALES REPRESENTATIVES

MIDWEST
IA, IL, KS, MN, MO, NE, ND, SD, WI
COLLEEN MURPHY
2028 N. Stanton Ct.,
Arlington Heights, IL 60004
847-590-1162, 847-590-1163 (fax)
cmmurphy@earthlink.net

WEST
AK, AZ, CA, CO, HI, ID, MT, NV, OR,
UT, WA, WY, ALBERTA, BRITISH COLUMBIA,
MANITOBA, SASKATCHEWAN
JOHN BOLDUC
P.O. Box 12357
Orange, CA 92659
714-538-4730, 714-538-4785 (fax)
jbolduc@mail.aip.com

SOUTHEAST
AL, AR, FL, GA, KY, LA, MD,
MS, NC, OK, SC, TN, TX, VA, WY
DEANNA MORGAN
2095 Exeter Road, #80-336
Germantown, TN 38138
901-759-1241, 901-624-0333 (fax)
dmorgan@mail.aip.com

EAST
CT, DC, DE, IN, MA, ME, MI, NH, NJ, NY, OH,
PA, RI, VT, ONTARIO, NEW BRUNSWICK,
NOVA SCOTIA, QUEBEC, EUROPE
PAUL GARRIS
35 Greenbriar
Aurora, OH 44202
330-562-2512, 330-562-3512 (fax)
pgarris@mail.aip.com

CLASSIFIED
SOUTHEAST/MIDWEST
TONYA PRZYBYLSKI
913-897-4158
tpri2@aip.com

EAST/WEST
EMILY ROGIER
630-262-1403
erogier@aip.com

Adams
BUSINESS MEDIA

Sportsturf
MANAGERS ASSOCIATION

