Enhance your career during show season

BY MIKE ANDRESEN, CSFM

As the state, regional, and national trade conference season kicks up steam this month it is important for us to realize they offer a great opportunity to progress our professionalism and skills. Conferences are a perfect time to renew old friendships and introduce yourself to new industry friends. Networking is very important and very rewarding. Of all the “green” industries, ours may maximize the networking as well or better than any other.

Whether your budget allows you to attend one or many trade show conferences, there are things you can do to not only justify your attendance to administration but to also help you maximize the opportunity. I contend that we too often fail to come prepared to receive the maximum benefit from our conference and exposition experience and we too often fail to report back to our administration the importance of our attendance. Writing up a small summary of how each conference will benefit your operation is vital in securing the next opportunity and positively reflects on you as a professional, ultimately making you a more valuable employee.

In the weeks before attending a conference I look at the schedule of speakers and topics closely to determine my “must see” sessions. I keep in mind the short-term issues of field and facility management that I’m directly responsible for and highlight those talks that will address immediate concerns. Each of us also has an idea of our administration’s long range goals and plans. Sessions that may help me become a more valuable asset when planning for the future are also circled as “must see.”

I have a responsibility to upgrade my value to my employer when presented that opportunity and conferences offer this chance. Come to these sessions with an idea of how they can benefit you and have an idea of key questions or issues you’d like expert guidance on. Being prepared to soak in the presentation, actively pull expertise from it, and adapting it to your real world future helps us be engaged into the presentation and collectively allows the presenter to connect with the audience and put his or her best effort on display.

Trade shows and expositions are something that we certainly overlook and underestimate! In this era of electronic shopping and information gathering it is easy for attendees to forego this important opportunity. Commercial representatives are experts on their products and services. An initial discovery from an online search can help you develop questions about a product but talking face-to-face with a company representative will give you the chance to touch, sit on, or feel a piece of equipment that interests you. Many times I’ve come to a trade show booth with an entirely incorrect perception of the “how and why” of a product or service. Oftentimes we don’t have an immediate need for the represented product or service but can predict a future need at our facility. When the time comes to act on the future purchase or contract you will already have a basic understanding of the need or issues and hopefully you will have developed a relationship with a trusted industry professional that can help guide you through the upcoming process.

We also have an obligation to our employer to take full advantage of new technology, new services, and cutting edge ways of thinking about our jobs. Vendors are one of our greatest resources. They travel the region and the country, sometimes the world, observing successful and unsuccessful operations. Their success depends on our success as sports turf and facility managers.

I know that too many of us see commercial representatives and sales professionals as adversaries. The fact is because of their travels, expertise, and experience we can learn a great deal about being a better turfgrass professional from them. Vendors, as well, have a great opportunity at trade shows to help add to the conference education experience and develop long-term and valuable relationships. Seldom has a trade show “hard sell” been rewarded with a written up sales ticket from me!

My interest in the trade show is to experience the existing and cutting edge technology available to me as a sports turf manager, and to maximize the chance to develop solid professional relationships with those with the same interests. The relationship between commercial representatives and sports turf management professionals is symbiotic. Each vendor feels their product can be beneficial in our quest to produce safe and aesthetically pleasing playing fields and facilities. Without properly examining each of the products and services we cannot be sure we are doing all we can to ensure the same. Just as we incur a financial expense to attend conferences and upgrade our expertise, commercial representatives also incur costs in support of that same upgrade in our expertise. Supporting those that support us by purchasing their goods and services ensures that our entire profession remains healthy and full of committed professionals.

I encourage you to evaluate your next conference packet and realize that there are potential teammates within both the academic and the exposition sides of the profession. My administrators feel the time and expense to attend conferences is worthwhile in my professional development as well as the development of our program. It’s important that I acknowledge that importance by way of a short summary of its significance upon my return from each conference. We do need all the teammates we can gather throughout our journey of sports turf management and I encourage each of us to prepare for this conference and exposition season to maximize our opportunities to grow and become the best professional we can be. To our friends on both sides of the table I wish you a productive and safe conference season.

Mike Andresen, CSFM, is Athletic Turf Manager, Iowa State University, Secretary of the STMA Board, and a member of our Editorial Advisory Board. He can be reached at mandrese@iastate.edu.
The world’s eyes were on Greece for the 2004 Summer Games, where the best athletes came to prove themselves worthy of gold. Sports Turf Managers Association past president Murray Cook led The Brickman Group’s design and management services on the Helleniko Baseball Centre in Athens. “These were the best playing surfaces the sport has had since becoming an Olympic sport,” said Aldo Notari, president of the International Baseball Federation.

Brickman’s Sports Turf services has seen its share of “Olympic Gold,” having worked in a similar capacity on the stadiums for the 2000 games in Sydney, Australia and the 2002 Baseball World Cup in Taiwan, while looking ahead to the 2008 games in Beijing, China.

“Aside from the rough terrain, one of the major challenges with the Athens project was working with a crew of native talent who had never seen a baseball game,” said Cook. A Deputy Competition Manager with the Athens Olympic Committee, Cook was probably the best authority to teach the crews what they needed to know to build and maintain the fields. “We had to explain to volunteers many things we take for granted: what is a drag, what is a rake, what is a tamp, and what is a base, even.”

Converting the site was the other challenge. It was no small feat to take an abandoned World War II airfield and turn it into a world class playing surface. “This field had seen two World Wars,” says Cook. “When we began excavating, we discovered ordnance deep under the runways. Every time we turned over another piece of tar-
mac we’d have to call in the army to check everything out.”

Cook says they unearthed six bombs, both German and British, in the first phase of construction.

Once the Games opened, Cook’s job was far from over. He and his team were on site to supervise the competition schedule and ensure the field and maintenance operations ran smoothly.

“In all my 20+ years of playing international sports, I would rank this facility and playing surface at the top of the list,” said Dusty Rhodes, manager of the Greek National team. ST

The Brickman Group, Ltd., supplied this story and photos. For more information visit www.brickmangroup.com.
Field construction company directory

Here is a listing of companies known to construct or renovate athletic fields:

<table>
<thead>
<tr>
<th>Company Name</th>
<th>City, State</th>
<th>Phone Number</th>
<th>Website Link</th>
</tr>
</thead>
<tbody>
<tr>
<td>ATDSports Field Specialists</td>
<td>Garfield Heights, OH</td>
<td>216-581-4990</td>
<td><a href="http://www.atdsportsfield.qpg.com">www.atdsportsfield.qpg.com</a></td>
</tr>
<tr>
<td>Architerra, PC</td>
<td>Coopersburg, PA</td>
<td>610-282-1398</td>
<td><a href="http://www.acconstructors.com">www.acconstructors.com</a></td>
</tr>
<tr>
<td>Athletic Fields, Inc.</td>
<td>Cartersville, GA</td>
<td>770-382-7284</td>
<td><a href="http://www.allizainc.com">www.allizainc.com</a></td>
</tr>
<tr>
<td>Alliza Sports Turf</td>
<td>Alvaton, KY</td>
<td>270-842-0473</td>
<td><a href="http://www.allizainsport.com">www.allizainsport.com</a></td>
</tr>
<tr>
<td>Alpine Services, Inc.</td>
<td>Gaithersburg, MD</td>
<td>800-292-8420</td>
<td><a href="http://www.alpineservices.com">www.alpineservices.com</a></td>
</tr>
<tr>
<td>American Civil Constructors</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>American Civil Constructors, Inc.</td>
<td>Littleton, CO</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Clark Companies</td>
<td>Delhi, NY</td>
<td>607-746-2727</td>
<td><a href="http://www.clarkcompanies.com">www.clarkcompanies.com</a></td>
</tr>
<tr>
<td>Colony Landscape &amp; Maintenance, Inc.</td>
<td>Alviso, CA</td>
<td>408-941-1090</td>
<td><a href="http://www.colonylandscape.com">www.colonylandscape.com</a></td>
</tr>
<tr>
<td>Creative Landscape &amp; Irrigation, Inc.</td>
<td>Maugansville, MD</td>
<td>301-745-5737</td>
<td><a href="http://www.creativelandscaping.com">www.creativelandscaping.com</a></td>
</tr>
<tr>
<td>Cultra Turf Specialists, Inc.</td>
<td>Humboldt, TN</td>
<td>731-885-4414</td>
<td><a href="http://www.culturaturf.com">www.culturaturf.com</a></td>
</tr>
<tr>
<td>Diamond Athletic Turf, Inc.</td>
<td>Stow, MA</td>
<td>978-897-0344</td>
<td></td>
</tr>
<tr>
<td>FieldTurf Service Corp.</td>
<td>Richmond, VA</td>
<td>800-358-8283</td>
<td></td>
</tr>
<tr>
<td>Fielder's Choice Inc.</td>
<td>Houston, TX</td>
<td>888-853-4353</td>
<td><a href="http://www.fielderschoiceinc.com">www.fielderschoiceinc.com</a></td>
</tr>
<tr>
<td>FieldTurf</td>
<td>Montreal, Quebec, Canada</td>
<td>800-724-2969</td>
<td><a href="http://www.fieldturf.com">www.fieldturf.com</a></td>
</tr>
<tr>
<td>Foothills Sportsturf</td>
<td>Boiling Springs, NC</td>
<td>704-434-7955</td>
<td><a href="mailto:foothillsportsturf@carolina.rr.com">foothillsportsturf@carolina.rr.com</a></td>
</tr>
<tr>
<td>S.W. Franks Construction</td>
<td>Cleveland, OH</td>
<td>216-664-1660</td>
<td><a href="http://www.swfranks.com">www.swfranks.com</a></td>
</tr>
<tr>
<td>GSI Consultants/Turfcon</td>
<td>Somerset, NJ</td>
<td>732-247-8026</td>
<td></td>
</tr>
<tr>
<td>Gale Associates Inc.</td>
<td>Weymouth, MA</td>
<td>781-335-6465</td>
<td></td>
</tr>
<tr>
<td>Geller Sport Inc.</td>
<td>Boston, MA</td>
<td>617-523-8103 x241</td>
<td><a href="http://www.gellersport.com">www.gellersport.com</a></td>
</tr>
<tr>
<td>Glenn Rehbein Co.</td>
<td>Blaine, MN</td>
<td>763-784-0577</td>
<td></td>
</tr>
<tr>
<td>Grant Sports Fields</td>
<td>Columbus, GA</td>
<td>706-596-9236</td>
<td><a href="http://www.grantsportsfields.com">www.grantsportsfields.com</a></td>
</tr>
<tr>
<td>GreenTech, Inc.</td>
<td>Roswell, Georgia</td>
<td>770-887-2522</td>
<td><a href="http://www.greentechit.com">www.greentechit.com</a></td>
</tr>
<tr>
<td>Greenway Services</td>
<td>Horsham, PA</td>
<td>215-363-0110</td>
<td></td>
</tr>
<tr>
<td>Gregori International</td>
<td>Miami, FL</td>
<td>305-663-7393</td>
<td><a href="http://www.gregori.com">www.gregori.com</a></td>
</tr>
<tr>
<td>Huffman SportScape Inc.</td>
<td>Independence, KY</td>
<td>859-647-3000</td>
<td><a href="http://www.huffmanscape.com">www.huffmanscape.com</a></td>
</tr>
<tr>
<td>Laserturf</td>
<td>Athens, GA</td>
<td>706-208-1644</td>
<td></td>
</tr>
<tr>
<td>The LandTek Group, Inc.</td>
<td>Amityville, NY</td>
<td>631-691-2381</td>
<td><a href="http://www.landtekgroup.com">www.landtekgroup.com</a></td>
</tr>
<tr>
<td>LeRoy's Sports Fields AKA Lawn Care Unlimited</td>
<td>Leavenworth, KS</td>
<td>913-682-6706</td>
<td><a href="http://www.greenmediaonline.com">www.greenmediaonline.com</a></td>
</tr>
</tbody>
</table>
Mercer Group, Inc.
Troy, OH
937-335-7100
www.mercer-group.com

Mid-Atlantic Turf, Inc.
Gaithersburg, MD
301-990-0315
www.mid-atlantic turf.com

The Motz Group
Cincinnati, OH
513-533-6452
www.themotzgroup.com

Munie Outdoor Services
Caseyville, IL
618-632-5296
www.munieoutdoorservices.com

OneSource Landscape & Golf Services
Tampa, FL
813-886-0001
www.onesourcelandscapeandgolf.com

Precision Turf
Buford, GA
770-965-6220
jonathantarfturf.net

RTM Sport, Inc.
Burlington, MD
301-421-0070
www.rtmcon.com

Realty Landscaping Corp.
Phoenixville, PA
610-631-2523
www.realtylandscaping.com

REIL Construction, Inc.
Union, IL
815-923-4321
www.reilconstruction.com

Rettler Corp.
Stevens Point, WI
715-347-2433
www.rettlercorp.com

Shearon Sports
Plymouth Meeting, PA
513-241-6210
www.shearonsports.com

SPORTFLEX Construction Services
Round Rock, TX
512-246-7100
www.sportflex.com

Sports Field Consultants
Duncanville, TX
872-296-0220
www.sportscapesinternational.com

Sports Turf Company
Whitesburg, GA
800-273-8668
www.sportsturf.net

Sports Turf Management, LLC
Atlanta, GA & Boca Raton, FL
888-466-4786
skipfsportsturmanagement.com

Sports Turf One
Boynton Beach, FL
561-360-7994
www.sports turfone.com

Sweetwater Construction
Alexander City, AL
205-822-7353
www.sweetwaterconstruction.com

Team All Sports
Cincinnati, OH
513-241-6210
TeamAllSports@aol.com

Team All Sports
Cincinnati, OH
513-241-6210
TeamAllSports@aol.com

Nolan Thomas & Co.
Stovall, NC
919-693-6478
www.nolanthomasco.com

Turbo Link International
Clearwater, FL
727-442-2570
www.turbo link.com

Turf Services
Spring Lake, MI
616-842-4975
www.sportsturfmanager.com

U.S. Athletic Fields
Skimn, NJ
609-446-2844
www.usathleticfields.com

Van's Enterprises
Mundelein, IL
847-357-7828
www.vansenterprises.com

Charles Williams & Associates
Fayetteville, TN
860-546-8873
www.cwisd farms.com

Wilson & Associates
Lexington, SC
803-937-3115
www.wilsonsportsurfacemanagement.com

What can I expect from the Groundskeeper Academy?
1. A pleasant learning atmosphere with knowledgeable teachers and experienced grounds personnel.
2. A sharing of ideas and information between instructor and participants, as well as among participants.
3. This academy setting will feature new experiences, a quality education, a formidable work load and a fun climate: all with groundskeeping being the common denominator.

LOCATIONS 2005
Feb. 1-3 — Stuart, FL
Feb. 22-25 — Millington, TN
June 20-23 — Charlotte, NC

Books and Videos Available!
For pricing, academy info and more
Visit our web site at
www.gmsforsportsfields.com
1-800-227-9381

Circle 158 on card or www.onarsm.ca/2817-158
SPORTS TARP

CUSTOMIZED BASEBALL TARPS

Sporttarp introduces their new line of mound and home plate tarps that are customized with team logos. Maintains soil consistency and allows for fast and easy placement. All graphics are produced using PMS colors guaranteed to match your needs. Licensed product of Little League Baseball, Inc.

John B. Jones, Inc/910-654-6711
For information, circle 054 or see http://www.oners.ims.ca/2917-054

TURF BLANKETS

Protect turf from winter damage, promote rapid seed germination and root growth, and encourage early "green-up." Used by NFL teams and at Super Bowls, Typar turf blankets are available in standard and custom sizes and in special grades for northern climates, transition zones, and southern climates.

Partac/Beam Clay/888-247-2326
For information, circle 056 or see http://www.oners.ims.ca/2917-056

MODULAR SOCCER GOALMOUTH

GreenTech's patented modular system is an innovative technology that provides solutions to problems associated with the design, construction and maintenance of horticulture and turfgrass projects. Here we illustrate the GreenTech Modular System used as a soccer goalmouth.

Modular construction allows new mature, well-rooted turf, to be replaced, in worn, high-traffic areas, such as goalmouths. This eliminates the need to constantly re-grass the area with sod that does not have time to become fully established.

Modular Soccer Goalmouths...by GreenTech!

PIONEER MFG.

CATALOG

Pioneer's newest Designer Fields catalog features products that make fields look their best and stay vibrant longer. Catalog showcases latest striper technology and advances in artificial turf maintenance, along with other products.
Pioneer Manufacturing/800-877-1500
For information, circle 094 or see http://www.oners.ims.ca/2917-094
CORD REEL
Disorganized, tangled and unruly extension cords and hoses can cause frustration and waste time. A simple and inexpensive solution to cord and hose organization called Cordpro is now available. Cordpro is a flexible, yellow, doughnut-shaped reel that divides, stores and dispenses extension cords without springs, ratchets or motorized mechanisms. Because Cordpro has no moving parts it can’t break down. Unlike other automatic dispensing reels, it will hold a full 100-foot length of cord and also stores and protects cord-ends when not in use. BurkTek, Inc/800-700-6784
For information, circle 124 or see http://www.oners.ims.ca/2917-124

SIDELINE PROTECTION
Reduce or eliminate the destruction of your turf along the sidelines with this 100 percent recycled polypropylene blanket. The blankets breathe and allow water and light to penetrate through while protecting your turf. Available in five standard sizes or can be custom-sized. Logos can also be applied to the blanket material for a more colorful display of sponsors, team logos, or advertising. Beacon Athletics/800-747-5989
For information, circle 057 or see http://www.oners.ims.ca/2917-057

ALGAECIDE
Radiance is the first algaecide that can give you preventative control of algae blooms in ponds, lakes, and fountains. The active ingredient is a biologically active form of copper held in a proprietary carrier. Radiance self-disperses from a single application point and remains suspended in the water column where it destroys offending algae for up to a month. Product requires no mixing or agitation, and does not need to be sprayed across the entire surface like other copper-based products. Aquatrols/800-257-7797
For Information, circle 063 or see http://www.oners.ims.ca/2917-063

The new standard in natural infield conditioners!

• 100% Natural Product
• Dark Red with No Dye Added!
• Higher Absorption = Improved Moisture Management

QUANTUM TURF TECHNOLOGIES
7125 Riverdale Bend Road • Memphis, TN 38125-4447 • Phone (901) 755-5856
Toll Free (800) 264-5826 • Fax (901) 757-0546 • www.moitan.com • ©2004 Moitan Company

Circle 160 on card or www.oners.ims.ca/2917-160
QUICK REPAIRS

EVERGREEN is widely used as a winter turf blanket to protect grass against winterkill and desiccation. It is equally effective to make rapid turf repairs for heavy wear areas on sports fields. The product works by creating a greenhouse effect, allowing grass to breathe and retaining the right amount of heat and moisture. Because EVERGREEN is super lightweight, even large size covers are easily handled.

Covermaster/800-387-9808
For information, circle 055 or see http://www.oners.ims.ca/2917-055

BOBCAT SPREADER

The Bobcat sand spreader attachment provides a snow-removal system with the Toolcat 5600 utility work machine. While the 5600 is pushing or blowing snow with a blower or blade, the spreader is placing sand behind on sidewalks, driveways, or trails. The spreader is lifted and stored securely in the cargo bed of the Toolcat. Attachment is controlled by the operator from cab.

Bobcat Company/701-261-8700
For information, circle 060 or see http://www.oners.ims.ca/2917-060

Seeda-vator®

from FIRST PRODUCTS INC

Seeing is believing!
Call for a free video!

THE SE-60 SEEDA-VATOR IS THE ONLY SEEDER ON THE MARKET TODAY WITH THE FLEXIBILITY OF PRIMARY SEEDING OR OVERSEEDING WITH THE SAME MACHINE. THE UNIT HAS A PATENTED SWIVEL HITCH THAT ALLOWS THE OPERATOR TO TURN AROUND OBJECTS WITHOUT TEARING ESTABLISHED TURF. THE CLEATED ROLLER CAN BE PINNED TO GAGE TINE DEPTH. THE SE-60 USES PATENTED VIBRATING TINES TO FRATURE THE SOIL, RESULTING IN AN IDEAL SEEDBED. THE SEEDA-VATOR COMES WITH EITHER GROUND DRIVEN OR ELECTRIC DRIVE SEED HOPPER.

800-363-8780 SALES@1STPRODUCTS.COM
First Products, Inc.
164 Oakridge Rd. Tifton, GA 31983

Circle 161 on card or www.oners.ims.ca/2917-161

Work Smarter
THINK REELCRAFT

800-444-3134 Product Info Ext. 7335
www.reelcraft.com

Circle 162 on card or www.oners.ims.ca/2917-162

SPORTSTURF • http://www.greenmediaonline.com
FIELDSAVER
CoverSports USA's FieldSaver football sideline cover will save your sideline turf whether it's natural or artificial. Its polypropylene fiber allows for passage of air and water. Five stock sizes are available from 14x50-ft. to 14x150-ft., or custom sizes can be made. School names and logos can be imprinted.
CoverSports USA/800-445-6680
For information, circle 058 or see http://www.oners.ims.ca/2917-058

EXPRESS MOUNT KIT
SnowEx introduces its Express Mount Kit for its line of poly bulk spreaders, designed to simplify the process of truck bed mounting and removal of SnowEx Vee pro models. The steel subframe mounts directly to your truck bed base so the frame surrounding the spreader slides into the subframe and locks the unit into place.
SnowEx, div. of TrynEx Int'l/800-725-8377
For information, circle 064 or see http://www.oners.ims.ca/2917-064

TRIMMER HEAD
"Smooth," "durable," "super easy to load," and "glides while trimming" are just a few of the positive comments from end-users field testing Shindaiwa's new Speed-Feed trimmer head. The head can be reloaded without dismantling. Simply line-up the eyelets, thread the line through the trimmer head until it exits the opposite eyelet and pull a couple of arms lengths of line. The line is quickly and easily loaded on the spool by turning the large knob on top of the trimmer head.
Shindaiwa/800-521-7733
For information, circle 066 or see http://www.oners.ims.ca/2917-066

FIELD MARKING PAINTS / CUSTOM STENCILS / FIELD ACCESSORIES

WORLD CLASS
athleticsurfaces

We Make The Games Look Better. / www.worldclasspaints.com / (800) 748-9649

http://www.sportsturfmanager.com • STMA