

From the Sidelines

Supporting the sportsturf profession



ERIC SCHRODER
Editor

eschroder@
m2media360.com
717-805-4197
P.O. Box 280,
Dauphin, PA 17018

Unique" means "one of a kind" or "having no like or equal." This magazine is unique.

No other publication directly supports the Sports Turf Managers Association. When you buy a product or service from a company that advertises in this magazine, you are indirectly helping to strengthen the STMA. Through the contract M2MEDIA360, this magazine's parent company, has with STMA, a certain percentage of our advertising revenues flow to the association's coffers. There is no other magazine that has this relationship with STMA.

In turn, the association has increasingly in the past 2 years undertaken projects that are raising the sports turf profession's profile and prestige around the country. While this increased attention can be stressful at times, e.g., your under-6 soccer parents are asking why the kids' field isn't as green as the ones on TV, it also is leading to more awareness of what you do and its importance as part of the games. And that (hopefully!) will lead to higher salaries for sports turf professionals.

Everyone involved in producing this magazine, including the STMA members that serve on our Editorial Subcommittee, are dedicated to providing you an interesting, easy-to-read magazine each month. If there's a topic you would like to see us address, please let another subcommittee member or me know. The staff of *SportsTurf* is proud to be the official publication of the STMA. This is your magazine as much as it is ours, and the better our magazine is, the better the sports turf profession will be.

I would like to call special attention to the content on pages 40 and 41 in this issue, "Lawn sweepers find a new home on sports turf" in our "Tools & Equipment" section. These pages are sponsored by a company, Parker Minuteman, which has manufactured a "lawn sweeper" product for nearly 100 years. The company, working with our sales staff and Lands Conference, an online continuing education firm specializing in the "green" industry, has produced what we are calling a "webinar." This webinar program enables you to see and hear an online product demonstration of this Parker Minuteman lawn sweeper, in action at a professional stadium.

We think this will be the first in a series of webinars featuring all kinds of products. Please check it out and let me know what you think. If these webinars catch on the way we think they will, they will be just one more way we are helping our sports turf manager readers do a better job, and assisting the STMA in reaching their goals as well.

SportsTurf

760 Market Street, Suite 432
San Francisco, CA 94102
Phone 415-839-5060
Fax 415-398-3511
www.greenmediaonline.com

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STMA Office

805 New Hampshire Suite E
Lawrence, Ks 66044
Phone 800-323-3875 Fax 800-366-0391
Email stmainfo@sportsturfmanager.com
www.sportsturfmanager.org

Editorial

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