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- Opportunity to take a leadership role in guiding the profession through National Committee service.
- A subscription to SportsTurf, the industry's leading publication.
- Ability to enter your sports field or complex in the nationally recognized Field of the Year Awards Program.
- Voting privileges (Students and Affiliates are not eligible to vote)

In addition to the above, Sports Turf Managers, Academics, Students and Affiliate Members receive access to Michigan State's Turfgrass Information File (TGIF), the green industry's greatest resource for up-to-date technical information, which would cost

\$100 if purchased separately.

STMA also has the generous support of Commercial members who further the industry through continuous advancements in technology. STMA's commercial members receive all the benefits above except for TGIF, and the additional benefits listed below.

Commercial Member benefits:

- A one-time use per year of the STMA mailing list, in an Excel format that includes member mailing information (e-mail is not available).
- One Free listing in PowerLinks, STMA's comprehensive on-line resource to sports field specific products and services - one of the most highly utilized resource on the STMA website available to members and non-members.

- A Free listing of the company in the annual STMA Membership Directory.
- Discounted booth space at STMA's Annual Conference and Exhibition that offers face-to-face meeting opportunities with the key purchaser and decision-maker: the sports turf manager.
- Sponsorship opportunities at the annual conference, with high profile programs and activities for maximum recognition.
- Use of the STMA logo.
- Lower cost for other commercial members to join from the same company (\$75) ■

For information on how to take advantage of these benefits and services, contact STMA Headquarters at 1-800-323-3875.

Ten Tips on Career Advancement

By AllBusiness.com

Many career experts agree that the best time to look for a new job is while you are still comfortably in your old one. If you're starting to feel unchallenged in your present position, you may be ready for a promotion to the next level. If there aren't many career advancement opportunities where you work, the best next job may be waiting for you elsewhere.

Nowadays, it's up to you to take control of your professional future and make sure that you are progressing wisely down the right career path. Here are 10 proven strategies to help you get started:

1. Talk to your boss. Sit down and have a very direct and pointed conversation with your boss about your future in the company. Stress that you want your job performance to meet the company's goals. Share your own career goals with him or her. Your boss will respect this display of confidence and maturity.

2. Ask for more. Volunteering to help out other departments or teams - or simply



asking for more responsibilities - increases your value within the organization. Asking for additional work shows an interest and desire to help your department and company to succeed. It also puts a spotlight on your value to the business.

3. Volunteer for boards. If you have your career set on something beyond what you are doing in your present position, seek out opportunities to volunteer or serve on advisory boards, where you can build a reputation as someone who is passionate and dedicated to your particular industry.

4. Sharpen your people skills. Strong interpersonal skills play a crucial role in gaining the respect of your boss and coworkers; they will also attract the notice of outside influencers who might open new doors of opportunity for you. Be friendly, outgoing, and personable. Listen carefully to people, and practice being a clear and effective communicator.

5. Be innovative. Never be afraid to

think outside of the box and put your business acumen to work. Stay on the lookout for creative solutions to problems that will make you - and your boss - look good.

6. Find a mentor. Develop mentoring relationships, either inside or outside the company. Recent studies have shown that a mentor higher up in the company influences four out of five promotions. Mentors are also great sources of information and career guidance.

7. Sell yourself. Learn the fine art of self-promotion. If you have had major accomplishments or created successful programs, make sure people know about it - especially those in influential positions who could help you advance professionally. Let it be known that you are seeking a promotion or the next step up in your career.

8. Keep learning. A proven way to advance in your career is to be continually acquiring new knowledge. Stay on top of trends or developments in your field and make sure that

your current résumé reflects those needed skills.

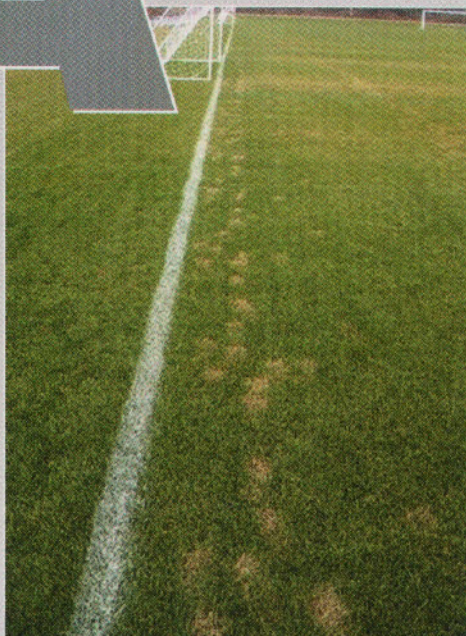
9. Network. Strengthen your personal network and join professional organizations, attend industry conferences, or even volunteer. The more people who are aware of your strengths and abilities, the better your chances of hearing about any new opportunities that might arise.

10. Build your reputation. In business, your reputation is the most valuable thing you own. Be known for being dependable, professional, and cooperative. Act and look the part by dressing professionally. Make a name for yourself by attending conferences, delivering speeches, or writing articles. ■

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John Mascaro's Photo Quiz

A **Answer:**
from page 14



The brown spots on this soccer field are a result of foot traffic on a day when light frost occurred. It was too tempting to show this photo during the heat of summer; however it should be used as a reminder to athletes and coaches about the effects of walking on turf while frost is still on the plant.

Many athletes do not realize that when a light frost is on the grass blades the water inside the leaves is also frozen solid. Since water is the main component of grass tissue, when the water inside the turf is frozen, traffic causes the ice crystals in the grass cells to puncture through the cell walls, killing the leaf tissue and causing the resulting brown turf.

With a heavy freeze, the growing point or crown of the turf is also frozen which, if injured through foot traffic or vehicular traffic, will cause the entire plant to die. It is still hard to believe that since frost was evident, the perpetrators still managed to walk inside the sideline directly on the field's playing surface. ■

Photo submitted by Rick Perruzzi, CSFM, sports turf manager of the City Of South Portland Parks and Recreation Dept., South Portland, ME.

If you would like to submit a photograph for John Mascaro's Photo Quiz please send it to Turf-Tec International, John Mascaro, 1471 Capital Circle NW, Suite # 13, Tallahassee, FL 32303 or email to john@turf-tec.com. If your photograph is selected, you will receive full credit. All photos submitted become property of SportsTurf Magazine.