

Take the Conference Education Home with You

STMA is committed to providing current, relevant education to every member. This year at the 2011 STMA Conference and Exhibition, IntelliQuest Media (IQ Media) is partnering with STMA to provide recorded educational sessions. IQ Media digitally audio records presentations and synchronizes them with approved speaker PowerPoints and handouts. These recordings will benefit conference attendees unable to make it to concurrent sessions and sports turf managers unable to make it to the conference. The recordings are also valuable as a refresher throughout the year for sports turf managers to stay current and educated in the industry.

The 2011 Conference has an exciting line up of speakers and topics. The broad range of information covered in presentations includes sustainability, field and facility construction, water conservation, agronomic

issues and research, professional development, new developments in the industry, money saving techniques, and synthetic sports field issues. Speakers include sports turf managers, academics, and commercial members at the forefront of the sports turf industry.

Members and nonmembers have the option of purchasing individual education sessions on audio CD for \$17. The complete set of recorded sessions is available on MultiMedia DVD-ROM at \$159 for members and \$199 for nonmembers. These prices are available onsite and two weeks following the conference on the STMA website. January 31 prices increase to \$199 for members and \$259 for nonmembers. Make sure to take advantage of this valuable opportunity to enhance your education and stay current with industry trends and research! ■

STMA Playing Conditions Index (PCI)

STMA rolled out the Playing Conditions Index (PCI) package at its annual conference in 2009. Developed to assess the playability of your fields, the PCI is used to provide a snapshot of your fields' playability at a specific point in time. The continued use of the assessment tool provides invaluable information to the sports turf manager and can help guide field management practices, assist with communication to user groups, can help to substantiate the need for more resources, and as needed provides a way to provide information to the media relations department. The package contains a Media Advisory Bulletin with instructions to help convey information on field conditions and its effect on athlete performance to sports information professionals on game days.

The STMA PCI is currently in a worksheet form that allows the Sports Turf Manager to allot points for each question and then total the points, giving the STMA PCI for that field at that time. There are detailed instructions on the cover sheet of the STMA PCI to help guide you through the process. If you have any questions while filling out the STMA PCI, please contact STMA at 800-323-3875 or PCI@STMA.org. ■

Ask a CSFM ▶ Lawrence Berry, CSFM, Director of Physical Plant, Lee University, Cleveland, TN

Benefits of certification verified

Editor's note: This is another installment on how becoming a Certified Sports Field Manager (CSFM) can benefit turf managers professionally as well as improve their facilities

How did you prepare for the CSFM Exam?

Berry: I prepared by referencing the study resource list and utilizing libraries and other avenues (internet, etc.) to acquire and read. I knew areas that I was weaker in and I focused on those disciplines more.

How did you approach your employer to support your certification, both financially and in the time needed to prepare for the exam?

Berry: I put together a formal proposal that outlined the benefits of being a CSFM. This was centered on how it would make me more valuable to my employer but also highlighted other benefits that would help draw positive attention to my employer.

Why did you decide to pursue certification?

Berry: To be totally honest I just wanted to see where I stood among my peers with my knowledge in the industry. I also enjoyed working with other groups, schools, etc and knew this would help legitimize me as a knowledgeable reference for them.

How has certification helped your career?

Berry: Certification has helped in several ways. The combination of being a CSFM and the involvement in the turf industry has brought positive publicity to my employer. Our institution realizes that having their name in print with various outlets helps to draw attention to us and can be a way of intro-

ducing our great school to someone who otherwise may not have thought or known about us. My employer realizes the benefits and supports by allocating the resources for me to stay involved. I also have been referenced quite often for consulting, speaking engagements, and career advice. Obviously the more you can do these things the more stock you invest into yourself and the more valuable you become. ■

