

## Get Ready Y'all – STMA is coming to Austin!

By Patrick Allen, STMA Manager, Sales and Marketing

**D**In January 2011, the 22nd Annual STMA Conference and Exhibition will be in Austin, TX for the first time. The majority of the events will be at the Austin Convention Center and the headquarters hotel is the Hilton Austin, which is adjacent to the Austin Convention Center. While Austin, the state capital of Texas, is the 15th largest city in the U.S. with more than 750,000 residents, and more than 1.5 million in the metro, the city is very compact, and there is much to do within walking distance of the Conference locations.

Three of Austin's famous entertainment districts are within a short walk of the Hilton Austin- Sixth Street, Warehouse/Downtown, and Red River. Five more—University of Texas, South Austin, South Congress, East Austin, and Market District[DASH HERE]are a short taxi ride away. These eight districts house the majority of Austin's more than 200 live music venues. These venues, plus the fact that the Dixie Chicks, Stevie Ray Vaughn, Willie Nelson, and many more musicians all got their start in Austin, have led to Austin formally being called the Live Music Capital of the World®.

In addition to music, Austin is the top filmmaking location in the state of Texas, and one of the top locations in the country according to *MovieMaker* Magazine. Both of these industries are featured at the internationally renowned South by Southwest Music, Movie, and Interactive Conference and Festival (SXSW), at which more than 250,000 visitors enjoy 10 days of concerts, trade shows, and festivals each March.

Austin is also a notoriously healthy and environmentally conscious city. It has been named one of the safest cities in America due to a very low violent crime rate by multiple sources, and the "Greenest City in America" by MSN, the "#1 College Town in America" by the Travel Channel, and the "City with the Best

People" by *Travel + Leisure* magazine. The city is home to the world headquarters of Whole Foods, Inc. and smoking is prohibited in most restaurants, bars, and music venues.

While its "greenness" significantly contributes to Austin's reputation as one of the best places to live in America according to *Forbes*, the city definitely pollutes. Don't worry about the environment though, it's just the mesquite! It also contributes to the waistline of its visitors as Austin is home to world famous barbeque joints Stubbs, Iron Works (adjacent to the Hilton Austin), Salt Lick, and County Line. Don't like barbeque? There are many other styles of food available throughout the city, including sushi, international, upscale, and Tex-Mex, another local flavor that shares top billing with barbeque.

Getting to Austin is easy, as Austin-Bergstrom International Airport services more than 250 commercial passenger flights per day and 38 locations non-stop. And with the average high temperature in January in the 60's, many STMA-ers will be hitting the links at one of the areas more than 25 area public and resort golf courses, including Barton Creek Resort and Spa, one of the premier golf resorts in the U.S.

As you can see, there is a lot going on in Austin. We didn't even mention the University of Texas, home to some 50,000 students, the vast amount of local attractions, Lake Travis, Lake Austin, Lady Bird Lake, Texas Hill Country, shopping, or the 1.5 million Mexican free-tailed bats that make their home under the Congress Avenue Bridge. Chiroptophobes (those who fear bats) the continent's largest urban bat population only calls the bridge home from April-November.

For more information on the STMA Conference and Exhibition, please visit [www.STMA.org/conferences](http://www.STMA.org/conferences).

For more information on Austin, please visit its Convention and Visitors Bureau website at [www.austintexas.org](http://www.austintexas.org). ■

## 7 Years and Counting!

STMA recognizes the following members for their commitment to STMA during the previous seven years. Thank you for your support!

Helen Albrightson	Steve Garske	Peter Petel
Jarad Alley	Kirk Gregg	Jim Query
Austin Anderson	Todd Halbert	Brock Phipps
Matt Anderson	Jason Hester	Chuck Pula
Chris Ball	Susan Holmes	Allen Reed
John Barry	Brian Holtzapfel	Melissa Reynolds
Al Beavers	David Hubinger	Walker Reynolds
Peter Bell	Rob Huff	Scott Roberts
Steve Berg	Eric "EJ" Jackson	Jimmy
Charles Blackwood	Zhongchun Jiang, Ph.D.	Rosthenhausler
Dan Blank	George Jimenez	G.W. Ruckman, Jr.
Tom Blomquist	Dan Johnson	Jeff Salmond,
Jeff Bosworth	Don Kaib	CSFM
Jason Bowers,	Ryan Kasplitzke	Robert Sanderson
CSFM	Michael Kelley	Don Savard, CSFM
James Brown	Brian Keyl	Stephen Sayrs
Mike Burgess	Jack Kidwell	David
Jeffrey Burke	Rob Kimbrel	Schlotthauer
Tim Burns	Ryan Klatt	Robert Schulte
Tommy Burnside	Jeff Kozel	Nicole Schwehr
Steve Bush, CSFM	Chad Kropff	Nicole Sherry
Gregory Byszeski	Jim Langston	Kevin Shipman
Matthew Cairns	Sparky Lee	John Shuey
Ian Camp	Andrew Lipinski	Steven Smith
Steve Campbell	Jordan Lorenz	James Soltis
Steve Carithers	Dutch Lundy	Chad Smith
Kevin Casey	James Lynch	David Smith, CSFM
Dave Causer	Shaun Lynch	Grant Spear
Herb Combs	Sean Mahonski	Tom Stafford
Shawn Connors	Joshua Marden	David Stein
Jeff Cordes	Thomas Marks	Lane Stillings
Steve Cothrel	Brett Marshall	David Taylor
Clark Cox, CSFM	Greg Mayfield	N. Grove Teates, Jr.
Jason Craft	Brian McKinnon	Robert Thebodo
Stephen Crockett,	Nick McNamee	Denna Thompson
CSFM	Aaron McWhorter	Christopher
Alfred Cybart	Michael Michaud	Untiedt
Andy Davis	Jeff Mondor	Jeff Vanlierop
Luke Davis	Chris Morrow	Joshua Viet
Mike Dickert	Joe Motz	Tommy Walston
Michael Dickinson	Mark Moxley	Rich Watson
Michael Donahue	Kelly Nelson	Tim Wehner
Michael Dryden	Matt Neri	Jeff Wendel, CGCS
Damian Faggi	John Netwal, CGCS	Larry Wendell
Steven Farrington	Larry Noon	Dean Whitehead,
William Fee	Hugh Norris	CSFM
Bryan Filkins	Mark Novak	Todd Wiggins
Jeff Fisher	Pat O'Donnell	Gary Wilber
Chris Freund	Guru Pahwa	L. Wayne Williams
Joseph Furr	Bradley Park	Matt Williams
Carl Ganger, Jr.	Matthew Parrott	Norm Wills
Jonathon	Donald Patillo	Mike Winger
Ganobcic		Chad Yeomans ■

## Seattle will host Northwest Regional Conference and Exhibition in July

**S**TMA, in partnership with four chapters from the Northwest, will be bringing national level education and an outdoor exhibition to Seattle July 21-22, 2010. The Intermountain, Northern California, Oregon, and Pacific Northwest chapters will be participating in this highly anticipated event. While focusing on Sports Turf Managers, STMA encourages attendance by members and crew alike, and will be providing education for all levels of sports turf experience. As a special treat, attendees will get a night at the ballpark, where the Seattle Mariners take on the Chicago White Sox July 21.

More than 14 hours of education is highlighted by nationally recognized sports turf authorities Drs. Andy McNitt, Dave Minner, Rob Golembiewski, and Ali Harivandi, who will be lending their expertise to presentations and/or panel discussions on natural turfgrass and synthetic turf. Behind the scenes tours of the facilities of the Seattle Seahawks (NFL), Seattle Mariners (MLB), and Seattle Sounders FC (MLS), and hands-on demonstrations on logo painting, synthetic paint removal, and repairing high traffic areas make up the interactive components of the event. Other education will be provided by local professional sports turf managers, builders, and architects with significant sports field experience.

According to Pam Sherratt, STMA Conference Education Chairman, "You will not find a better sports turf specific educational experience outside of the STMA Conference and Exposition held every January."

Registration costs for the 2-day event will be \$95 for a member of STMA National or one of the four participating chapters and \$125 for a non-member. This price will include 2 days of education, entrance to the exhibition, most meals, and the ticket to the game Wednesday evening. Online registration will be available, so keep checking back at [www.STMA.org](http://www.STMA.org) for the most up-to-date information regarding the event.

STMA has also negotiated reduced rates at two Seattle area hotels. The Sixth Avenue Inn is located in downtown Seattle and has a rate of \$89 per night plus tax, and is near Safeco Field and Qwest Field, where the majority of the event will be taking place. The Holiday Inn Seattle-Renton has a rate of \$94 per night plus tax, and is closer to Starfire Sports, where the exhibition will be held July 21. Please call the Sixth Avenue Inn at (206) 441-8300 or the Holiday Inn Seattle-Renton at (425) 226-7700 and tell either you are

with the Sports Turf Managers Association to receive these special rates.

Put July 21-22 on your schedule and start talking to your employer about making sure that you are able to attend this incredible educational opportunity. If you have any questions, please contact STMA at 800.323.3875 or [STMAInfo@STMA.org](mailto:STMAInfo@STMA.org).

Interested in exhibiting or sponsoring this event? Please contact Patrick Allen, STMA Manager of Sales and Marketing at 800.323.3875 or [pallen@stma.org](mailto:pallen@stma.org).

### ABOUT THE FACILITIES

**Qwest Field and Event Center** is the home of the NFL's Seattle Seahawks and the Seattle Sounders Football Club of Major League Soccer. The facility also hosts major concerts, international soccer matches, and other events throughout the year. With more than 70% of the seats covered and amazing views of the surrounding Cascade Mountains and downtown Seattle, Qwest is one of the premier event facilities in the US.

**Safeco Field** is home to the Seattle Mariners and has a capacity of 47,116. Opened in 1999, Safeco features a one-of-a-kind retractable roof, which covers the field but doesn't enclose the stadium, preserving the open air environment. The grass is a custom blend of four strains of Kentucky bluegrass and two strains of perennial ryegrass, which is spider-webbed with 20-30 miles of heating pipe to bring the turf out of dormancy in time for the home opener each year.

**Starfire Sports** is the official administrative and training home of the Seattle Sounders FC. Located about 15 minutes from downtown Seattle in Tukwila, Starfire is a state-of-the-art sports complex featuring eight, lighted, all-weather, synthetic fields, including a 3,000 seat grandstand stadium field, four natural grass fields, and an 80,000 square foot Athletic Center.

**The Virginia Mason Athletic Center (VMAC)** is the training and practice home of the Seattle Seahawks. Located in Renton and completed in 2008, VMAC has three natural grass outdoor football fields and one indoor synthetic field. At more than 200,000 gross square feet, including more than 50,000 dedicated to training, the facility is the second largest training facility in the NFL. The land was formerly home to a coal tar refinery and creosote plant, since remediated, and enhances the environmental climate of Renton and its wetlands by civilizing and redeveloping the site. ■

## Got stuff? SAFE needs stuff!



**T**he SAFE Foundation (Foundation for Safer Athletic Environments)

shelves are bare! As the Foundation gears up for its annual auctions and raffles that it holds at the annual STMA conference, it is seeking your donations to help make it a success.

Please consider donating:

- Team gear: hats, shirts, jackets, any item that displays your team's logo
- Products and equipment
- Tickets to sporting events
- Electronics
- Gift cards
- Whatever you wish to donate!

Attendees love to bid on your stuff and the proceeds go directly to the Foundation, which funds scholarships and education. The Foundation raised nearly \$10,000 from the auction and raffles held during the conference in Orlando earlier this year. SAFE also awarded \$8,000 in January to the Student Challenge team winners from the conference and \$12,500 in scholarships during the fourth quarter of 2009.

As STMA's charity, SAFE strives to raise money from grants, donations, the SAFE/Jacobsen annual golf tournament and the auctions and raffles so it can turn around and make awards to deserving students and fund educational initiatives. Send all donations to STMA headquarters, 805 New Hampshire, Ste. E, Lawrence KS 66044. SAFE is in the midst of developing a far-reaching strategic plan and vision to guide it into its next decade of service. ■