

STMA Heads to the Live Music Capital of the World!

AUSTIN, TEXAS – Long considered one of the most influential music cities in America, Austin plays host to the 22nd Annual Sports Turf Managers Association Conference and Exhibition, January 11 - 15, 2011. With more than 200 live music venues nearby, downtown Austin will provide an excellent setting for the green industry's largest event dedicated to sports turf management.

For 2011, STMA has expanded the educational track to new heights, with more than 60 sessions to choose from, on topics ranging from construction to professional development and agronomics to synthetic. All of this year's sessions were selected with one thing in mind... your budget and getting the most out of it.

As usual, there will be ample opportunity to network, visit with STMA commercial members and vendors at the trade show, and take away valuable, actionable lessons from world class educators. Make sure and check out page 23 of this article for What to Do Next, to ensure that you and your crew are able to attend this invaluable investment in you, your staff and your facility.

Conference Highlights

Welcome Reception -

Wed., Jan. 12, 7:30 - 10:00 pm (First-Timers, 7:00 - 7:30 pm)

A must attend networking event! Renew friendships and meet new people as you gear up for the next 2 days. Enjoy food and drink, and win cash with our Pull Tab Cash Cards.



General Session Keynote Speakers -

Thurs., Jan. 13, 8:00 - 10:00 am

Dr. James B. Beard

Dr. James B. Beard is one of the world's leading turfgrass agronomists and is an international advisor and lecturer on turfgrass issues. He has published more than 260 scientific research papers, 400 popular technical articles, and several bestselling books on turfgrass culture and management.

The Beard Collection, which was donated by he and his wife to Michigan State's Turfgrass Information Center, is generally acknowledged to be the finest personal compilation of turf-related material in existence. Dr. Beard held research-teaching positions on the faculties at MSU and Texas A&M University. He founded the International Sports Turf Institute, Inc. in 1992.



WHAT THE CONFERENCE INCLUDES

- ⊙ Full day of pre-conference workshops
- ⊙ More than 90 hours of education
- ⊙ More than 8 dedicated hours with exhibitors
- ⊙ 20 hours of networking
- ⊙ Breakfasts and lunches
- ⊙ Receptions and the 2011 STMA Awards Banquet

Swing Riders – A True Texas Experience!

During the trail drives of the Old West, the most respected positions were those of the Swing Riders. They turned the herd in the right directions, crossed obstacles, and reached destinations others dared not even imagine. Ride along on this memorable show full of inspirational tales of leadership as told by three very talented performers. The show is led by Doc Blakely, an acclaimed humorist, musician, and recipient of every award given by the National Speakers Association. His son Mike Blakely is an award winning western novelist, singer and songwriter. Rounding out the trio is fiddler Randy Elmore, who has won the Fiddle World Champion twice. Don't miss this fun opportunity to learn new ideas that foster communication, success, and a positive outlook on life.

STMA Annual Meeting & Lunch - Thurs., Jan. 13, 12:00 - 1:15 pm

Meet your new 2011 Board of Directors and find out about the association's progress during this past year while enjoying lunch.

Trade Show – Thurs., Jan. 13 and Fri., Jan. 14

Thursday

4:15 – 7:45 pm - Reception

4:15 – 7:00 pm - SAFE Silent Auction

5:00 pm – Winners of Innovative Awards Program Announced

Find out the winners of STMA's newest awards program to recognize the contributions of our commercial members to the industry.

5:30 pm - Trade Show Demonstration – Sports Turfgrasses, Pros and Cons - *Dr. A.J. Powell, Jr.*

Includes cool and warm season grass species and their selection depending upon cost, season for establishment and ultimate use, ease of renovation, aesthetics vs. wear tolerance, heat and cold

ESTIMATED INVESTMENT TO ATTEND

Complete Conference Package (Including meals and preconference workshops) – STMA Member – \$375

Ground Transportation – \$50

Misc. meals – \$40

3 nights lodging at STMA official hotel - \$583

Air Transportation – \$340

Total – \$1,388

It's an investment - not a cost! STMA's previous conferences have delivered a return on investment of 1,375 percent! For a detailed ROI report, go to www.STMA.org and click on the Conference tab, 2011.

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CONFERENCE TAKEAWAYS

The 2011 STMA Conference focuses on providing solutions and new ideas for managing sports facilities. Demonstrations, classroom education, roundtables, workshops, and networking all provide opportunities for sports turf managers to access information that will lead to success. The following takeaways provide attendees an overview of the main objectives to be covered at the upcoming conference.

Attendees will learn:

- ⊙ About the latest information on pest control and fertilizer technology for 2011.
- ⊙ How to implement successful IPM strategies at sports facilities.
- ⊙ About current pesticide restrictions and regulations. They will also learn how to develop a management plan to meet organic standards.
- ⊙ About issues with warm season, cool season, transition zone and synthetic turfgrasses through panels of industry experts.
- ⊙ About cost effective construction and renovation techniques to improve athletic fields.
- ⊙ How to positively influence the process of planning, design and construction of a sports complex. This will lead to proper maintenance and management of the complex without excessive use of labor, equipment and materials.
- ⊙ About the anatomy and management of baseball and softball infield skins.
- ⊙ Specific steps, tools, resources, documentation, and communication needed to effectively diagnose and deal with turfgrass related issues and problems.
- ⊙ The benefits of turfgrass to the environment and human health. Specific best management practices that will enhance the ability of turfgrasses to contribute to sustainable systems will also be addressed.
- ⊙ About maintenance and safety issues associated with synthetic fields and how to overcome them.
- ⊙ Professional skills necessary for success as a sports turf manager. This includes effective employee relations, communication, people management, and various other duties required in the workplace to help cultivate a more productive team and work environment.
- ⊙ How to implement multifaceted environmental stewardship programs and sustainable practices at sports facilities.
- ⊙ Best management practices for correcting field issues relating to traffic damage, pest problems, nutrient deficiencies, shade problems, and compaction.
- ⊙ How to use irrigation more efficiently, as well as potential alternative irrigation sources.
- ⊙ Ideas to complement the overall goal to reduce costs, and improve efficiency, safety and playability of sports fields.

tolerance, disease susceptibility, etc. This discussion and demonstration will help to determine whether a new cultivar will offer better quality and be equally as frugal as our existing grass cultivar. Grass specimens will be displayed. CEUs awarded: STMA, TTA, ASBA, TNLA, NRPA

6:30 – 7:30 pm - Historical Panel

Celebrate STMA's 30th anniversary.

Listen to our seasoned members reminisce about sports turf management in the early years. Ask questions and be entertained!

Friday

10:00 am – 2:45 pm

10:00 am – 2:00 pm - SAFE Silent Auction

11:00 am – Trade Show Demonstration – Sports Turfgrasses, Pros and Cons (Repeated from Thurs.)

11:00 am – Lunch

1:30 – 2:30 pm - Historical Panel (repeated from Thurs.)

STMA Annual Awards Banquet & Pre-Banquet Reception -

Fri., Jan. 14, 6:30 - 10:00 pm

This is the highlight of the week! Join your peers for an hour-long reception. Then enjoy music, great food and honor STMA's award winners. The Field of the Year winners, MiLB's Sports Turf Managers of the Year, Scholarship Winners, and Student Challenge Team winners will be recognized. STMA's highest honors, the Founders Awards, will be presented as the finale to four unsuspecting members. (Preregistration and ticket required; see Registration Form).

Educational Program Wednesday, January 12

Sports Turf Pest Control Update for 2011

8:00 am – 12:15 pm

Speakers: James Brosnan, Ph.D., Assistant Professor, University of Tennessee; David Shetlar,

Ph.D., Professor of Urban Landscape Entomology, Department of Entomology, The Ohio State University; David Han, Ph.D., Associate Professor/Extension Specialist, Auburn University; Janet Hurley, MPA, Extension Program Specialist – School IPM, Texas AgriLife Extension Service

Description: Get up-to-date for 2011 on weed and herbicide technology, insect pests and insecticide technology, diseases and fungicide technology, and school IPM programs and implementing IPM programs.

Managing Athletic Fields without Traditional Pesticides: Cultural, Organic, and Alternative Pest Management

2:00 – 4:00 pm

Speaker: Eric Lyons, Ph.D., Associate Professor of Turfgrass Science, Department of Plant Agriculture, University of Guelph

Description: This seminar will focus on how to move forward with pesticide restrictions using practical management and communication to aid in a successful transition to pesticide free management of athletic fields.

What's New in Warm Season Grass Management

2:00 – 4:00 pm

Speakers: Grady Miller, Ph.D., Professor and Extension Specialist, North Carolina State and John Sorochan, Ph.D., Associate Professor, University of Tennessee

Description: This presentation will provide sports turf managers with answers to the most common turfgrass management questions as it relates to selection and management of warm-season turfgrasses.

Native Soil Field Improvement and Construction: Making the Best of What You Have

2:00 – 4:00 pm

Speakers: Jason Henderson, Ph.D., Assistant Professor, University of Connecticut and Chad Price, CSFM, President, Carolina Green Corp.

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Description: This presentation will identify the benefits and challenges associated with native soil field construction. Current field conditions will be evaluated along with criteria for identifying and evaluating problematic native soil fields. Construction and renovation techniques will be presented to inform attendees on how to modify soils, renovation options, equipment, and techniques, and cost effective ways to make improvements.

**New Technology:
Gadgets and Gizmos**

2:00 – 4:00 pm

Speakers: Doug Karcher, Ph.D., Associate Professor, University of Arkansas and Michael Richardson, Ph.D., Professor, University of Arkansas

Description: This presentation will cover several technologies that may be used by field managers to more accurately monitor issues such as soil moisture, salinity, light levels, and nutrient levels. It will also provide information to improve decision-making by using the latest technologies to monitor potential environmental problems.

Networking Sessions

4:30 – 5:45 pm

Network with professionals from facilities similar to your own! The forum is split by the different segments of our membership. Attend the one specific to your employment situation: Schools K-12, Higher Education, Academics, Students, Parks and Recreation, and Facilities used by Professional Athletes.

Thursday, January 13

**Sports Turf Management:
Past, Present and Future**

8:00 – 9:00 am

Speaker: James Beard, Ph.D., President, International Sports Turf Institute, Inc.

Description: The twentieth century conditions, problems and advances in turfgrass culture for sports fields will be reviewed, followed by the current status and developments in the technologies of sports field culture.

**Sight Turfing: Use Your Turf Eyes to
Take Your Field Management Skills**

to the Next Level

10:30 – 11:45 am

Speaker: Ross Kurcab, CSFM, Turf Manager, Denver Broncos – INVESCO Field at Mile High

Description: Deciding which treatments our sports fields need can be a challenge. A more efficient, “read and react” form of sports field management that not only maximizes field quality, performance and revenue potential, but also minimizes resource input and reduces waste will be presented.

**Sustainability 101 – Just What is
Carbon Sequestration?**

10:30 – 11:45 am

Speaker: Mary Owen, Extension Turf Specialist, University of Massachusetts, Amherst

Description: Sustainability has become an essential strategic goal in both the private and public sectors. Sports turf managers are challenged to understand the role of the fields and properties under their care in the use, conservation and protection of resources as well as the achievement of sustainability. This presentation will focus on the role of turfgrass in the environment

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and how turfgrasses contribute to sustainable systems.

Topdressing with Compost, A More Sustainable and Affordable Alternative

10:30 – 11:45 am

Speaker: Marcela Munoz, Agronomy Engineer, Graduate Student, The Ohio State University

Description: Compost can be used as topdressing for athletic fields due to its various nutritional benefits and environmentally friendly characteristics. Attendees will learn how compost contributes to sustainability and playability of a sports field, how it can be used as an affordable alternative on low and moderate maintenance sports fields, and how to choose the best composting materials.

The Spartan Cap Athletic Field System

10:30 – 11:45 am

Speaker: Alexander Kowalewski, Ph.D., Research Aide, Michigan State University

Description: Extensive feasibility testing conducted by the turfgrass scientists at Michigan State University has determined that drain tile installation and subsequent sand topdressing applications can be used to develop a built-up sand-capped system over time. This presentation will focus on training experienced athletic field contractors.

Infill Maintenance from the Beginning

10:30 – 11:45 am

Speaker: Shawn Mahonski, Sports Turf Technician, Towson University - Athletics

Description: It is now widely understood that new infill synthetic fields are not 'maintenance free'. Some maintenance is required from the first day the field is used through the day it's replaced. The goal of this presentation is to suggest solutions to the most common infill maintenance issues.

Market Yourself and Your Facility

10:30 – 11:45 am

Speaker: Eric Fasbender, CSFM, Assistant Director of Athletic Facilities and Grounds, Louisiana State University Athletics

Description: A large percentage of the population is unaware of what Sports Turf Managers do on a daily basis. This session will focus on effective ways to educate people in the workplace, community, and nationally about the important role of sports turf managers.

Implementing an Environmental Stewardship Program for your Sports Facility

10:30 – 11:45 am

Speakers: David Minner, Ph.D., Professor, Iowa State University and Jim Sluiter, Staff Ecologist, Audubon International

Description: This presentation will focus on how to implement a multifaceted Environmental Stewardship Program at a sports facility. It will also discuss how environmental programs promote professionalism and encourage certification that ultimately provides value and credibility to Sports Turf Managers

Weather 101

10:30 – 11:45 am

Speaker: Brad Jakubowski, Adjunct Professor, Doane College

Description: This interactive workshop introduces fundamental weather concepts and provides turf managers with the tools to interpret daily weather reports, maps, and forecasts which can then be applied to daily turfgrass management practices.

So You Want to be a NFL Sports Field Manager?

11:00 – 11:45 am

Speaker: Darian Daily, Head Groundskeeper, Paul Brown Stadium

Description: If you think you want to be a NFL Sports Turf Manager, come to learn about the numerous and unique duties that

a NFL Sports Field Manager goes through to have a well maintained and safe playing surface for our players.

Field Maintenance is Only a Third of your Job

11:45 am – 12:30 pm

Speaker: Amy Fouty, CSFM, Athletic Turf Manager, Michigan State University Department of Intercollegiate Athletics

Description: When it comes to being a successful sports turf manager, maintaining the field is only a fraction of what is required for your job. This session will discuss the additional professional skills necessary to excel in your position on and off the field.

25 Years as a Sports Turf Manager – What I Wish I Had Known

January 13, 1:00 – 2:00 pm

Speaker: Bob Campbell, CSFM, Vice President – Customer Relations, Carolina Green Corp.

Description: This presentation will provide sports turf managers the opportunity to examine what they are doing and challenge them to grow professionally while at the same time finding more enjoyment along the way.

New Fertilizer Technology

1:30 – 2:30 pm

Speaker: Elizabeth Guertal, Ph.D., Professor, Auburn University

Description: This presentation will cover the newer fertilizers that are on the sports turf market, including slow-release and stabilized nitrogen technologies. Attendees will learn how newer fertilizer products affect nitrogen fate in the environment, as well as understand turfgrass response to new fertilizer products.

Managing a Multi-Purpose Field: Turf Health in a High Traffic Environment

1:30 – 2:30 pm

Speaker: Joshua Koss, Sports Turf Manager, San Diego Jewish Academy

Description: The presentation will compare the goals of a sports field from three different perspectives: Turf Manager, Coach/Athlete, and General Manager/Athletic Director. This presentation will focus on developing, maintaining or enhancing healthy working relationships with coaches and user groups. It will also focus on developing and implementing a personalized "turf healthcare" program to maintain high traffic areas, protect the company's investment in the field, and build sustainability for the future.

SAFE AUCTIONS AND RAFFLES

Throughout conference, SAFE will be conducting exciting auctions and raffles including:

- ⊙ Lottery style pull tab tickets
- ⊙ Silent auction with new items daily
- ⊙ Live auction with more exclusive items
- ⊙ A large item raffle

Typical donations include team gear, products, equipment, tickets to events, wine, gift certificates and more. To donate an item for the SAFE Auctions and Raffles, please contact STMA Headquarters at 800.323.3875 or STMAInfo@STMA.org.

**Irrigating Turf with Effluent/
Salt Water****1:30 – 2:30 pm***Speaker: James McAfee, Ph.D., Extension Turfgrass Specialist, Texas AgriLife Extension Service*

Description: Effluent water is becoming a common alternate source of irrigation water available to irrigate sports fields. Although there are many positives associated with using effluent water on sports fields, there are many problems that need to be addressed.

Using Turf Colorants for Green Turf**1:30 – 2:30 pm***Speaker: Grady Miller, Ph.D., Professor and Extension Specialist, North Carolina State*

Description: This presentation will provide an overview of using turf colorants along with specific research results following the evaluation of twelve colorant products. The performance of the products along with an economic analysis will also be included.

**The Sports Turf Managers Role in
the Planning, Design and
Construction of a Sports Complex****1:30 – 2:30 pm***Speakers: Mike Trigg, CSFM, Superintendent of Parks, Waukegan Park District and Paul Weise, Vice President, JJR, LLC*

Description: The Sports Turf Manager is a critical member of the team throughout the planning, design and construction of a sports complex. This presentation will prepare the Sports Turf Manager to positively influence the process of planning, designing and constructing a sports complex so the complex can be properly maintained and managed without excessive use of labor, equipment and materials.

**Reality Bites – What Organic
Turf Management Regulations
Would Mean****1:30 – 2:30 pm***Speaker: John Stier, Ph.D., Professor and Department Chair, University of Wisconsin - Madison*

Description: Organic turf management is on the horizon and sports turf managers need to be alerted to what is happening on the national scene, how they can influence future regulations, and how they can develop a management plan that will meet organic standards.

Benefits of Turf in the Landscape**1:30 – 2:30 pm***Speaker: Joann Gruttadaurio, Extension Associate, Cornell University*

Description: This presentation will review

how turf benefits the environment and contributes to quality of life.

**Synthetic Turf Baseball Fields:
The Pros, Cons, and
Maintenance of Next Generation
Artificial****1:30 – 2:30 pm***Speaker: Robert Ralston, Second Assistant, Custer Hill Golf Course*

Description: Learn about the installation and aging of a second generation synthetic turf baseball field, and companion indoor practice facility at Kansas State University. Those who take care of their own baseball fields as well as those interested in constructing a synthetic baseball field will learn about the unique care these fields require.

**Warm Season Turf:
Professors and Practitioners****2:45 – 4:15 pm***Speakers: Clint Waltz, Ph.D., Associate Professor / Turfgrass Specialist, University of Georgia; John Sorochoan, Ph.D., Associate Professor, University of Tennessee; Michael Tarantino, Director, Maintenance and Operations, Poway Unified School District; Craig Potts, Assistant Manager/Athletic Fields, Texas A&M University; Bob Marcotte, Athletic Field Maintenance Manager, Recreational Sports Department, Texas A&M University; Penberthy Intramural Sports Center*

Description: This panel discussion offers attendees the chance to bring specific questions and issues to the attention of warm season turfgrass experts.

**Cool Season Turf:
Professors and Practitioners****2:45 – 4:15 pm***Speakers: Andrew McNitt, Ph.D., Associate Professor of Soil Science/Turfgrass, Penn State; John Stier, Ph.D., Professor and Department Chair, University of Wisconsin – Madison; David Shetlar, Ph.D., Professor of Urban Landscape Entomology, Department of Entomology, The Ohio State University; Amy Fouty, CSFM, Athletic Turf Manager, Michigan State University Department of Intercollegiate Athletics; Kevin Shipman, Grounds Manager, Kingsway Regional School District*

Description: This panel discussion offers attendees the chance to bring specific questions and issues to the attention of cool season turfgrass experts.

Synthetic Turf Update**2:45 – 4:15 pm***Speakers: Tom Serensits, Manager – Center for Sports Surface Research, Penn State University; Webb Cook, Executive Vice President, Liberty Sports, LLC; Shawn Mahonski, Sports Turf**Technician, Towson University – Athletics; Darian Daily, Head Groundskeeper, Paul Brown Stadium*

Description: This panel discussion offers attendees the chance to bring specific questions and issues to the attention of synthetic turfgrass experts.

**Doing More with What You Have
(Or Less) for Sports Field
Management****2:45 – 4:15 pm***Speaker: Tim Vanini, Ph.D., Founder and President, New Dimensions Turf*

Description: Due to the recent economic recession, sports field managers are facing decreasing or static budgets while expenses and the demand for sports field performance are increasing. This presentation will provide a cost-benefit analysis to compare different strategies for mowing, fertilization, overseeding, core cultivation and other strategies.

**A Campus Moving Towards
Sustainability****2:45 – 4:15 pm***Speaker: Chris Brindley, Building and Grounds Superintendent, University of Wisconsin – Stevens Point and John Wicker, Associate Director of Athletics – Event and Facility Operations, Washington State University Department of Athletics*

Description: UW–Stevens Point is striving to become more sustainable and reduce its carbon footprint. Learn how your facility can implement sustainable practices and develop alternative options to the way it is normally maintained so the carbon footprint can be reduced.

**How Two NFL Organizations
Approached New Technology in
Field Surfaces****2:45 – 4:15 pm***Speakers: Nick Fedewa, Assistant Sports Field Manager, SMG Jacksonville/Jaguars and Allen Johnson, CSFM, Fields Manager, Green Bay Packers*

Description: Two sports turf managers will discuss their professional experiences with the reconstruction of their fields. The presentation will conclude with how each manager adapted their management style to achieve successful fields.

**Trade Show Demonstration –
Sports Turfgrasses, Pros and Cons****5:30 pm***Speaker: A.J. Powell, Jr., Ph.D., retired Extension Professor, University of Kentucky*

Description: This discussion and demonstration will include both cool and warm



season grass species and their selection depending upon cost, season for establishment and ultimate use, ease of renovation, aesthetics vs. wear tolerance, heat and cold tolerance, etc. This presentation will help one determine the authenticity of advertised claims for turfgrass cultivars as judged by non-biased university research personnel. Grass specimens will be displayed.

Friday, January 14

Growing Sod in a Parking Lot

7:00 – 7:15 am

Speaker: Brad Jakubowski, Adjunct Professor, Doane College

Description: If you have limited or no turfgrass nursery space, learn how to maintain sod in marginal areas such as parking lots and storage pads. Discussion will cover how sod can be maintained for extended time periods on hard surfaces, and the successes and failures that were encountered.

Research You Can Use: Seedbanking, Seeding Rates, and Increased Nitrogen Fertility

7:15 – 7:30 am

Speaker: Andrew Hoiberg, Ph.D. Student/Research Associate, Iowa State University

Description: Research at Iowa State University is exploring increased seeding rates, increased fertility rates, and potentiality of Kentucky bluegrass and perennial ryegrass to form transient seedbanks in athletic field situations.

Sports Turf Injury Research

7:30 – 7:45 a.m.

Speaker: Tom Serensits, Manager – Center for Sports Surface Research, Penn State University

Description: Numerous studies have been conducted comparing injury rates and types occurring on synthetic turf and natural turfgrass. A summary of these studies will be presented to the audience. The audience will gain an understanding of how injury studies are conducted and how each surface impacts the potential for injury in a variety of sports such as soccer and football.

Poa annua Control in Warm and Cool Season Turfgrass

8:00 – 10:00 am

Speaker: James Brosnan, Ph.D., Assistant Professor, University of Tennessee

Description: The basics of annual bluegrass biology will be pre-

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sented to help audience members learn why this weed is so problematic in turf. Using research conducted at University of Tennessee, the presentation will focus on annual bluegrass control strategies for warm- and cool-season athletic fields that integrate cultural practices with chemical applications to provide acceptable control.

The Good, the Bad, and the Dirty: Anatomy of an Infield Skin

8:00 – 10:00 am

Speakers: Paul Zwaska, Technical Sales Support, Beacon Athletics; Grant McKnight, President and Owner, Natural Sand Company, Inc.; and Tom Burns, Senior Sales Representative – Sports Fields and Horticulture, TXI/Diamond Pro

Description: Using a bottom to top approach, an in depth look will be focused on the anatomy and management of infield skins.

Turf on the Frozen Tundra – Building Fields for the Green Bay Packers

8:00 – 10:00 am

Speakers: Ellen Davis, Project Management, Faulks Brothers Construction; Allen Johnson, CSFM, Fields Manager, Green Bay Packers; Andrew McNitt, Ph.D., Associate Professor of Soil Science/Turfgrass, Penn State University; Brian Storm, President/CEO, FIELDS, INC.; David Anderson, Principal, DA Hogan & Associates Inc.

Description: A panel will discuss the renovation and construction of state-of-the-art practice and game-day fields for the Green Bay Packers. Processes, strategies and design considerations for successful field renovation and building will be discussed.

Water Reduction 101 – An Audit Competition

8:00 – 10:00 am

Speakers: Michael Carr, Turf & Irrigation Supervisor, Portland Parks & Recreation and Gordon Kunkle, Turf & Irrigation Management Assistant, Portland Parks & Recreation

Description: Portland Parks & Recreation Irrigation Services along with our four Service Zones found a way to further reduce water consumption in our park system. This session will discuss the value of maintaining your irrigation system on a regular basis, as well as water management and water conservation practices.

Sports Turf Diagnostics

8:00 – 10:00 am

Speaker: Richard White, Ph.D., Professor, Texas A&M University

Description: This presentation will focus on specific steps, tools, resources, documen-

tation and communication needed to effectively deal with any turfgrass related issue or problem. Attendees will understand how to adopt management strategies that minimize limitations to plant health and prevent reoccurrence of such issues or problems in the future while minimizing risk to the environment.

Managing Sports Fields in the Transition Zone

8:00 – 10:00 am

Speakers: Michael Goatley Jr., Ph.D., Associate Professor of Turfgrass Science, Virginia Tech; A.J. Powell, Jr., Ph.D., retired Extension Professor, University of Kentucky; Abby McNeal, CSFM, Director of Turf Management, Wake Forest University Athletics; Martin Kaufman, CSFM, Head Groundsman and Sports Field Manager, Ensworth Schools

Description: This panel discussion will provide sports turf managers with answers to questions about managing turfgrass in the transition zone. Industry experts will discuss pertinent issues, opinions, current research and management considerations that will contribute to improved sports field management.

Trade Show Demonstration – Sports Turfgrasses, Pros and Cons

11:30 am

Speaker: A.J. Powell, Jr., Ph.D.
Description: Repeated from Thursday, January 13, 5:30 p.m.

Integrating Seeded Bermudagrasses into a Transition Zone Sports Turf Program

2:45 – 3:45 pm

Speaker: Michael Richardson, Ph.D., Professor, University of Arkansas

Description: This presentation will cover over a decade of seeded bermudagrass research, including improved cultivars that are available, methods to convert existing fields to seeded bermudagrass, and methods to improve the conditions of existing fields with seeded bermudagrass. The session will present money saving strategies and how playability can be improved by integrating seeded bermudagrasses into the management program.

How to be More Efficient and Effective in This Economy

2:45 – 3:45 pm

Speaker: David Rulli, Manager of Stadium Operations, Jeffco Schools / Jeffco Stadium

Description: This session will examine efficiency in all aspects of our operations.

Participants will learn how to assess the facility's operation for efficiency and effectiveness while maintaining safe and playable fields, and how to adapt money saving techniques into the management program.

The First Year of the Philadelphia Union Field

2:45 – 3:45 pm

Speaker: Jason Bowers, CSFM, Sports Turf Manager, Philadelphia Union

Description: Hear one turf manager's experience with building a field and maintenance shop from scratch. Topics covered will include the challenges of growing Patriot bermudagrass in the Philadelphia area, environmental aspects of being located on the Delaware River, and expectations regarding facility construction.

Maximizing Employee Relations

2:45 – 3:45 pm

Speaker: Lisa Goatley, MS, LPC, Licensed Professional Counselor, New River Valley Community Services

Description: Managing and motivating employees and subordinates can be one of the most challenging parts of being a Sports Turf Manager. In this presentation, attendees will learn specific skills in effective employee relations and people management skills.

Your Sports Field from Finance to Maintenance

2:45 – 3:45 pm

Speaker: Michael Tarantino, Director, Maintenance and Operations, Poway USD

Description: With budgets becoming tighter, this presentation will offer new ideas in funding and field construction. Discussion will include selecting a delivery method, design, field type selection, specification, irrigation selection and turf selection. A case study of a failed project will be discussed to determine why it failed and what has been done to correct the failure.

Turfgrass Strategies in a High School Economy

2:45 – 3:45 pm

Speaker: Kevin Shipman, Grounds Manager, Kingsway Regional School District

Description: As many school budgets decrease, Sports Turf Managers are forced to readjust management practices such as pesticide control, fertilization, and seeding techniques. Learn how to work with these demands by understanding cost-effective methods for fertilizing and pest control,

grass seed applications and amendments, and mowing techniques.

New – 9 Roundtables!
Friday, January 14, 4:00 – 5:00 pm

Wrap up your conference education with the most interactive opportunity for learning. Choose from 9 hot topics. Enjoy a reception while you ask your burning questions, meet with speakers from the previous 2 days and your 2010 and 2011 STMA Board of Directors. This is the perfect opportunity to network with your STMA family of peers and solve your toughest problems!

Seed Banks, Seed Rates, and Nitrogen Fertility

Speakers: Andrew Hoiberg, Ph.D. Student/Research Associate, Iowa State University, and David Minner, Ph.D., Professor, Iowa State University

Description: The discussion will explore increased seeding rates, increased fertility rates, and seedbanks in athletic field situations.

Sports Field Diagnostics

Speaker: Ross Kurcab, CSFM, Turf Manager, Denver Broncos – INVESCO Field at Mile High

Description: Discuss best practices to diagnose and treat problems on sports fields during this round table discussion. There will be a focus on how to recognize problems, assessing damage and turf recovery potential, and determining the best treatments.

Planning for Sustainability

Speakers: Mary Owen, Extension Turf Specialist, University of Massachusetts, Amherst, and Chris Brindley, Building and Grounds Superintendent, University of Wisconsin – Stevens Point

Description: During this round table we will lead the discussion and encourage dialogue around the topic of planning for and implementing techniques that lead to sustainability. We will encourage participants to share their experiences, talk about strategies they have implemented, and share their future plans. Attendees will learn from their colleagues about planning for sustainability, as well as identifying and implementing specific strategies and techniques.

Getting Involved in STMA

Speaker: Troy Smith, CSFM, Practice Facility Turf Manager, Denver Broncos Football Club

Description: This interactive round table discussion will focus on becoming involved with a professional organization to help with education, networking and career enhancement.

The CSFM Process Demystified

Speakers: Tony Koski, Ph.D., Extension Turf Specialist, Colorado State University and Leah Craig, STMA Manager of Member Programs

Description: Overcome the unknowns of taking the CSFM exam by attending this round table discussion. Information pre-

sented will help the sports turf manager who is entering into the CSFM process to better prepare for the exam including the exam format, question format, and studying/preparation strategies.



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Lessons Learned Managing a Highly Visible Facility

Speaker: Bob Campbell, CSFM, Vice President – Customer Relations, Carolina Green Corp.

Description: During this discussion, attendees will be encouraged to share their experiences with changes in the sports turf industry. Sports turf managers will have the opportunity to discuss mistakes they have made and what they learned from them.

New Fertilizer Technology

Speaker: Elizabeth Guertal, Ph.D., Professor, Auburn University

Description: During this discussion, attendees will learn about new fertilizers that are on the sports turf market, including slow-release and stabilized nitrogen technologies.

Women's Forum

Speaker: Lynda Wightman, Industry Relations Manager, Hunter Industries

Description: This popular forum has been moved from a breakfast networking format to a roundtable to allow for women and others in the industry to discuss personal and professional success strategies.

Baseball and Softball Infield Management

Speaker: Paul Zwaska, Technical Sales Support, Beacon Athletics

Description: Industry professionals will talk about the best infield skin management practices and answer your questions.

Optional Activities

Seminar on Wheels – 2 days of Tours*



Texas A&M & Veterans Park, College Station, TX

Tues., Jan. 11, 7:00 am – 3:30 pm

Board the buses for a 1.5+ hour trip to one of the top NCAA FBS Big 12 Conference sports campuses. The tour will include

stops at the softball, soccer, baseball, outdoor and indoor football practice facilities, indoor track, outdoor track, Kyle Field football stadium and the sizable intramural complex. Veterans Park, College Station's large municipal recreation complex, will also be toured. Lunch and transportation are included.



Wed., Jan. 12, 7:00 am – 3:30 pm

University of Texas – Austin, Round Rock Express, and Old Settlers Park

Participants will see the unique facilities at the University of Texas-Austin, another NCAA FBS Big 12 conference school. The tour of these facilities will provide a very different experience from the previous day, because all of the fields but one are synthetic. This tour will also go to the Dell Diamond, home of the Round Rock Express, the Triple-A affiliate of the Houston Astros. The third stop for the day is Old Settlers Park, which has many sports fields, including non-traditional fields for Frisbee golf and cricket. Lunch and transportation are included.



STMA Certification Exam*

Tues., Jan. 11, 3:30 – 7:30 pm &

Sat., Jan. 15, 8:00 am – 12:00 pm

Pre-qualification and pre-registration by Dec. 15 is required to take the test at the conference. If you take the test on Tuesday and do not pass, you may be able to retest on those sections on Saturday. To find out if you qualify for the Certification program, contact STMA at 800.323.3875.

ASBA Certified Field Builder Exam*

Sat., Jan. 15, 8:00 am – 1:00 pm

The American Sports Builders Association (ASBA) offers three certifications for field builders: Certified Field Builder (CFB), Certified Field Builder Natural (CFB-N) and the Certified Field Builder Synthetic (CFB-S), and will be offering these tests during the STMA Conference. To find out if you qualify to take the tests, download the CFB application and CFB eligibility spreadsheet from its website, www.sportsbuilders.org. The deadline to submit your application to test in Austin is Dec. 15. If you have any questions, please contact Cynthia Jordan at ASBA, cjordan@sportsbuilders.org or call 866.501.2722. In addition, those testing must register for the STMA conference, purchasing a one-day conference and education package, at a minimum. See the STMA registration form.

Chapter Officer Training – for Chapter Board Members

Tues., Jan. 11, 6:00 – 9:00 pm

Chapter board members are invited to attend a chapter networking and brainstorming session to address the challenges of strengthening your chapter and your role as a volunteer leader. Dinner is provided. To register, please fill out the back of the registration form.



SAFE Golf Tournament, Sponsored by Jacobsen, A Textron Company*

Wed., Jan. 12, 7:00 am – 4:00 pm

For the 11th year in a row, Jacobsen is proud to sponsor the annual shotgun fundraising golf tournament, and this year there will be hole in one prizes, including \$10,000 on one hole! This year's event

will be held at the Star Ranch Golf Course (www.starranchgolf.com). Continental breakfast and lunch are included. Proceeds will support the SAFE scholarship, education and research fund. Attendance is limited to the first 120 participants to register. Handicaps must be included on the registration form.

***Additional fee and pre-registration required.**

SAFE

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WHAT TO DO NEXT?

Now that you've seen what there is to do and realize you have got to be at this must-attend educational event, you need to do several things.

First, go to www.STMA.org. There you will be able to:

- Register for the conference (online registration is available to members only).
- Download the digital brochure
- Download the Conference Registration form

• Also, make sure to fill in the form completely, including checkboxes for Annual Meeting and Awards Banquet attendance.

• Make sure and check out the Schedule Builder and Trip Report. Both of these items can help you justify the investment to attend conference to your employer!

Other things you can do to prepare for the STMA Conference and Exhibition:

- Book your airfare. Rates will get higher as the holiday season, and the STMA Conference and Exhibition approach, so book early to get the best rates.
- Book your hotel room at the Austin Hilton, the official hotel of the STMA Conference and Exhibition, at the exclusive rate of \$169 per night. This rate is good through Dec. 20, 2010, so book early because it could sell out. Call 512.482.8000 to make your reservation or go to www.STMA.org to book online.
- Check www.STMA.org often to get the latest information and updates about conference.

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