

## 2011 STMA Conference sees 7% attendance increase

**THE SPORTS TURF MANAGERS ASSOCIATION'S** 22nd Annual Conference and Exhibition saw more than 900 sports turf managers, academics, and other practitioners from all over the world gather in Austin, TX for the green industry's premier sports turf specific event. Including exhibit personnel, more than 1,500 people were on site; more than 160 companies exhibited.

Individual attendance figures outpaced the 2010 show in Orlando, FL by more than 100 people. Despite poor weather around the country, and unseasonably cool weather in Austin early in the week, attendees arrived mostly as scheduled to take advantage of educational tracks, the exhibition, off-site tours, banquets and receptions.

STMA presented its first ever Innovative Awards to three companies whose product and/or services were judged to be revolutionary to the job of the sports turf manager by the STMA Awards Committee. These companies and their winning products/services were: Barenbrug USA for their RPR turfgrass species; Bush Turf for its Field Rover; and SportsEdge, Inc. for its rotating football goal (see p. 36 for details).

Those attending the conference took advantage of more than 90 hours of sports turf specific education, including an entire day of educational Pre-Conference Workshops Wednesday.

Dr. James Beard, a legend in the sports turf industry, gave the keynote address on the past, present and future of sports turf

management, and then attendees were entertained by a Texas trio, the Swing Riders, whose songs and stories brought smiles to all.

The Annual STMA Conference and Exhibition is supported through the generous sponsorship of the following companies: Barenbrug USA; Covermaster, Inc.; Diamond Pro/TXI; Hunter Industries; Jacobsen; Rain Bird Corp.; The Toro Company; and World Class Athletic Surfaces, Inc.

The 2012 STMA Conference and Exhibition, which will be the association's 23rd annual event, will be January 10-14, 2012 in Long Beach, CA. The Exhibition will be at the Long Beach Convention Center and the official hotels of the event are the Westin Long Beach and the Long Beach Hyatt. ■

## 2011 Board of Directors election results

**STMA OFFICIALLY INSTALLED** its 2011 Board of Directors during the association's annual meeting in Austin, TX. Troy Smith, CSFM, Denver Broncos Football Club, was elected STMA's 19th President and James Michael Goatley, Jr., PhD, Virginia Tech, is President-Elect. Chris Calcaterra, M.Ed., CSFM, CPRP, City of Peoria Sports Complex, Peoria, AZ ascends to the office of Immediate Past President. Martin Kaufman, CSFM, Ensworth Schools, Nashville, TN was elected to the Secretary/Treasurer position.

Four new Directors have joined the

STMA Board; three were elected and one was appointed. Those elected include:

- Allen Johnson, CSFM, Green Bay Packers, WI, representing the Facilities used by Professional Athletes category
- Mike Tarantino, Poway Unified School District, CA, representing Schools K-12
- Jeff Fowler, Penn State University Cooperative Extension Services, Franklin, PA was elected to an At-Large Director position.

President Smith appointed Jeff Salmond, CSFM, University of Oklahoma, to an At-Large Director position. Smith also ap-



**TROY SMITH**, CSFM, left, STMA's new President, accepts the gavel from Immediate Past President **CHRIS CALCATERRA**, M.Ed., CSFM, CPRP

pointed previous board member David Pinsonneault, CSFM, CPRP, Town of Lexington, MA, to the Parks and Recreation's open Director position. Rene Asprion from Diamond Pro/TXI, Dallas, TX was elected to a 2-year term as Commercial Director. He was appointed to the board last year to fill the vacant Commercial Director position.

Returning to the Board for the second year of their terms are Chad Price, CSFM, Vice President-Commercial, Carolina Green Corp.; Pamela Sherratt, Academic Director from The Ohio State University; and Ron Hostick, CSFM, who serves on behalf of the collegiate membership segment from San Diego State University.

The 13-member board participates in quarterly meetings and provides leadership by chairing more than half of STMA's 22 committees. ■



**THE 2011 STMA BOARD:** Front row, L to R: Jeff Salmond, CSFM; James Michael Goatley, Jr., PhD; Pamela Sherratt; Mike Tarantino; Jeff Fowler; Allen Johnson, CSFM. Back row, L to R: David Pinsonneault, CSFM, CPRP; Chad Price, CSFM; Ron Hostick, CSFM; Chris Calcaterra, M.Ed., CSFM, CPRP; Troy Smith, CSFM; Martin Kaufman, CSFM; Rene Asprion.

# Membership Application

## SportsTurf MANAGERS ASSOCIATION

Experts on the Field, Partners in the Game.

Name \_\_\_\_\_ Title \_\_\_\_\_

Employer/ Facility \_\_\_\_\_

Business  Home

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Home phone \_\_\_\_\_ Work phone \_\_\_\_\_ Cell phone \_\_\_\_\_

Fax \_\_\_\_\_ Email \_\_\_\_\_

Signature \_\_\_\_\_

Direct Supervisor Name \_\_\_\_\_

### Membership Category:

- Sports Turf Manager \$110  
 Sports Turf Manager Associate\* (Additional member(s) from the same facility) \$75

Please select the primary facility type where you are employed:

- Professional Sports  Higher Education  Schools K-12  Parks and Recreation

Academic \$95

Student (verification of enrollment) \$25

Commercial \$295

Commercial Associate\* (Additional member(s) from the same commercial company) \$75

Affiliate (Person who is indirectly or on a part-time basis, involved in the maintenance/management of sports fields) \$50

Chapter Dues (contact headquarters for amount)  
Chapter name) \_\_\_\_\_ \$ \_\_\_\_\_

Contribution To SAFE Foundation (research, education and scholarship): \$ \_\_\_\_\_

**Total Amount Enclosed:** \$ \_\_\_\_\_

### Payment Method:

Check  Money Order  Purchase Order #: \_\_\_\_\_

Credit Card:  Mastercard  Visa  American Express  Discover

Name on Card \_\_\_\_\_

Card #: \_\_\_\_\_ Exp. Date: \_\_\_\_\_

Signature: \_\_\_\_\_

\*There must already be a national sports turf manager from your facility or commercial member from your company before you may sign up in the Associate category.

Fax to: (785) 843-2977

Or mail with payment to:  
Sports Turf  
Managers Association  
P.O. Box 414029  
Kansas City, MO 64141

*"I know I am a better sports turf manager because of this association. As sports turf managers, we take the challenge seriously to make our fields the best possible for the next game. The resources I have access to through STMA helps me do it."*

— Bob Campbell, CSFM  
Higher Education  
Membership Segment

Phone: 800-323-3875

www.STMA.org

## Mercer wins Leadership Award for his environmental stewardship

**IMMEDIATE PAST PRESIDENT** Chris Calcaterra, M.Ed., CSFM, CPRP presented the STMA President's Award for Leadership to Kevin Mercer, superintendent of grounds at St. Mary's College of Mary-



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land, St. Mary's City, during the STMA annual awards banquet

The award is given at the discretion of the president, and this year was awarded to Mercer for his leadership in environmental stewardship, specifically for leading the effort for St. Mary's College to be awarded certification in Environmental Planning from the Audubon Cooperative Sanctuary Program. The program is designed to help preserve and enhance the environmental quality of properties. Mercer is part of the sustainability efforts at his college to reduce, recycle and reuse. He has also been making rain gardens on his campus to capture storm and other run-off water to be used as sports turf irrigation (see January issue, p. 34).

"Kevin exemplifies environmental leadership," says Calcaterra on why he selected him to receive the award. "He proactively seeks ways he can make a positive impact on the environment at his college, and he is very open about sharing his ideas and practices with his peers."

As STMA continues to advance its focus on the environment through committee work, it is also seeking to highlight examples of its member's environmental stewardship and build on them to promote to the public the positive impact of sports turf management on the environment. ■

## SAFE Jacobsen Golf Tournament, Auctions highlight fundraising efforts

**THE FOUNDATION** for Safer Athletic Fields for Everyone (SAFE), the charitable arm of STMA, raised more than \$25,000 for scholarships, grants, and the production of educational materials during the 2011 STMA Conference. These monies were raised through many events including a golf tournament, raffles, and auctions held throughout the conference.

Nearly 80 golfers competed (and survived the cold and wind!) in the 11th Annual SAFE Jacobsen Golf Tournament held at the Golf Club at Star Ranch. Those golfers and more than 25 pre-registered players who could not make it to Austin because of inclement weather around the country donated nearly \$14,000 to SAFE. The net-scrabble style tournament was won by the team of Russell Barksdale,

Randall Carpenter, Chris Price and Allen Reed. The SAFE Jacobsen Golf Tournament would not be possible without the generous contributions of Jacobsen, a Textron Company. Since it began sponsoring the tournament, Jacobsen has raised more than \$158,000 for SAFE. Carolina Green Corp. sponsored a Beverage Cart and drink tickets for the players, World Class Athletic Solutions sponsored a Hole In One Promotion, with \$10,000 up for grabs on one hole. Diamond Pro/TXI also sponsored a hole at the event.

Due to Texas state gaming laws, SAFE was not able to continue the Pull-Tab Lottery Style Game. These tickets were tremendously popular with attendees in 2010 in Disney. However, in typical STMA Member fashion, attendees stepped up

and ensured that the SAFE Auctions and Raffles conducted in the Exhibition Hall and at the Awards Banquet Reception on Friday brought in a record amount. Winners walked away with some amazing autographed memorabilia, apparel, a Toro Turf Guard System valued at \$7,800, electronics, hotel packages, golf gear, sports turf specific equipment, and an African photo safari valued at more than \$4,000. The Large Item Raffle held at the Awards Banquet Reception was a success as well, raising more than \$1,800. A Panasonic HD Camcorder, Amazon Kindle and Gift Package, Sony CyberShot Camera and an all-inclusive trip to next year's conference in Long Beach were all given away to lucky winners. ■

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# Leo Goertz wins Harry C. Gill Founders Award

**STMA'S MOST PRESTIGIOUS AWARDS**, the Founders Awards, were presented to four members who have followed in the footsteps of those who created the association. The four were surprised with the honor during STMA's annual awards banquet.

The **Harry C. Gill Award**, STMA's highest honor, was presented to Texas A&M University's manager of athletic fields **Leo Goertz**. This award was established to honor an individual for their hard work in the sports turf industry and to acknowledge their dedication to STMA. Goertz was honored for his commitment in hosting community events, presenting at his local chapter programs and at STMA, and broadly sharing his knowledge with his peers. He has a solid legacy with those who he has mentored and helped along the way during his 30+ years in the business. In his nomination, he was cited for exemplifying all the traits that Harry Gill brought to the profession[—hope, determination, passion and dedica-

tion. Goertz has been an active member of STMA since 1988 and is past president of the STMA Texas Chapter. He also serves as Vice President of the SAFE Foundation Board of Trustees.

**Mike Trigg, CSFM** received the **Dick Ericson Award** for his contributions to the industry. Trigg is Superintendent of Parks for Waukegan Parks District, IL. He was cited for his organization, leadership and impact on STMA through several governance initiatives and strategic planning while he led the association as its 15th president. The Ericson award is issued to someone who plans and executes the sports turf management of their facility, team leadership, and has a positive influence on the industry.

**Dr. John Sorochan**, associate professor of turfgrass science and management for the University of Tennessee, received the **Dr. William H. Daniel Award**, which is given to an individual who has made significant contributions to the sports turf indus-

try through his or her research, teaching or extension outreach. Dr. Sorochan's research has had a profound effect on the work of sports turf managers and will continue to do so through a new sports turf research center at UT. He has also developed a top undergraduate turf program.

Retired sports turf manager **Mel Lanford** (University of Texas) received the **George Toma Golden Rake Award** for his high standards of quality field management, but even more so for his mentorship of young people who have gone on to notable careers of their own. He is known as an educator to hundreds of sports turf managers and held the unofficial title "Doctor of Dirt." The Toma award recognizes a member for a dedicated and enthusiastic attitude to achieve their highest goals. The award acknowledges a strong spirit of commitment to the industry. ■



**LEO GOERTZ**, Texas A&M Athletics, right, receives the Harry C. Gill Memorial Award from last year's recipient, Tom Burns of Diamond Pro/TXI.



**MIKE TRIGG**, CSFM, Waukegan (IL) Park District, right, was named winner of the Dick Ericson Award. Here he poses with last year's recipient, Dave Rulli, Jeffco Stadium (CO).



**JOHN SOROCHAN**, PhD, University of Tennessee, left, was awarded the Dr. William H. Daniel Award by last year's winner, Tony Koski, PhD, Colorado State University.



**MEL LANFORD**, aka "Doctor of Dirt," right, was awarded the George Toma "Golden Rake" Award by last year's winner, Craig Potts of Texas A&M.

# Ask a CSFM

**Abby McNeal, CSFM,  
Director of Turf Management,  
Wake Forest University**

## 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?

McNeal: I studied the different areas of the test by reviewing the University of Georgia course (Principles of Turfgrass Management), reading several recommended text books, and reviewing the bullet points specific to areas of the test. I made a giant notebook of notes from the materials that I studied and then carried that with me to review throughout the day. Once I felt like I knew the information I signed up to take the test.

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

McNeal: I had great support from my employer, since I was working for Ross Kurcab (the very first CSFM). He was very supportive and encouraging of the achieving the certification. He provided me with tips to study and areas to spend a little more time on. The Denver Broncos as an organization had three CSFM's during my 5 years there (including new STMA president Troy Smith from the team's practice facility).

### Why did you decide to pursue certification?

McNeal: I pursued certification to raise my own "bar" and to personally challenge myself to be a better sports turf manager.

### How has certification helped your career?

McNeal: I believe that being a CSFM I hold more credibility when applying for a sports turf position. I believe that it shows a potential employer that I am committed to the profession, that I have the necessary skills to be a leader, and I have the ability to oversee the maintenance operations of their athletic facilities. My CSFM also shows that I am an industry leader and that I am committed to continued learning and industry involvement. ■

## Purdue wins 4-year, Mt. San Antonio College 2-year in Student Challenge

**MORE THAN 140 STUDENTS** attended the 22nd Annual Conference in Austin. Students were able to take advantage of many activities specifically geared to them including a student networking session, student lunch and educational track, and the STMA Student Challenge presented in partnership with Founding Partner Hunter Industries and the Foundation for Safer Athletic Fields for Everyone (SAFE).

Of the students in attendance, more than 80% competed in the Seventh Annual STMA Student Challenge. Through a generous donation from the SAFE Foundation, the winning 2-year and 4-year teams each receive a \$4,000 grant to fund a practical learning lab at their college or university. More than 110 students, representing 23 colleges, universities, and technical schools, entered a total of 31 teams. Teams of up to four students participated in a multiple choice exam on athletic turf and sports field management topics and identified plants, insects, diseases and weeds, and irrigation parts, as well as answering a series of challenging short answer questions about given scenarios.

Purdue University's Team 415 won the 4-year competition between 23 teams. The coach was Tracy Tudor and student competitors were Joey Gerking, Zachary Peterson, Justin Shirley and Cody Whitis; they beat Virginia Tech Team 405 by only eight points. Third place in the Four-Year event was captured by Iowa State Team 408.

Nine teams competed in the Two-Year Competition, with Mt. San Antonio College Team 206 taking top honors. Mt. San Antonio students Wade Anderseck, Patrick Escalera, Chaz Perea and Tom Skelton, led by professor Brian Scott, edged Penn State Team 207 by

In addition to their \$4,000 grant, the two first place teams' will also have their team name etched in the traveling Student Challenge Cup.

one point. Maryland Team 419 brought home third place. STMA, SAFE, and Hunter would like to draw special attention to Kirkwood Community College Team 203 teammates Jake Newman, Colin Stuhr, Jacob Travis and Travis Venditti and their coach, Troy McQuillen, for grace and sportsmanship in the face of adversity.

Hunter Industries' continued sponsorship helped to defray some of the Student Challenge competitors' conference costs. Again this year, the results of the Student Challenge were announced out of the Hunter booth in the exhibition, drawing more than 150 people onto the floor in the late hours of the show.

In addition to their \$4,000 grant, the two first place teams' will also have their team name etched in the traveling Student Challenge Cup. At the Annual STMA Awards Banquet, they received replicas of the Cup and individual medals and will provide an article to be presented in an official STMA publication sometime in 2011. Second and Third place winners received plaques and medals. ■