

STMA Exhibitors: Plan Now to Enter Your Innovation

IN 2010, STMA introduced a new awards program, the Innovative Award. Three exhibitors were presented with the inaugural 2011 award during the STMA annual conference in January in Austin.

Start thinking about what your company can enter. Although the entry form just takes minutes to fill out electronically, the judging panel seeks links to videos, photos, marketing brochures, or other promotional material to help them understand the innovation.

The purpose of the award is to recognize those exhibiting commercial companies that are introducing products, equipment or services that improve the profession—either by enhancing the effectiveness of the sports turf manager or making playing surfaces safer and more playable for athletes.

In addition to being innovative, as described above, and an exhibitor at the STMA conference, the product, service or equipment being submitted must be introduced for sale between the close of the STMA show in January of this year through the close of the 2012 show in Long Beach. The winners also must agree to display the

innovation during the trade show.

When asked “What is innovative?” the Innovative Awards Task Group that developed the program came up with a list of how they would describe it. According to the Chair, Dale Getz, CSFM, CSE, “These qualities are descriptive, but the intent is to not limit an entry to just this listed.”

- Are creative
- Are cutting edge
- Have never been seen
- Make the task easier or more productive
- Improve quality
- Improve efficiency
- Protect the environment
- Save time and resources

Getz credits his task group, which includes Rene Asprion, James Graff, Chad Price, CSFM, Matt Tobin, Steve Trusty, and Vickie Wallace, with developing a program that has dual benefits. “Those companies that are presented with the Innovative Award receive excellent recognition and bragging rights, and STMA also benefits by being the award presenter and by being the venue where the innovation was introduced.”



The STMA Awards Committee judges the entries and will surprise the 2012 winners at the STMA annual trade show with an all-hall announcement and booth signage. Winners of the award may use the special STMA logo when promoting the winning innovation for as long as they wish. In addition, STMA will promote the winners through press releases, magazine coverage, and during the STMA Awards Banquet.

The application is due October 1 and is available on the STMA website, www.STMA.org, Awards Program tab.

The 2011 award winners are SportsEdge for a rotating football goalpost, Barenbrug USA for RPR, regenerating perennial ryegrass, and Bush Sports Turf for the Field Rover robot. ■



>> STEVE BUSH, left, and Jared Aubry, right, of Bush Sports Turf pose with their Field Rover, a 2010 Innovation Award winner. The robot uses GPS and onboard sensors to autonomously drive a field and take surface elevation measurements.

Mt. San Antonio College reinvesting Student Challenge winnings

A VICTORY couldn't have come at a better time for the turf program at Mt. San Antonio College, Walnut, CA. At the start of the spring 2011 semester the school broke ground for their new Agriculture Science building, just months after the team of



>>THE NEW AGRICULTURE SCIENCE BUILDING at Mt. San Antonio College, Walnut, CA.

Wade Anderseck, Patrick Escalera, Chaz Perea and Tom Skelton, led by professor Brian Scott, won top honors in STMA's Student Challenge's Two-Year competition.

In previous years the school has used Student Challenge prize money to acquire a dethatcher, an aerator, and a triplex mower for student to gain hands on experience. This year the Mt SAC Turf Team will come full circle and use the winning funds to populate new plots with turf and other playing surfaces. The majority of the plots will consist of several turf varieties including hybrid bermuda, paspalum, fescue, and fescue and ryegrass blends. In these plots students will have the opportunity to

test and study variables with a new fertilizer injector, soil blend bases, irrigation methods, and cultural practices.

The turf students also will be installing plots consisting of an infield playing surface, a mound, and warning track material. Here students will have the opportunity to study and practice the techniques involved in managing the soil profile, compaction issues, and moisture relationships on real playing surfaces. Finally, the tamp, rake, drag mat, and hose will take their rightful place as an integral component of the SportsTurf program.

On behalf of all the Turf and Horticulture students at Mt SAC, we would like to express our gratitude to the STMA for allowing us to compete in the Student Challenge and making us feel like part of the team.- Chaz Perea ■

Knoxville Regional Conference promises education and fun at great value

WHILE THE FOCUS of the upcoming STMA Southeast Regional Conference, June 15-16, in Knoxville, TN will be sports turf-specific education and agronomy, you can bet that there will be some fun, too. In addition to taking in more than 12 hours of sports turf-specific education, the more than 200 expected attendees will be treated to a night at Smokies Park for a game between the Double-A Tennessee Smokies (Cubs) and the Chattanooga Lookouts (Dodgers) Wednesday, June 15. Included with each ticket will be a coupon good for a hot dog, chips and a drink at the park.



➤ **LAST SUMMER'S REGIONAL EVENT** in Seattle included a surprise visitor during the Seattle Seahawks' practice facility tour: head coach Pete Carroll.

After a day at the University of Tennessee's Center for Athletic Field Safety featuring demos, seminars by leading researchers and practitioners, and a product exhibition, you can be sure that at-

tendees will be ready for a night at the ballpark. The next morning kicks off at 8 am, with sessions being offered on two tracks: football and baseball. Each will include a panel discussion with the facility managers, more turf docs, and other sports turf managers from around the country. There will also be a tour of each sport's respective stadium at UT. While focusing on sports turf managers, STMA encourages attendance by members, crew, coaches, administrators, and volunteers, and will be providing education for all levels of sports turf experience.

In addition to the education, exhibition, and baseball game, lunch on both days, dinner at the ballpark on Wednesday and breakfast on Thursday, are all included with the \$95 registration fee (\$125 for those who aren't members of STMA national or the Tennessee Valley, Georgia, Kentucky, North Carolina, South Carolina or Virginia Chapters). Members of STMA national may register online by logging in to their STMA.org member account. Non-members may download the registration brochure from www.STMA.org.

STMA has also negotiated reduced rates at two Knoxville area hotels. The Holiday Inn (1-865-522-2800) has a rate of \$84 per night plus tax, and is in downtown Knoxville. The Marriott Knoxville (1-865-637-1234), also downtown, has a rate of \$109 per night plus tax. Tell either hotel you are with the Sports Turf Managers Association (STMA).

Put June 15-16 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.

Interested in exhibiting or sponsoring this event? Please contact Patrick Allen, STMA Manager of Sales and Marketing, 800-323-3875 or pallen@stma.org. ■

5 tips to getting the job

Editor's note: this advice originally appeared in "STMA News Online"; visit www.stma.org to learn how you can begin receiving it.

1. Interview like a jobholder, not a job hunter. Job hunters might come across as needy, dejected and too willing.
2. Too much honesty isn't necessarily a good thing. Being too honest and revealing too much can turn against you in the job hunting process—especially, if you've been laid off or let go. When an employer asks you, "Why did you leave your last job?" or "Why were you let go?" he's really asking: "What's wrong with you?" An example response is: "My company suffered a severe downsizing. My immediate boss had no choice but to let me go and after she let me go, she was let go."
3. Would you hire this guy? Don't come into the interview cocky. Dress professionally. Go after every interview like it's the last one you'll ever have.
4. In salary negotiations, the person who mentions the num-

ber first loses. When they ask you how much you are looking for, say that you don't want to disqualify yourself by a number, can you tell me how much you have budgeted for this position? You can also give employers a ballpark, saying that your current compensation package is in the \$60,000 range and that you want to stay in that range. Lump all your compensation together. By throwing out numbers you might sell yourself short. After all, you don't know the company's range of salary or compensation.

5. Say thanks by sending thank you letters within 24 hours of each interview. If three people interview you at one company, send three separate thank you notes. Cohen says that when competition for a job is tight, thank you notes have the power of swaying an employer your way. ■

Attributed to Barry Cohen, University Employment Coordinator, City University of New York, published in Job Hunting: Get Aggressive to Get the Job You Want by Lisette Hilton