

Conference attendee and exhibitor survey results

AS MANY SPORTSTURF READERS ARE AWARE, the Sports Turf Managers Association's 24th Annual Conference and Exhibition was held January 15-18, 2013 in Daytona Beach, FL and featured a number of milestones for the association, including a significant increase in the number of educational sessions offered, as well as the wider implementation of new web-based offerings and a nearly sold-out trade show. Approximately 981 sports turf managers, from high schools and parks districts to Major League Baseball and NFL groundskeepers, converged on the Ocean Center Convention facility for more than 90 hours of sports turf specific education, dedicated networking functions and exhibitor demonstrations.

The week's events were capped off by STMA's Annual Awards Banquet on Friday evening, where the association's highest honors were presented. These included the association's premier honors, the STMA Founders Awards, as well as the Field of the Year Awards, SAFE Scholarships, STMA Commercial Innovative Award, President's Award for Leadership, Student Challenge trophies and more.

Additionally, STMA's non-profit charitable foundation, Foundation for Safer Athletic Fields for Everyone (SAFE) used its 13th Annual Golf Tournament, played at Arthur Hills Golf Course at LPGA International, Casino Night at the Welcome Reception and the live auctions, raffles and other fundraising endeavors to raise more than \$35,000 for the foundation.

The conference drew 35 international attendees from Argentina, Canada, Chile, Israel, Jamaica, Mexico, Spain, England, and Scotland. This international representation is the most STMA has had at any prior conference (with the normal amount being 10-12).

Following the conference, STMA sent out two surveys: one for attendees and one for exhibitors. The results below are a snapshot of some of those results.

Of the several hundred **attendees** that responded to STMA's survey:

- 98.1 percent rated their overall conference experience as "excellent" or "good" with 1.9 percent rating their experience as "fair" and 0 percent rating "poor".
- 93.9 percent rated their overall expo experience as "excellent" or "good" with 5 percent rating their experience as "fair" and 0 percent rating "poor".
- 96.8 percent rated their overall education session experience as "excellent" or "good" with 3.2 percent rating "fair" and 0 percent rating "poor".

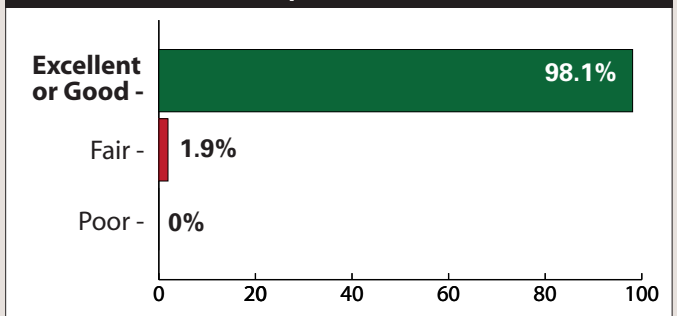
Quotes (unattributed) to place next to data:

- "This is one of the most well organized and professionally managed conferences I attend."
- "Really like the variety of choices in topics and things to do, just hard to get to all of them at the same time."
- "Better each year - good to reorder things."
- "Very kind and professional people, an excellent trade show."
- "Keep up the good work. I feel the conference has continued to get better each year. Thank you for the experience."
- "It was my first conference and I really enjoyed it."
- "I think it is a great show dedicated to sports turf."

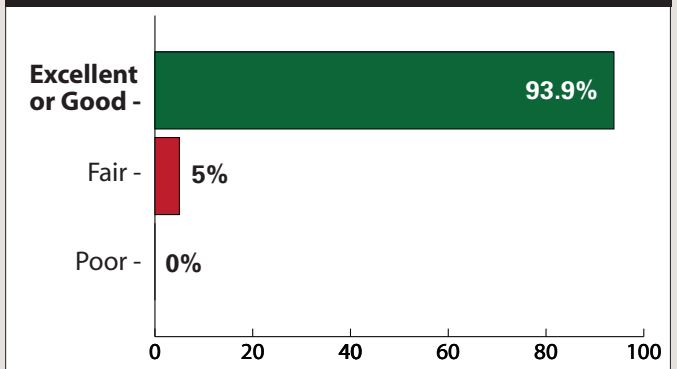
Of the several hundred **exhibitors** that responded to STMA's survey:

- 84.4 percent thought that the 24th Annual Exhibition was a good show overall, while 15.6 did not.
- 73.3 percent thought the exhibition "was the best show they'd ever attended" or "a good show worth attending", while 26.6 thought the "show needed improvement" or "wouldn't recommend it."

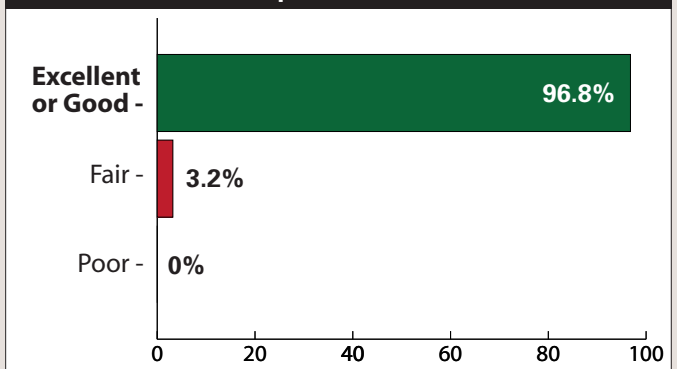
Attendees conference experience



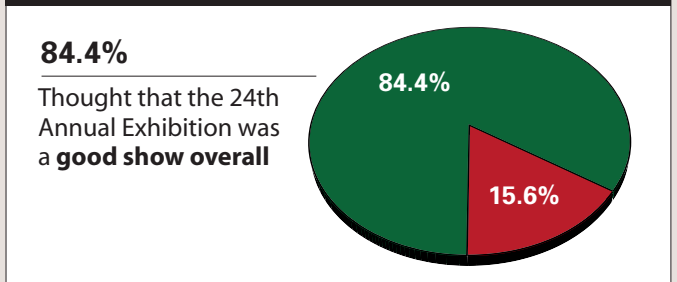
Attendees expo experience



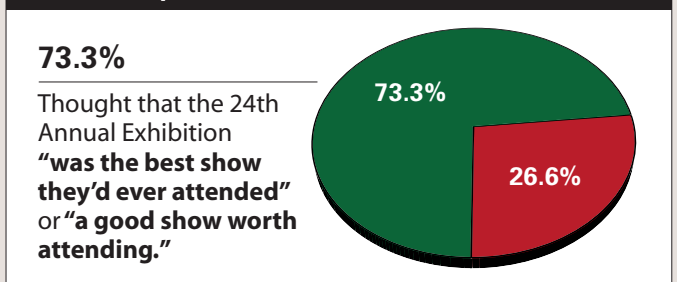
Attendees education experience



Exhibitors experience



Exhibitors experience



SAFE in 2013: a new year for Safer Athletic Fields (for Everyone)

STMA'S CHARITABLE ORGANIZATION, The Foundation for Safer Athletic Fields (SAFE), was formed in 2001. It began awarding scholarships in 2003 and has funded a number of scholarships and educational programs since then, totaling more than \$250,000.

In 2010 however, the Board of Trustees, after having conducted extensive strategic planning and research, concluded that SAFE could do more than award scholarships. It implemented a number of changes to its outreach efforts, including: changing its mission to focus on external matters relevant to the industry ("to enrich communities through championing safe, sustainable sports and recreation fields for all athletes"); officially changing its name to The Foundation for Safer Athletic Fields for Everyone; changing its by-

laws; adding new board members; creating both a strategic plan and marketing plan; and developing the "Grass Roots Initiative" fundraising program to engage STMA members and leverage their support.

In 2013, SAFE continues to move forward. As announced at STMA's Conference and Exhibition in Daytona Beach, MLB's Baseball Tomorrow Fund Executive Director, Cathy Bradley, has been named chairperson of SAFE's Board of Trustees. Also this year, SAFE plans the launch of an all-new website and social media initiatives that will help further engage and educate members.

As many STMA members are aware, SAFE conducts a variety of fundraising activities during the STMA Conference. It raised more than \$35,000 this year in Daytona Beach from

the golf tournament, silent and live auctions, raffles and the second annual successful casino night; this is \$8,000 more raised than the previous year.

As SAFE and the Grass Roots Initiative looks to the future, it will be very active in outreach and continue to innovate in the awarding of scholarships, funding of educational programs, creating partnerships with various stakeholders, performing assessments and engaging STMA chapters and committees. We appreciate your continued support!

For more information on SAFE, how to donate and updates on the launch of the Foundation's new website, SAFEFIELDS.org, please visit stma.org.-Shant S. Thomas, STMA sales & marketing manager

SAFE continues recognizing excellence in sports turf management education

THE SAFE FOUNDATION has been funding scholarships since its inception in 2000. In 2009, it added its first Educational Grant and a second educational grant was added in 2011.

The Gary Vanden Berg Internship Grant honors Gary Vanden Berg, CSFM, for his contributions to the industry in promoting internships. Gary was the Director of Grounds for the Milwaukee Brewers until his death in 2011 and his commitment to creating enriching learning experiences for interns was legendary throughout Major League Baseball and the sports turf industry at large.

This grant is awarded in late fall for an internship completed during the spring or summer of that same year. STMA student members in good standing who are currently enrolled in a minimum of six credit hours, or were enrolled in a minimum of six credit hours in the semester just before the internship, are eligible to submit for the \$1,000 grant. The grant is intended to offset the costs a student may have incurred while interning. In addition to receiving the \$1,000 grant, the winner also receives a full conference registration and three nights lodging at the next STMA National Conference and Exhibition, where he/she will be introduced during the Awards Program.

The 2011 Gary Vanden Berg Internship Grant winner was Aaron Bryant, from the University of Tennessee. Aaron previously interned with the New York Mets and is currently working with the San Diego Padres for a second consecutive season as a seasonal assistant. He graduated from the University of Tennessee in 2011.

"The Gary Vanden Berg Grant helped me tremendously in offsetting costs associated with expenses accrued over the course of my internship in New York City," Aaron said. "It was a privilege to be honored for an award named after one of the leading professionals in our industry. I hope to one day be an instrumental part of giving back to an association that has done so much for me. Namely, I want to incorporate interns into my management strategy as I look for ways to help future generations of sports turf managers. The networking, internship/job, and learning opportunities are incomparable and pivotal as part of being a member of the Sports Turf Managers Association."

The 2012 Gary Vanden Berg Internship Grant winner was Nik Wooldridge, from Colorado State University. Nik interned at Fenway Park with the Boston Red Sox and was also the recipient of the Dr. James Watson Undergraduate Scholarship for 2012.

The STMA Scholarship Committee selects the Terry Mellor and Gary Vanden Berg grant winners.

SAFE is currently seeking long-term funding for the Gary Vanden Berg Internship Grant. To donate please send payments to: The SAFE Foundation, P.O. Box 411172, Kansas City, MO 64141-1172. The SAFE Foundation Federal Tax ID# is 47-0839745. SAFE is a Charitable 501(c)(3) Corporation. Donations are tax deductible as allowable by law.

STMA's ongoing social media conversation

"SOCIAL MEDIA IS KILLING THE ART OF THE CONVERSATION."

I disagree. As STMA's new sales and marketing manager, my job is to ensure we are continually improving on our conversational skills—be it throughout the year in communicating our association's value and benefits to our membership or relaying the latest news on our ever-changing industry.

Many have heralded conversation's "end" because of social media's inherent ephemeral nature, but my belief is that a targeted mix of relevant social media tools helps us *enable* and *enhance* it. To that end, we will be expanding STMA's efforts throughout the year on both Facebook and Twitter with more frequent posts.

The benefit STMA has over some of our larger peer associations is the existing real world connectedness our members have with their peers throughout the United States. My belief is that any social media effort we may hope to undertake highlights those friendships/connections—rather than creating artificial ones—and radiates out to those who might be thinking of joining. It is this congeniality that I experienced for the first time at our conference in Daytona Beach which I believe distinguishes and differentiates us in the marketplace.

On the socialmediatoday blog, Jeremy Brown puts forward his "C2 theory" that stipulates all social media should be more than just a "connection" (a one-way street)... it should be about "communication" (a two-way street). Brown says, "Connection is the first step. The first 50 percent. Conversation is the second step. The second 50 percent.

- They're reciprocal. One cannot exist without the other.
- Connection means first contact. Conversation means further contact.
- Connection is the attention getter. Conversation is the sustainability of attention.
- Don't connect and not converse. Don't converse without connecting first.
- Connection means resonance. Conversation means discussion of resonance."

Stay tuned for more of STMA's conversation.-Shant S. Thomas, STMA sales & marketing manager



5 years says a lot

CONGRATULATIONS to the 5-year members of STMA! They joined in 2008, the year considered by many economists to be the worst financial crisis since the Great Depression of the 1930s. Through their strong allegiance to STMA, they continued to fund their memberships through the global recession, which continued through 2012. We thank these mem-

bers and the entire membership for supporting the association during these challenging economic times.

Members will be receiving their service pins this month. In addition to recognizing 5 years of membership, STMA awards 10, 15, 20 and 25-year pins.

Last Name	First Name	Designation	Member Organization Name	City	State/Territory	Country
Albright	Eric		Midland High School	Midland	MI	
Anderson	Blake		The Westminster Schools	Atlanta	GA	
Bailey	Ed		Coastal Carolina University	Conway	SC	
Bajno	Mark		Buffalo Grove Park District	Buffalo Grove	IL	
Barnaby	Patrick			Milwaukee	WI	
Bauer	Perry		Midwest Athletic Fields	Watertown	WI	
Behr	Robert		Ashley Ridge High School	Summerville	SC	
Beights	Todd		City of San Luis Obispo	San Luis Obispo	CA	
Berge	Kim		City of Saskatoon	Saskatoon	SK	Canada
Burgess	Greg		Greenville Drive	Greenville	SC	
Calhoun	Kyle		New York Yankees	Secaucus	NJ	
Cathey	Neil		Uintah Recreation District	Vernal	UT	
Cheswick	Peter		Massapequa School District	Massapequa	NY	
Coe	Walter		"Sportsedge, A Div of ABT, Inc."	Monroe	NC	
Conlon	Patrick		Sportsgraphics	Clarion	IA	
Crescenz	Joseph		Downingtown School District	E Fallowfield	PA	
Defeo	Anthony		Lancaster Barnstormers / Brickman Sports Turf	Lancaster	PA	
Delloiacono	Al		"Chief Equipment, Inc."	Freeport	NY	
Dexter	Eric		City of Roseville	Roseville	CA	
Diemer	Dan		City of Arcata	Arcata	CA	
Dierdorff	Matthew		Roger Dean Stadium	Jupiter	FL	
DiPasquale	Michael		Bryant University	East Providence	RI	
Edwards	Derek		Hammons Field-Springfield Cardinals	Springfield	MO	
Eggerman	Matthew		Roger Dean Stadium	Jupiter	FL	
Elmer	Josh		Basin Recreation	Park City	UT	
Emory	Doug		City of Raleigh Parks & Rec	Raleigh	NC	
Escalera	Patrick		Phillips Ranch		CA	
Fagan	Edward		McKeesport Area School District	McKeesport	PA	
Fick	Daniel		"Profile Products, LLC/Turface"	Virginville	PA	
Fitch	Jon		"Shive-Hattery, Inc."	Cedar Rapids	IA	
Flynn	Andy		Michigan State University	Williamston	MI	
Geary	Richard		Harper College	Palatine	IL	
Geiger	Mike		Daytona Cubs	Daytona Beach	FL	
Gerking	Joey		Purdue University	West Lafayette	IN	
Gialloredo	Nicholas		Walker Supply Inc.	Coraopolis	PA	
Giraud	John		Target Technologies	Burnaby	BC	Canada
Gish	James		Brigham Young University	Provo	UT	
Gonzales	Mike		City of Surprise	Surprise	AZ	
Graham	Josh			Minneapolis	MN	
Graydon	Jeffrey		Princeton University	Princeton	NJ	
Griffith	William		Walla Walla Community College	Walla Walla	WA	
Groenevelt	Ross		Salem Red Sox	Salem	VA	
Harris	Wanda	"APRP, CPSI"	City of Boca Raton - Patch Reef Park	Boca Raton	FL	
Haub	Eric		University of Kentucky	Lexington	KY	
Hawes	Chris				AZ	
Heldt	Steve		City of Hillsboro Parks Maintenance	Hillsboro	OR	
Hendricks	Jeff		City of San Luis Obispo	San Luis Obispo	CA	
Heren	Scott		Providence Catholic High School	New Lenox	IL	
Hewitt	Chuck		City of Powell Parks Dept	Powell	WY	
Hill	Michael		Specialty Turf Supply	Birmingham	AL	
Hill	Brett		"A-G Sod Farms, Inc."	Temecula	CA	
Hinojosa	Israel III		Houston Astros Baseball Club	Houston	TX	
Hisler	Ken		City of Raleigh Parks & Rec	Raleigh	NC	
Hood	Robert		City of Virginia Beach Parks & Rec	Virginia Beach	VA	
Hopkins	Bryan	Ph.D.	Brigham Young University	Provo	UT	
Howe	Tim		Streamwood Park District	Streamwood	IL	
Huffington	Gabe		City of Columbia Parks & Rec	Columbia	MO	
Hughes	Darold		Colorado College	Colorado Springs	CO	
Humphry	Byron		City of Fayetteville Parks & Rec	Fayetteville	AR	
Johnson	Jamie		Linn Mar Comm School District	Springville	IA	

Last Name	First Name	Designation	Member Organization Name	City	State/Territory	Country
Keever	Travis		Limestone College	Gaffney	SC	
Kennington	Bob		Winnipeg Football Club	Winnipeg	MB	Canada
King	Jerry		Dakota Valley School District	N Sioux City	SD	
Labitska	Keith			St Louis	MO	
Lamb	Peter		Antrim Parks & Rec	Antrim	NH	
Lang	George		Clark Companies	Delhi	NY	
Larson	Jonathan		Salt River Fields at Talking Stick	Scottsdale	AZ	
Loesche	Eric		Sprinturf	King Of Prussia	PA	
Lucas	Joe		City of Liberty-Fountain Bluff Sports Complex	Liberty	MO	
Males	Jerry		South Fayette Township	Morgan	PA	
Mayden	Russ		Carrollton Rec Park	Carrollton	MO	
McCarthy	Brendan		Salisbury University	Salisbury	MD	
McGinley	Daniel		Trenton Thunder	Norristown	PA	
McHenry	Jim		"Oakwood Sod Farm, Inc."	Delmar	MD	
McQuillen	Troy		Kirkwood Community College	Cedar Rapids	IA	
Meyers	Collin		New York Jets	Florham Park	NJ	
Mihailides	David		"Kochek Company, Inc."	Putnam	CT	
Miller	Robbie		Providence Day School	Charlotte	NC	
Millett	Steve		Hummert International	Earth City	MO	
Moore	Michael		City of Virginia Beach Parks & Rec	Virginia Beach	VA	
Moore	Kevin		"Colony Landscape & Maintenance, Inc."	Alviso	CA	
Moore	Shawn			Albuquerque	NM	
Moore	Matt		TMT Enterprises	San Jose	CA	
Morris	Don		Covenant College	Look Out Mnt	GA	
Moss	Justin		Oklahoma State University	Stillwater	OK	
Moyer	Allison		Collegiate School	Richmond	VA	
Mynter	Doug		Ballard Sports	Cary	NC	
Neu	Jim		"All Star Athletic Fields, LLC"	Columbus Grove	OH	
Nichols	Kenny		Westerville City Schools	Westerville	OH	
O'Brien	Jim		Town of Windsor	Windsor	CA	
O'Brien	Marty		Peoria Park District	Peoria	AZ	
Oldiges	Craig		MAC Athletics	Minster	OH	
Parent	Paul		H&K Sports Fields	Egg Harbor	WI	
Parrott	Simon		"Colony Landscape & Maintenance, Inc."	Alviso	CA	
Patterson	Mark		Basin Recreation	Park City	UT	
Perea	Chaz			Whittier	CA	
Petersen	Chris		"Tom Irwin, Inc."	Burlington	MA	
Philpotts	Liam		"Fleet US, LLC"	Dakota City	NE	
Pinkerton	Matthew		County College of Morris	Hackettstown	NJ	
Pitts	Michael		"Environmental Landscaping, Inc."	Abbeville	SC	
Procopio	Chris		Ballard Sports	Cary	NC	
Prucha	Mike		Krylon Products Group	Cleveland	OH	
Raposa	Ryan			Tiverton	RI	
Rieker	Joel		Iowa State University	Huxley	IA	
Rolf	Jason		Harrison Central School District	Tuckahoe	NY	
Rush	Dean	CSFM	Pima County NRPR	Tucson	AZ	
Sasakura	Masashi		"Toyo Maintenance Company, Ltd."	"Chuoku,	Tokyo"	Japan
Schryver	Doug		Sterling Park District	Rock Falls	IL	
Sewell	Dennis		City of Wylie	Wylie	TX	
Shastid	Christopher				FL	
Sidle	Daniel		SMG/Jacksonville Jaguars	Jacksonville	FL	
Simon	Edward		Grand Valley State University	Allendale	MI	
Smith	Ronald	Ph.D.	North Dakota State University	Fargo	ND	
Smith	Cory		Edison High School	Milan	OH	
Speed	Douglas		Douglas Speed & Associates	Ponte Vedra Beach	FL	
Stegman	Michael		Holcomb Recreation Commission	Holcomb	KS	
Suda	David		Fargo Park District	Fargo	ND	
Tamaska	Tommy		Philadelphia Phillies Spring Training Complex	Clearwater	FL	
Tanner	Lester		City of Bowie	Bowie	MD	
Thomas	Daniel		Baltimore Orioles	North Port	FL	
Trafton	Lawrence			Grants Pass	OR	
Viehman	Bruce		City of Greer Recreation Dept	Greer	SC	
Wade	Michael	CSFM	Keene State College	Keene	NH	
Westermeyer	Al		Fargo Park District	Fargo	ND	
Wetzel	Devin		Lee's Summit Parks & Rec	Lee's Summit	MO	
White	Jeffry		Marietta College	Marietta	OH	
Will	Chad		Tenbarge Seed & Turf Supply	Haubstadt	IN	
Williams	Roger		"Performance Sports Fields, Inc."	Lee's Summit	MO	
Wimer	Matthew		"Hummer Turfgrass Systems, Inc."	Manheim	PA	
Yorgey	Jon		Wyomissing Area School District	Wyomissing	PA	