

From the Sidelines



Eric Schroder
Editorial Director

eschroder@specialtyim.com

717-805-4197

Promoting yourself is not a sin

ACROSS THE PAGE Dr. Goatley writes about increasing the awareness of STMA members' (and therefore of all sports turf managers) good works. He mentions how the Golf Course Superintendents Association of America has improved their members' profiles by advertising and working with broadcasters to highlight superintendents' professionalism at the courses being shown on television. As the good doctor points out, sports turf managers at every level could get similar, commensurate recognition if they are willing to either work with a communications staff at their facilities or go outside their comfort zones and promote themselves.

Knowing as many sports turf managers as I do, I would say that last idea might be a tough sell. Readers of this magazine, with few exceptions (you know who you are!), may make up the least self-promoting profession in the country. If only bankers and lawyers were so humble.

I understand and appreciate the position that if no one is talking about your fields, that's a good thing and you are fine with that. Like umpires and referees you prefer not to make yourself "part of the story." But remember how many hours you put into your fields! Think of the little things you do to improve the playing experience that no one ever sees, the improvements only you are responsible for despite limited resources. Players, administrators, fans, boosters—everyone should know! A higher profile just might mean a better raise come your next review, too. See the media advisory template on www.stma.org that you can use as a guide.

STMA EDITORIAL COMMITTEE

We are always searching for new ideas for articles and just as importantly, experts with the necessary knowledge to write those articles. Often we can kill two birds with one stone by turning to the STMA's Editorial Committee, a group of volunteer members to whom I turn frequently for advice (and articles, natch).

This year's committee is led by Chairman Phil McQuade, a Board member and turf manager for the Colorado Rapids. The members include: Brad Park, sports turf research & education coordinator, Rutgers University; Jim Cornelius, CSFM, Fisher & Sons, Inc., from here in PA; Jason Henderson, PhD, University of Connecticut assistant professor, turfgrass and soil sciences; Gwen Stahnke, PhD, from the Puyallup Research and Extension Center, Washington State University; Cale Bigelow, PhD, Purdue University associate professor of agronomy-turfgrass science; Jamie Mehringer, president of J&D Turf, Fishers, IN; David Schwandt, Green Concepts, Libertyville, IL (birthplace of yours truly!); Mark Frever, CSFM, Albion College (MI); and Joey Fitzgerald, Chattanooga Lookouts. They deserve recognition for the time they devote to the magazine and educating turf managers across the country. Thank you!

AWARD TIME

Deadline for several STMA award programs is October 15, which will be here faster than a kickoff return for six. Programs include Innovative Awards, Field of the Year Awards, and SAFE Scholarship and Founders Awards. See the STMA's website for more information. ■

SportsTurf

1030 W. Higgins Road
Suite 230
Park Ridge, IL 60068
Phone 847-720-5600
Fax 847-720-5601

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STMA Office
805 New Hampshire Suite E
Lawrence, Ks 66044
Phone 800-323-3875 Fax 800-366-0391
Email STMAinfo@STMA.org
www.STMA.org

Editorial
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