

Optional events enrich Conference experience for attendees

CELEBRATE STMA'S 25TH CONFERENCE & EXHIBITION in San Antonio with all the exceptional sessions, seminars, and workshops you've come to expect from the industry's premier sports field association. Explore the rich culture, cuisine and character of a city that has proven to be one of our nation's most endearing travel destinations and benefit from the ultimate learning event of the year!

Besides the numerous educational opportunities available to attendees, the conference features many optional activities that are sure to enrich every attendee's experience.

SAFE GOLF SCRAMBLE

TUES., JAN. 21, 9 AM – 4 PM

The SAFE Golf Tournament will be held at The Republic Golf Club, 10 minutes from the STMA host hotel. The course routing follows Salado Creek as it winds through heavily wooded areas, making each hole completely secluded. The terrain is mostly flat and has player-friendly features such as wide fairways with generous landing areas and open approaches. Republic has four sets of tees that allow players to adjust the game to their skill level. Transportation, lunch, hole-in-one and other prizes are included. Rental clubs are available. Pre-registration is required. Fees are donations to The SAFE Foundation, a 501 (c)(3) charity of the Sports Turf Managers Association. Proceeds from the tournament go directly to fund scholarships and educational outreach.

NEW THIS YEAR – THE SAFE FOUNDATION 5K RUN OR WALK!

FRI., JAN. 24, 3 PM.

Join your peers in this inaugural event! For your entry fee of \$35, you get a great 5K course, an event managed by professionals and a high quality shirt that will definitely become a keepsake. Start training now to take top honors and to help SAFE achieve its goals. Pre-registration is required.

SEMINAR ON WHEELS TOUR

TUES., JAN. 21

FULL DAY TOUR, 7 AM – 5 PM

The tour begins at the STAR soccer complex, a 13-field natural grass complex located in the former Longhorn Quarry. STAR is home to the San Antonio Scorpions, a new professional soccer team playing in the North American Soccer League (NASL). Tour stops also include Texas State's Jim Wacker Football Field in Bobcat Stadium, which recently had a \$20 million renovation, and its softball and baseball fields. The baseball field has a special infield mix that reduces the need for tarping. Participants will stop next at the Park West Athletics Complex that holds a new International Association of Athletics Federations (IAAF) track and Fédération Internationale de Football Association (FIFA) soccer field at the University of Texas–San Antonio. These facilities opened in August, each seat 1,000 people, and were built through a unique partnership with the university, the City of San Antonio, and Bexar County. The final stop is at Oak Hills Country Club, one of the oldest private country clubs in the country, to tour the renowned tennis centre. It has a rare combination of three court surfaces including grass, clay and hard surface. Transportation and lunch included. Pre-registration and additional fee required.

SEMINAR ON WHEELS TOUR

FRI., JAN. 24

HALF DAY TOUR, 1 – 5 PM

Participants will see the baseball, softball, soccer, football and intramural fields at Trinity University. These fields are in an urban setting and are closely located by each other. Trinity has no practice fields. The next stop is The Park at St. Mary's University, a new sports complex that has baseball, softball and soccer. The new 2200-seat baseball stadium, renamed Dickson Stadium for its benefactor, is built on the steel structure of the previous stadium. The final stop is at Nelson Wolff Stadium, the oldest ballpark in the Texas League and home to the Missions, AA minor league baseball team. Many high schools and colleges play at Nelson Wolff including the UTSA Roadrunners. Transportation provided. Pre-registration and additional fee required.

RIVERWALK HORTICULTURAL TOUR

FRI., JAN. 24

TWO DEPARTURES: 2 – 3 PM

AND 2:30 – 3:30 PM

Board a barge and take a tour of the world-famous Riverwalk. Hear how all of the plant materials are managed in a 100 percent organic program from the horticulturists for the Riverwalk. Pre-registration and additional fee required. Each tour is limited to 25 people, so sign up early.

CSFM TESTING

TUES., JAN. 21, 3:30 – 7:30 PM &

SAT., JAN. 25, 8 AM – 12 PM

Pre-qualification and pre-registration by Dec. 15 is required for those who wish to take the exam. If you test on Tuesday and do not pass all of the sections, you may be able to retest on those sections on Saturday. To find out if you qualify for the certification program, call STMA at 800-323-3875.

ASBA TESTING

SAT., JAN. 25, 8 AM – 1 PM

The American Sports Builders Association (ASBA) offers three certifications for field builders and will be offering these tests during the STMA Conference. To find out if you qualify to test, go to www.sportsbuilders.org. The deadline to apply to test is Dec. 15. Those testing must register for the STMA conference, purchasing a one-day package at a minimum. Questions? Contact ASBA, 866-501-2722.

CHAPTER OFFICERS TRAINING – FOR CHAPTER BOARD MEMBERS

Tues., Jan. 21, 6 – 9 pm (Dinner provided)

Chapter board members are invited to attend a chapter networking and brainstorming session to address the challenges of strengthening your chapter with a focus on how to fundraise and your role as a volunteer leader. Preregistration is required.

NEW TIME!

WOMEN'S FORUM LUNCH

WED., JAN. 22, 12 – 2 PM

Celebrating its seventh year, all women at the conference are invited to participate in a facilitated discussion and enjoy lunch. ■

STMA engages public relations firm

AT ITS FALL MEETING, the STMA Board of Directors approved the hiring of Buffalo Communications to help gain recognition for members and the profession. Buffalo is headquartered outside Washington, DC, and has offices in New York, Boston, Miami, Minneapolis, Pinehurst (NC) and Phoenix.

Buffalo presented to the Board a proposal and scope of work to help grow STMA's membership and overall influence through a comprehensive publicity and media relations program. The Board met with Buffalo in early November and, within 2 days, they had lined up a television interview and articles in four print publications, such as the Denver Post and *Stadia* magazine.

A division of Billy Casper Golf, Buffalo Communications has a client base of top golf, sport and lifestyle brands. Some of these include World Golf Foundation, LPGA Tour, Fila and ECCO Sport.

"Buffalo's deep connections in the sports industry played a role in our Board's selec-

tion of them," says STMA President James Michael Goatley, PhD.

One of Buffalo's main charges is to elevate the perception of the work of the individual member with their employers.

"Our members tell us that their employers often don't understand the complexity, technical knowledge and expertise that is needed to manage sports fields," says Goatley. "Buffalo will help educate these employers by getting media attention for sports turf managers at all levels, particularly for our schools and parks members," Goatley says.

Rich Katz, Managing Director of Buffalo is impressed with STMA's membership.

"STMA is a tightly-knit and highly-engaged organization of talented professionals who consistently employ best practices in the art and science of sports field management," says Katz. "We have a unique opportunity to tell countless stories, nationally and locally, about STMA members."

Although Buffalo's role will primarily

focus on proactively reaching out to the media, they will also help STMA when it is necessary to react to a field situation.

"We know that Buffalo will be a great resource to help us to more quickly and efficiently respond on behalf of our membership regarding crises and unforeseen problems that arise on sports fields," says Goatley.

Buffalo will be attending STMA's national conference to interact with members and to gather story ideas. They will present their strategies during the STMA Annual Meeting, Thursday, January 23, at noon. STMA will be regularly reporting on this campaign's progress in *SportsTurf* and *News Online*. For 24/7 access to information, check STMA's Media Tab at STMA.org. ■

STMA Affiliated Chapters Contact Information

Sports Turf Managers Association of Arizona: www.azstma.org

Colorado Sports Turf Managers Association: www.cstma.org

Florida #1 Chapter (South):
305-235-5101 (Bruce Bates) or Tom Curran
CTomSell@aol.com

Florida #2 Chapter (North): 850-580-4026,
John Mascaro, john@turf-tec.com

Florida #3 Chapter (Central): 407-518-2347,
Scott Grace, scott@sundome.org

Gateway Chapter Sports Turf Managers Association: www.gatewaystma.org

Georgia Sports Turf Managers Association: www.gstma.org

Greater L.A. Basin Chapter of the Sports Turf Managers Association:
www.stmalabasin.com

Illinois Chapter STMA: www.ILSTMA.org

Intermountain Chapter of the Sports Turf Managers Association:
<http://imstma.blogspot.com/>

Indiana - FORMING - Contact Clayton Dame, Claytondame@hotmail.com or Brian Bornino, bornino@purdue.edu or Contact Joey Stevenson, jstevenson@indyindians.com

Iowa Sports Turf Managers Association: www.iowaturfgrass.org

Kentucky Sports Turf Managers Association: www.kystma.org

Keystone Athletic Field Managers Org. (KAFMO/STMA): www.kafmo.org

Michigan Sports Turf Managers Association (MiSTMA): www.mistma.org

Minnesota Park and Sports Turf Managers Association: www.mpstma.org

MO-KAN Sports Turf Managers Association: www.mokanstma.com

Nebraska Sports Turf Managers Association:
sphillips4@unlnotes.unl.edu

New England STMA (NESTMA): www.nestma.org

Sports Field Managers Association of New Jersey: www.sfmanj.org

Sports Turf Managers of New York: www.stmony.org

North Carolina Chapter of STMA: www.ncsportsturf.org

Northern California STMA: www.norcalstma.org

Ohio Sports Turf Managers Association (OSTMA): www.ostma.org

Oklahoma Chapter STMA: 405-744-5729;
Contact: Dr. Justin Moss okstma@gmail.com

Oregon STMA Chapter:
www.oregonsportsturfmanagers.org
oregonstma@gmail.com

Ozarks STMA: www.ozarksstma.org

Pacific Northwest Sports Turf Managers Association: www.pnwstma.org

Southern California Chapter: www.socalstma.com

South Carolina Chapter of STMA: www.sc-stma.org

Tennessee Valley Sports Turf Managers Association (TVSTMA): www.tvstma.com

Texas Sports Turf Managers Association: www.txstma.org

Virginia Sports Turf Managers Association: www.vstma.org

Wisconsin Sports Turf Managers Association: www.wstma.org

Chapter Sponsors

