

# 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](http://www.azstma.org)

**Colorado Sports Turf Managers Association:** [www.cstma.org](http://www.cstma.org)

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

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

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

**Gateway Chapter Sports Turf Managers Association:** [www.gatewaystma.org](http://www.gatewaystma.org).

**Georgia Sports Turf Managers Association:** [www.gstma.org](http://www.gstma.org).

**Greater L.A. Basin Chapter of the Sports Turf Managers Association:** [www.stmalabasin.com](http://www.stmalabasin.com).

**Illinois Chapter STMA:** [www.ILSTMA.org](http://www.ILSTMA.org).

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

**Indiana - FORMING** - Contact Clayton Dame, [Claytondame@hotmail.com](mailto:Claytondame@hotmail.com) or Brian Bornino, [bornino@purdue.edu](mailto:bornino@purdue.edu) or Contact Joey Stevenson, [jstevenson@indyindians.com](mailto:jstevenson@indyindians.com)

**Iowa Sports Turf Managers Association:** [www.iowaturfgrass.org](http://www.iowaturfgrass.org).

**Kentucky Sports Turf Managers Association:** [www.kystma.org](http://www.kystma.org).

**Keystone Athletic Field Managers Org. (KAFMO/STMA):** [www.kafmo.org](http://www.kafmo.org).

**Michigan Sports Turf Managers Association (MiSTMA):** [www.mistma.org](http://www.mistma.org).

**Minnesota Park and Sports Turf Managers Association:** [www.mpstma.org](http://www.mpstma.org)

**MO-KAN Sports Turf Managers Association:** [www.mokanstma.com](http://www.mokanstma.com).

**Nebraska Sports Turf Managers Association:** [sphillips4@unlnotes.unl.edu](mailto:sphillips4@unlnotes.unl.edu)

**New England STMA (NESTMA):** [www.nestma.org](http://www.nestma.org).

**Sports Field Managers Association of New Jersey:** [www.sfmanj.org](http://www.sfmanj.org).

**Sports Turf Managers of New York:** [www.stmony.org](http://www.stmony.org).

**North Carolina Chapter of STMA:** [www.ncsportsturf.org](http://www.ncsportsturf.org).

**Northern California STMA:** [www.norcalstma.org](http://www.norcalstma.org).

**Ohio Sports Turf Managers Association (OSTMA):** [www.ostma.org](http://www.ostma.org).

**Oklahoma Chapter STMA:** 405-744-5729;  
Contact: Dr. Justin Moss [okstma@gmail.com](mailto:okstma@gmail.com)

**Oregon STMA Chapter:**  
[www.oregonsportsturfmanagers.org](http://www.oregonsportsturfmanagers.org)  
[oregonstma@gmail.com](mailto:oregonstma@gmail.com)

**Ozarks STMA:** [www.ozarksstma.org](http://www.ozarksstma.org).

**Pacific Northwest Sports Turf Managers Association:** [www.pnwstma.org](http://www.pnwstma.org).

**Southern California Chapter:** [www.socalstma.com](http://www.socalstma.com).

**South Carolina Chapter of STMA:** [www.sc-stma.org](http://www.sc-stma.org).

**Tennessee Valley Sports Turf Managers Association (TVSTMA):** [www.tvstma.com](http://www.tvstma.com).

**Texas Sports Turf Managers Association:** [www.txstma.org](http://www.txstma.org)

**Virginia Sports Turf Managers Association:** [www.vstma.org](http://www.vstma.org).

**Wisconsin Sports Turf Managers Association:** [www.wstma.org](http://www.wstma.org).

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