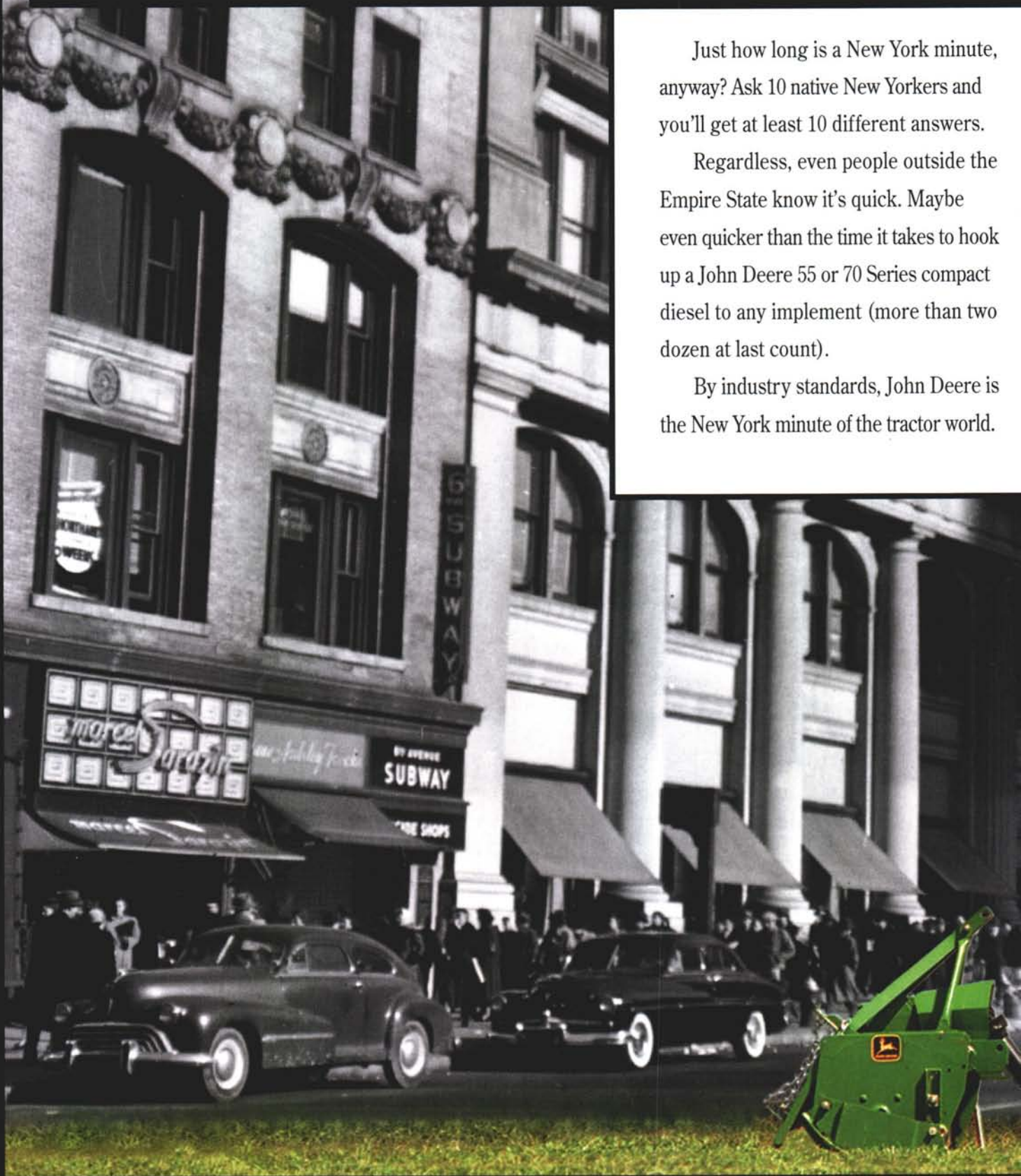


# Change Implements **In a**

Just how long is a New York minute, anyway? Ask 10 native New Yorkers and you'll get at least 10 different answers.

Regardless, even people outside the Empire State know it's quick. Maybe even quicker than the time it takes to hook up a John Deere 55 or 70 Series compact diesel to any implement (more than two dozen at last count).

By industry standards, John Deere is the New York minute of the tractor world.





# New York Minute

Even our most difficult hookup takes about 5 minutes or less — and without tools — once attaching hardware is in place. Some of our attachments even become fully operational in less than one minute (as defined in the other 49 states, of course).

Get attached to an 18- to 38-hp John Deere in record time. Call 1-800-537-8233 for information or the dealer nearest you.

Or visit us online at

<http://www.deere.com>



**Nothing Runs Like a Deere®**



# sportsTURF

## PROGRAM

VOLUME THIRTEEN, NUMBER ELEVEN

NOVEMBER 1997

### MAIN EVENTS

#### **8 *Your Fields as the Public Sees Them: Is Perception Reality?***

For you and other sports turf managers, there seems to be one defining moment each year when your field is on display big time. It's your major "bowl" game, and others judge your maintenance program's success or failure based on this game. But it shouldn't be that way — if you regularly communicate with others and give them enough information so they can appreciate your efforts year round.

#### **14 *Winter Management of Cool Season Turf***

Cool season turfgrasses begin preparing themselves for winter dormancy as day length shortens and temperatures cool each fall. The steps you take now will impact turf survival in winter conditions, how well it tolerates those conditions if it does survive, and how effectively it regains vigor in the spring.

#### **22 *Tools for Sand-Based Rootzone Management***

If you don't already, you should periodically monitor and record rootzone conditions, which can alert you to trends that affect turf growth and performance. Agronomist Michael DePew outlines the tools you'll need.

### LINE-UP

6	Front Office	32	Calendar
7	STMA Message	36	Rookies
18	STMA in Action	37	Classifieds
26	Applicator's Log	37	Ad Index
28	Tip o' the Month	38	Front Lines

#### On the Cover:

Arizona State University's stadium stands ready for its "bowl" game. Photo courtesy: Trusty & Associates.





# 73,656 seats at the stadium, but only one is padded.

Unsurpassed comfort, convenience and performance. That's why you can find the Jacobsen Tri-King™ on world-famous playing surfaces like Sun Devil Stadium in Tempe, Arizona—home of the 1996 Tostitos® Fiesta Bowl™ and Super Bowl XXX®. Premier groundskeepers count on it to deliver a precision cut on all types of grasses. And operators like the comfortable seat, easy-to-reach

controls and handy steering wheel. Ask your Jacobsen distributor for a demonstration today.



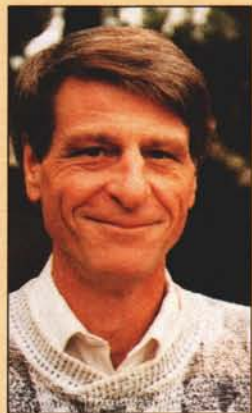
THE PROFESSIONAL'S CHOICE ON TURF



800-727-JAKE [www.jacobsen.textron.com](http://www.jacobsen.textron.com)

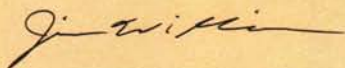


THE OFFICIAL PUBLICATION OF THE  
SPORTS TURF MANAGERS ASSOCIATION



## Watch the Hidden Costs

From what I've seen, the following observations by STMA member Mike DePew accurately describe much of the turfgrass industry.



### Searching for Principles

By Michael DePew

As a sports turf manager, your most valuable, and vulnerable, asset is what's in your head.

One thing in it may be the "information" regularly presented to you from sales people and advertisements. This information is often perceived as "free." But it often accompanies the purchase of a product, and the hidden cost may be high if the product is unnecessary or only provides short-term benefits.

To avoid hidden costs, your top priority should always be a quest for the most accurate information possible. But the quest takes patience, experience, good record keeping and a critical mind. It requires taking advantage of the many educational opportunities available through turf associations, universities and cooperative extensions. It also means monitoring your field conditions, reviewing data you've recorded and evaluating the cause-effect relationships that occur with treatments or practices.

This approach goes beyond simply knowing that "adding nitrogen increases growth, color and turf quality." It also includes knowing how an application of N (quantity, timing and form) influences soil pH, the salt content and composition of the root zone, thatch development, plant available water, and other parts of the ecosystem.

Without a sufficient understanding of the turf you manage, you'll likely fall victim to a product-based style of management in order to maintain acceptable quality sports turf.

What is "product-based management"? It is the liberal use of marketed amendments or equipment without a thorough knowledge of why they work or if their use is necessitated. It is a common approach today partly because of the lack of government involvement in the turfgrass industry.

In traditional agriculture, government has sponsored research that has led to great advancements. In urban agriculture, however, government has not played as prominent a role. In urban agriculture, research is primarily driven by industry.

While this type of research is not necessarily biased, you should realize it is self-promoting. It is a product- or equipment-based research (commercial) and not always a search for scientific principles.

The question then arises: If you aren't willing to investigate and understand the principles that apply to the management of your turf, who is? The answer is obvious: the one who stands to make money off your management style by supplying you with a product that will "solve your problem."

When confronted by commercial information, I suggest you evaluate its reliability. Make sure the concept behind the product makes sense to you. If it has some merits in concept, ask for published information behind its testing. Be wary of testimonials and call up the individuals cited to verify the accuracy. Also, be wary of recent testimonials; rather, locate someone who is familiar with the product over a longer period of time and wider range of conditions. To grow better, safer sports turf as economically as possible, always ask questions.

### STMA OFFICERS

PRESIDENT MIKE SCHILLER  
PAST PRESIDENT GREG PETRY  
PRESIDENT-ELECT STEPHEN GUISE  
COMMERCIAL VICE PRESIDENT HENRY INDYK, PH.D.  
SECRETARY EUGENE MAYER  
TREASURER RICH MOFFITT  
STMA BOARD MEMBERS L. MURRAY COOK,  
BUCKY TROTTER, MARY OWEN, BOB PATT, BOB CURRY  
EXECUTIVE DIRECTOR STEVE TRUSTY

### STMA OFFICE

1375 ROLLING HILLS LOOP, COUNCIL BLUFFS, IA 51503  
PHONE: (800) 323-3875  
E-MAIL: [TrustyTips@aol.com](mailto:TrustyTips@aol.com)  
WEB SITE: <http://www.aip.com/STMA>

### MAGAZINE STAFF

VICE PRESIDENT/GROUP PUBLISHER COLLEEN MURPHY  
EDITOR JIM WILLIAMS  
EDITORIAL DIRECTOR JERRY ROCHE  
EQUIPMENT EDITOR DANIEL INGHAM  
PRODUCTS/NEWS EDITOR JAMES ALDERSON  
ACCOUNT EXECUTIVE DEANNA MORGAN  
INTERNET MARKETING SERVICES GRETCHEN WAGNER  
NATIONAL ACCOUNT SALES LIZ RICHARDS, MARSHA DOVER  
LIST RENTAL JAN LEONARD PH: (847) 427-2091  
FAX: (847) 427-2006

### CIRCULATION MANAGER ROB HARKEY

### PRODUCTION

DIRECTOR/PRODUCTION DON FERREIRA  
PRINT PRODUCTION COORDINATOR AMELIA ZAMUDIO  
AD TRAFFIC COORDINATOR BRIAN SCHNEDEN  
GRAPHIC DESIGN DARYL JACKSON  
MANAGER WEB PRODUCTION DEBORAH A. BELLE

### SUBSCRIPTION SERVICES CALL (609) 786-6805

### ADVERTISING AND EDITORIAL OFFICES

68-860 PEREZ RD., SUITE J, CATHEDRAL CITY, CA 92234  
(760) 770-4370; Fax (760) 770-8019

### ADAMS BUSINESS MEDIA

PRESIDENT MARK ADAMS  
VICE PRESIDENT/OPERATIONS PEGGY BILOUS  
CHIEF FINANCIAL OFFICER G. PATRICK O'DOWD  
DIRECTOR OF HUMAN RESOURCES MARGIE DAVIS  
DIRECTOR/INTERNET DEVELOPMENT GARY CORBETT  
DIRECTOR/MIS SUZANNE DELAHANTY

sportsTURF Magazine (ISSN 1061-687X) is published monthly by Adams Business Media. Material in this publication may not be reproduced or photocopied in any form without the written permission of the publisher.

Copyright © 1997. Member of the  
Business Publications Audit of Circulation, Inc.



### SUBSCRIPTION RATES

ONE YEAR \$40 TWO YEARS \$65

FOREIGN (ONE YEAR) \$65 • \$130 Airmail or Single Copy \$5

### CHANGE OF ADDRESS AND SUBSCRIPTION INFORMATION

Provide old mailing label and new address; include ZIP or postal code.  
Allow 6-8 weeks for change. Send correspondence regarding subscription service to: sportsTURF, P.O. Box 10515, Riverton, NJ 08076-0515, (609) 786-6805.

PERIODICALS POSTAGE PAID at Cathedral City, CA and at additional mailing offices.

Postmaster: Please send change of address to sportsTURF, P.O. Box 10515, Riverton, NJ 08076-0515.



# STMA MESSAGE

## Lots To Be Thankful For

By Mike Schiller



As Thanksgiving approaches, please take a few minutes from your everyday routine to take stock of all the blessings you have received and truly be thankful for them.

Be thankful that we live in a nation where individuals have the freedom of choice in pursuing their areas of study, work, worship and recreation; where ability and perseverance determine how far you advance in the work place; and where dreams can become realities.

This year, add one more level to your expressions of thanksgiving and say thank you to those human helpers who make your life — and your job — so much easier.

Thank your boss, your assistant, your co-workers. Thank your crews, your secretary and your mechanic. Thank the stadium clean-up staff and the folks who work the concession stands and ticket booths. Thank the groups who use your fields and the groups who support those groups. Thank the moms and dads and the fans in the stands. Thank the media who cover your sports events for the radio, newspaper or television. Thank your suppliers and your university and extension resource people. Thank those other sports turf managers who gave you helpful hints, talked you through a tough problem, loaned you equipment or personnel, or pitched in themselves to help you out.

Thank your family for putting up with your crazy schedule — and the sometimes crazy you.

Then take a few more minutes to reflect on where you are on your career path, where you want to be and how to get there. Responsibility is the flip side of freedom. You have the freedom of choice and the responsibility of action.

In the sports turf industry, we see the results of that responsibility carried out each week as our high school, college and professional sports fields are put on display in local and national newspapers and on local and national television screens. Let's remember that every field is the field of dreams for those who play on it, and our responsibility is to devote all our available resources to making that field the best it can be.

Let's also accept the challenge to be the best we can be, continuing to expand our abilities and hone our skills. If you're not yet an STMA member, check out our new member promotion and join us.

If you haven't already done so, take action now to continue your professional growth by "Meeting the Challenges" and attending STMA's 9th Annual Conference & Exhibition in Orlando, Florida, on January 14-18, 1998. The meeting focuses on professional development for the sports turf manager and offers an information-packed program, excellent meeting facilities at Disney's Coronado Springs Resort and Disney's Wide World of Sports complex, a great trade show, products on parade and how-we-do-it demonstrations, optional seminar on wheels tours, and multiple opportunities to meet and network with your peers.

And *thank you*, for your role in supporting, strengthening and improving the sports turf industry.

**YOUR "ONE-STOP SOURCE"  
FOR AMERICA'S LEADING  
BASEBALL SURFACES & SUPPLIES**



THE PROFESSIONAL'S CHOICE  
... SINCE 1922

USED BY OVER 100 PRO TEAMS,  
OVER 500 COLLEGES, PLUS THOUSANDS  
OF TOWNS & SCHOOLS WORLDWIDE.  
SPECIAL MIXES FOR INFIELDS,  
PITCHER'S MOUNDS & HOME PLATE AREAS.

### RED WARNING TRACKS

CONDITIONERS TO IMPROVE  
LOCAL INFIELD MATERIALS:

**IF TOO HARD AND POORLY DRAINING!**



THE REDDER, LESS DUSTY, MORE UNIFORM  
SOIL CONDITIONER & DRYING AGENT  
"SUPER-RED" FOR INFIELDS  
"SUPER-GREEN" FOR TURF  
THAT MORE PRO TEAMS ARE USING  
TO IMPROVE AERATION & DRAINAGE  
YET RETAIN MOISTURE IN HOT WEATHER!

**IF TOO SOFT & DUSTY!**

### STABILIZER®

FOR FIRM, YET RESILIENT, PLAYING SURFACES

**TO QUICKLY DRY INFIELDS!**



The Original & Most Absorbent  
**DIAMOND-DRY.**

**TO REMOVE STANDING WATER!**

SUPER SOPPER®  
WATER REMOVAL MACHINES  
& THE DIAMOND PUMP™

**PLUS LEADING BASEBALL SUPPLIES  
AT THE BEST PRICES NATIONWIDE!**

HOLLYWOOD® BASES  
FIELD MARKING MACHINES  
TAMPERS • DRAG MATS • RAKES  
SAFETY FENCE • WINDSCREEN • RAIL PADS  
BATTING PRACTICE COVERS • RAIN COVERS  
PERMANENT FOUL LINES & MUCH MORE!

**OVER 200 INFIELD PRODUCTS  
FREE INSTRUCTIONAL BROCHURES  
DISTRIBUTION CENTERS NATIONWIDE!**

**800-247-BEAM**

908-637-4191 / FAX 908-637-8421  
PARTAC PEAT CORPORATION  
KELSEY PARK, GREAT MEADOWS, NJ 07838

**INTRODUCING**

**REGIONAL INFIELD MIXES  
Blended for Your State and Climate!**

Call 1(800) 817-1889 use **FastFax # 1031197** and/or

Circle 103 on Postage Free Card



# Your Fields as the Public Sees Them: Is Perception Reality?

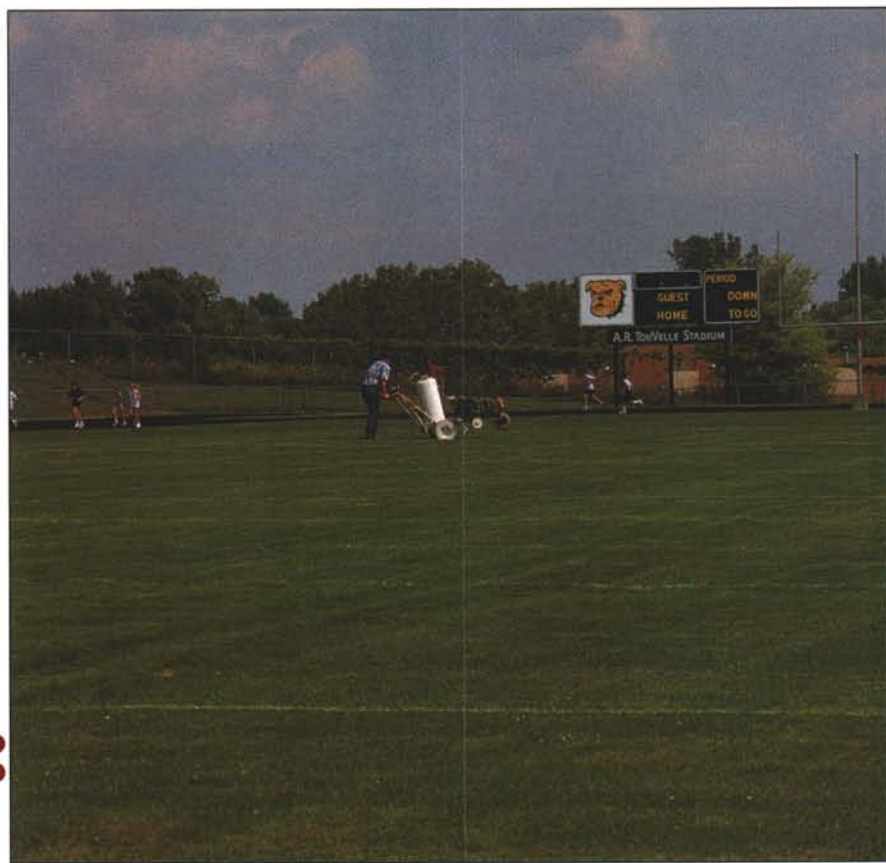
By Steve and Suz Trusty

**O**kay, you've accepted the fact that, once more, your field *won't* be in the world spotlight during late December and early January.

Your major "bowl" game comes earlier in the year. It may be the big intracity championship or state football finals. It may be the annual homecoming game or the last game in which your team has a chance to make the local or regional playoffs.

## Tip of the Iceberg

The point is — for every facility and



Others see you cutting the grass or lining the field, but do they understand how complex your job really is? Photo courtesy: Trusty & Associates.

every sports turf manager — there is one defining moment each year when your field and the results of your maintenance program are on display big time. While players swarm the field and the stands are filled with spectators, your entire program is under scrutiny by the usual contingent of coaches and staff members, parents and team supporters *and* your principal or school president, athletic director, school board members and alumni — or your superintendent of parks, city council and mayor — or your state legislators and governor — *and* key reporters from the newspapers and radio and television stations.

For these important spectators, the perception of your maintenance program's success or failure is based on this game. And face it, perception is reality. Your future and the future of your program are both on the line.

This is your highest stress point of the season.

## The Rest of the Iceberg

It doesn't matter that your budget is in its third year of a belt-tightening program, that half your staff is out with the flu, that it's rained for 40 days and at least three inches every day for a week, that your paint machine is in the shop, the new baby kept you up half the night, and your mother-in-law arrived yesterday for an extended visit.

Nor do most people know that, as a sports turf manager, you are most likely *very* good at what you do. You've learned the basics "and then some" of soils, plant physiology, irrigation, and disease, insect and weed control. You're keeping up to date on new turf-grass cultivars, equipment, control products and all the related aspects of turf maintenance. You've developed an extensive and highly workable system to monitor all aspects of your program: budgets and purchases, equipment maintenance and repairs, turf mainte-



nance procedures, irrigation schedules, IPM tracking and response, weather conditions, personnel job skills and training, safety programs, and all record systems necessary for governmental compliance at the local, state and national levels.

You've learned the fine art of communicating with coaches and field-user groups to protect both players and fields by shifting practice and play schedules to work around weather-related unplayable conditions.

You've repaired the irrigation system in the middle of the night when it took a little flashlight and a big prayer to track down a major leak prior to the season opener. You thoroughly enjoy the annual state-wide battle of the marching-bands competition that takes place on your stadium field, even though you must double the aeration, topdressing and overseeding program for a month to balance the extra wear.

In addition, you're active in both the chapter and national STMA and in other state and regional turfgrass organizations. You share information with your peers. You give back to your community. You love your spouse, are great with the kids, kind to dogs, help old ladies across the street and all that cool stuff.

### Come Blow Your Horn

So, you should be getting recognition on the great job you're doing from your boss, your boss' boss and everyone who works with or around you; big thank-yous from your field-user groups; and phone calls from parents, team booster groups and local businesses offering financial and volunteer support.

What? You say that's *not* happening? Even though everything we've

before you rent that skywriter plane, take out a billboard at the busiest intersection in town, and go on your favorite TV station's nightly news with a personal pronouncement, let's establish a more discreet, but still proactive, approach.

If all anyone sees you doing is cutting the grass, lining the field, or staring at a computer screen, and you're not letting them know why those things are important to your overall program and letting them in on all the

other important things that you do, how would they be expected to understand how incredibly complex your job really is?

### Tell Your Boss

For starters, put together a one- or two-page report for your boss (and maybe even a copy for your boss' boss) on the major elements and accomplishments of your program during

the past week. Use this report to provide an overview of what you're doing to the fields, why you're doing it, and why it matters.

Insert an information block to show total use of all fields for the past week, including practices as well as games. Develop a chart to compare employee labor hours to hours of field use. Lay out a comparison graph of actual expenditures to the projected budget. Explain the reasons for any



A weekly letter or newsletter is a good tool for communicating details about the art and science of field preparation. Photo courtesy: Mike Andresen.

said about you so far is absolutely true?

Could it be that, somewhere along the line, you neglected to communicate the importance of what you do as it relates to field quality and player safety?

Yep, that's it all right. You've done a great job of taking care of everyone and everything else, but "forgot" to toot the horn of little ol' you. Now,



variance, good or bad.

Include such data as how many hours crews devoted to aeration of the soccer fields and the time saved because of the new techniques they developed for dragging in the cores. Note how your service technician saved major repairs by catching a small mechanical problem with the aerator during regular preventive maintenance. You *do* want to spread the good news about your staff. Hiring good people and helping them become even better is part of effective management.

### Tell the Public

Work with the contact people who coordinate practice and game schedules for your various user groups to develop a weekly letter or newsletter. This can become an information exchange tool for the groups, their booster clubs and sponsors and allow you to communicate key details of what you're working to accomplish with the maintenance program. You also can use it to notify user groups in advance when certain procedures



If you've got a field to be proud of, you do want to spread the good news about the work you and your staff are doing. Photo courtesy: Trusty & Associates.

will take a field or fields out of play. You can explain what combination of circumstances would prompt you to cancel games and why it's important to do so.

Arrange to supply similar information to your local newspapers and radio and television stations. Introduce yourself to the various sports reporters if you haven't already done so. Offer to answer any questions they have about the fields or field conditions at any time.

When problems do occur (and they will, no matter how great you, your crews and your program are and how hard you all work), explain to all these people what has happened, what you're doing to rectify it, and the anticipated timetable.

If you're comfortable doing so, offer your services during the off-season as a speaker to community service organizations. It's an excellent way to inform the wider community about your programs, and if you're looking for volunteers, these people are prime candidates.

Good sports turf managers love the job and take pride in doing it well. If that describes you and every one of your crew members, put a smile on your face, keep fine-tuning your program and give others enough information so they can appreciate and support your efforts. It's a win-win situation. You may even get a few cheers of your own from the fans in the stands at your next major bowl game. □

*Steve and Suz Trusty are partners in Trusty & Associates, an industry consulting firm located in Council Bluffs, Iowa. Steve is executive director of the Sports Turf Managers Association.*

## World Class Turf Stencils & Colorants



**World Class Turf Stencils** are designed to provide high quality field graphics at an economical cost. Constructed of clear, flexible polyethylene plastic sheeting, using our easy tracing pattern method, graphics can be quickly outlined on a field saving both time and money. World Class can supply the entire field graphics package including paint and turf colorants with just one easy phone call.



**World Class Turf Colorant** "truly makes the game look better". Developed for use on all types of natural sports turf including golf course fairways, greens, tees, divot mix, commercial turf and home lawn application and all athletic natural turf game fields.

Colors available for Northern Blue grass and Southern Hybrid Bermuda. Special colors upon request.

An easy and simple way to enhance and protect your turf investment.



**World Class Athletic Field Paints** are manufactured by World Class and are available in aerosol and bulk paint. School colors are available upon request.

**World Class Athletic Products** are environmentally sensitive, easy to use, easy clean up and very durable.

**WORLD CLASS**



"We make the game look better!"

**1-800-748-9649**

P.O. Drawer 152 • 817 North Broad Street • Leland, MS 38756-0152  
(601) 686-9997 • 1-800-748-9649 • Fax (601) 686-9977 • www.wrldclass.com • info@wrldclass.com



Call 1(800) 817-1889 use **FastFax # 1041197** and/or Circle **104** on Postage Free Card