

## Category Blast Service

Use this new Category Blast Service to get FREE information on the products or service categories listed below which you are planning to purchase within the coming nine months. You will receive information, and possibly other follow up contact, from appropriate companies advertised not just in this issue, but throughout the year in **sportsTURF**. Just circle the number(s) on the reader service card (opposite) corresponding to the product or service categories below and drop the card in the mail!

9001	Aeration equipment
9002	Baseball Field grooming equipment
9003	Drainage
9004	Fertilizer / soil amendments
9005	Field covers
9006	Field marking paint / equipment
9007	Infield mixes
9008	Irrigation supplies
9009	Mowers
9010	Seed
9011	Site amenities
9012	Sod
9013	Turf equipment

## FAX BLAST

The Horticulture Industry's new Fax Blast Program is a quick and cost-effective way to:

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- Sell an overstocked item.
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- Inform customers about the favorable reviews your company has received.
- Send a publicity release.
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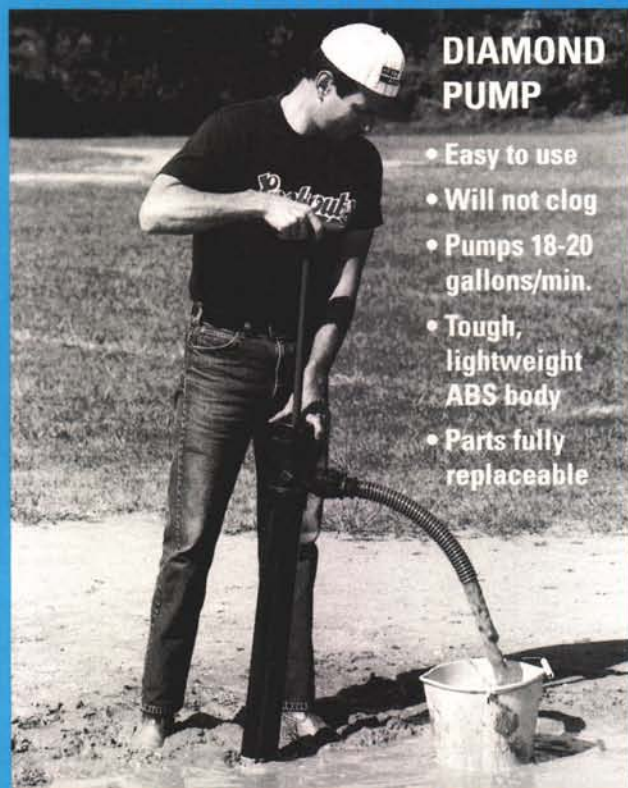
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March 1998 53



# ROOKIES



## Model 721X Articulator has Seven Cutting Decks

LasTec presents its Model 721X Articulator, a wide area rotary mower that allows a single operator to do the work of seven individual push mowers. 721X is LasTec's third generation of floating rotary mowers tailored to sculpt the difficult contours of professional golf courses. Its patented belt drive system and seven fully articulating 21 in. rotary cutting decks provide precise length of cut, better grass distribution, better wet grass cutting, greater lift, less compaction, and no scalping. Outside cutting decks fold automatically for transport.

**LasTec**

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## BC 2000 Handles High-Volume Chipping

Vermeer introduces the BC 2000 brush chipper with heavy-duty loader for high-volume organic chipping pro-

jects. The drum-style chipper is powered by a 200-hp, 6-cylinder Cummins 6BTA5.9 engine, and has a lifting capacity of 3,000 lbs. Its high strength steel loader lifts logs up to 7.5 ft. in length and 20 in. in diameter. BC 2000 uses Vermeer's Auto Feed II system, which steadily and automatically feeds brush and reduces drive line failure, engine stall and jams. The loader stows over the top of the machine when not in use, and tandem wheels increase stability and floatation during transport.

**Vermeer**

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## Insist Provides Uniform Droplets

Wilbur-Ellis introduces Insist, a new spray adjuvant for turf. Insist encapsulates its chemical molecules to provide uniform droplet size. This retards spray drift, so more chemical is delivered to the plant surface. Insist is an invert suspension oil adjuvant; it remains stable, even with prolonged agitation. Insist is available in 1- and 2.5 gal. containers.

**Wilbur-Ellis**

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## Smithco Introduces Sweep Star 48

Sweep Star 48 from Smithco is a compact and highly maneuverable turf sweeper. Available in both high lift (1.75-cu.yd. hopper) and ground dump (1.5-cu.yd. hopper) models, it has a 4-

ft. sweep and a single reel pick-up system with serrated, abrasion-resistant fingers. Sweep Star 48's adjustable reel height allows clean-up of both windrows and debris piles. Its 18-hp. Kohler gasoline engine has high-efficiency hydraulic rear wheel motors, and a top speed of 10-mph. Sweep Star 48's filtration system uses washable and replaceable polyester pads, which remove 90% of the dirt and dust at the discharge vent.

**Smithco**

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## Devil Rays Use Marmound Clay

Marmound is a blended and screened mound and batter's box clay with an optimal mix of sand, silt and clay. It improves fields at any level and is used by the Tampa Bay Devil Rays franchise.

Marmound's low percentage of sand provides percolation, while its high levels of clay and silt offer plasticity. Marmound provides traction and durability for the wear areas around homeplate and on the mound, and its deep red color will not contaminate the existing surface. The product is available in bulk or by the bag.

**Southern Athletic Fields**

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# CALENDAR OF EVENTS

## March 18-19

CLCA Landscape Industry Show, Long Beach Convention Center, Long Beach, CA. Contact: Kim Heckes, (916) 448-CLCA (2522).

## March 22-25

Crittenden Golf Expo X, Palm Springs, CA. Phone: (800) 208-6508.

## March 31-April 4

Turf Equipment Mechanics Advanced Training School, sponsored by NYSTA, GCMA and SUNY, Delhi, NY. Contact: Dominic Morales, (607) 746-4413; Steve Lucas, (508) 671-5477; or NYSTA, (800) 873-8873 or (518) 783-1229.

## June 3-6

The 48th annual International Design Conference in Aspen (IDCA), Aspen, CO. Theme: "It's not about Sports - It's about Design." Contact: IDCA, (970) 925-2257.

## June 15-16

The Environmental Horticulture Integrated Pest Management Conference, California Polytechnic State University, San Luis Obispo, CA. Contact: Bob Rice, (805) 756-2830.

## July 16-18

Turfgrass Producers International Summer Convention & Field Days, Sheraton Hotel, Tysons Corner, VA. Contact: TPI, (800) 405-8873; or Tom Ford, (847) 705-9898.

## Get Serious With STMA

### Application for Membership

The Sports Turf Managers Association (STMA) is an organization of professionals representing all segments of the sports turf industry. Our members work to combine the science of growing grass and the art of maintaining sports turf to produce playing fields that are both safe and aesthetically pleasing.

STMA provides members with a variety of benefits, including: education through regional institutes and conferences; support for sports turf research; facilities tours; a national awards program; access to the STMA National Conference and Exhibition; complimentary subscriptions to Sports Turf Manager and sportsTURF Magazine; and much more.

If you're serious about the sports turf industry, then it's time to become a member of STMA. Join today!

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#### Membership Category (please check one)

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|---|-------|
| <input type="checkbox"/> Professional sports turf facility manager                        | \$85  |
| <input type="checkbox"/> Four-year colleges and universities sports turf facility manager | \$85  |
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| <input type="checkbox"/> Parks and recreational sports turf facilities                    | \$85  |
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| <input type="checkbox"/> Additional members from same company                             | \$50  |
| <input type="checkbox"/> Student (non-voting)   | \$20  |
| <input type="checkbox"/> International (other than commercial)<br>(must be in US dollars) | \$85  |

Total amount enclosed \$ \_\_\_\_\_

Please enclose payment (check, money order, Master Card, Visa, Discover or American Express) and send to:

Sports Turf Managers Association, PO Box 3480, Omaha, NE 68103-0480

For more information, contact STMA Headquarters at 800/323-3875

"Promoting Better and Safer Sports Turf Areas"



# Happenings

## TOCA Announces Award Program

The Turf and Ornamental Communicators Association (TOCA) announces its Environmental Communicator of the Year Award program. Sponsored by Terra Industries of Sioux City, Iowa, the award will be given annually to an active green industry member for outstanding efforts in communicating the benefits of environmental stewardship to a particular audience within the turf and ornamental industry.

The award will be open to anyone in the green industry, and the first honor will be presented at the 10th annual TOCA meeting in Orlando in 1999. Nominations must be made by a current TOCA member. A \$500 cash stipend will be presented to the winner.

## Lesco Announces Trailer Giveaway

Lesco and Wells Cargo announced recently that they are giving professionals in the turf care industry a chance to win one of two enclosed trailers this spring. To see rules and register to win, visit a Lesco Service Center or Lesco Store-on-Wheels. To register by mail, send a 3- x 5-in card with your name, primary business name, position, address, and day and evening phone numbers to: Lesco Wells Cargo Sweepstakes, P.O. Box 22140, Cleveland, OH 44122.

In addition to the trailers, 109 prizes will be given away as part of the program. The contest ends on April 15, 1998, and winners will be drawn by May 15, 1998.

## Penn State Grass Seed Will Travel Through Space

At the suggestion of four students from Penn State's New Kensington campus, Dr. James Pawelczyk, the University's first faculty astronaut, will carry Penn State grass seed and a commemorative flag with him when he blasts off in Space Shuttle Columbia on April 2. After the flight, the seeds will be planted, and one sq.ft. of the resultant "space grass" turf will be installed at each of the 24 campuses in the Penn State system.

Dr. David R. Huff, assistant professor of turfgrass and genetics at the University Park campus, selected experimental lines of Kentucky bluegrass and perennial rye grass that were developed at Penn State for the flight. Genetically identical seeds will be kept on Earth to be compared with the space-flown seeds, and experts will look for any mutations that could have resulted from the flight. This will be the first experiment of its kind.

## STMA Elects 1998 Board and Officers

The Sports Turf Managers Association elected its 1998 officers and board of directors at its 9th Annual Conference and Exhibition in Orlando, Florida, on January 17.

Mike Schiller passed the presidents gavel to Stephen Guise of Valley Crest in San Fernando, California. Mike will assume the position of Past President for 1998. President Elect Rich Moffitt will succeed President Guise at the end of his term.

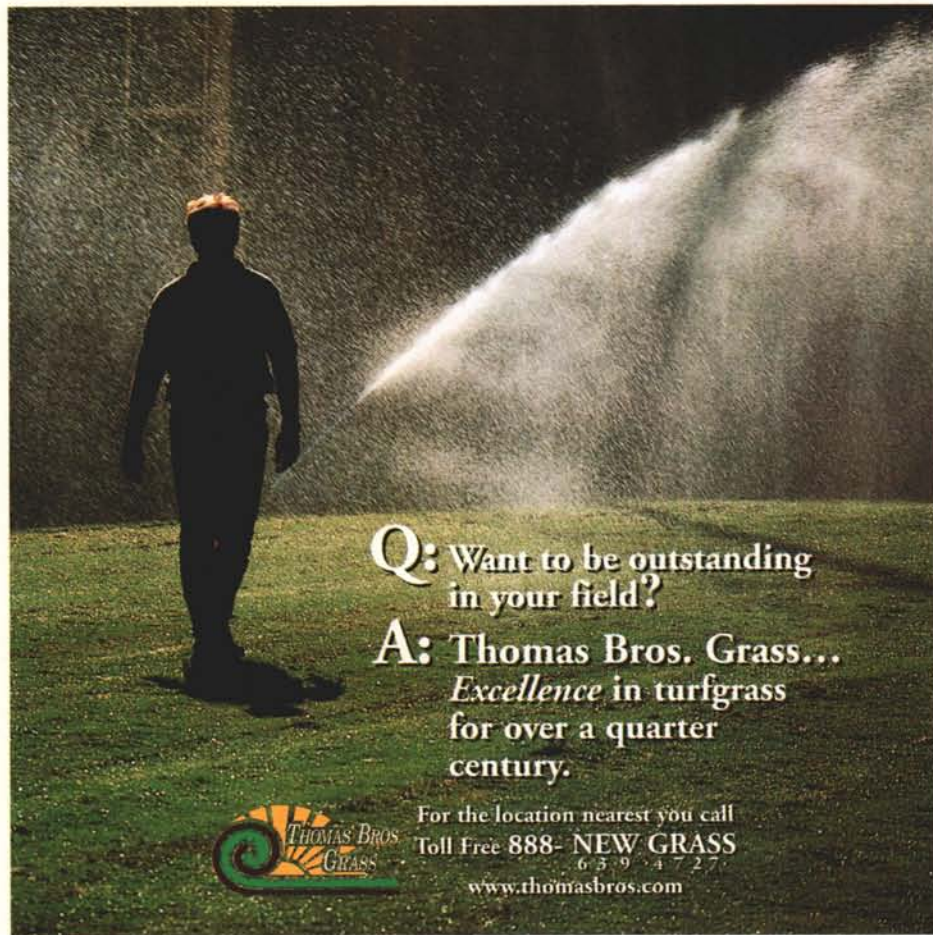
The following round out STMA's list of new officers:

Commercial V. P.: Bob Curry  
Secretary: L. Murray Cook  
Treasurer: Bob Patt

The following will serve two year terms on the board of directors:

College and University Facilities: Bob Campbell  
Parks and Rec. Facilities: Tim Moore  
Commercial: Lynda Wightman

Tom Burns will serve a one term in Professional Facility Manager, and Mary Owen will finish out the second year of her Research/Teaching position.



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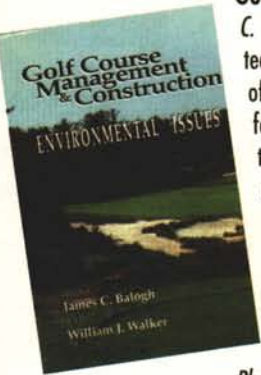
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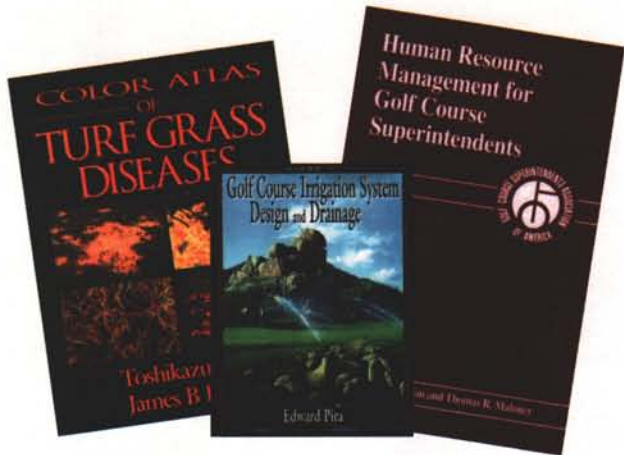


**Controlling Turfgrass Pests, 2nd edition, by T. W. Fermanian, M. C. Shurtleff, R. Randall, H. T. Wilkinson, and P.L. Nixon.** This book concentrates on the diagnosis, fundamental biology, and control of turfgrass weeds. Demonstrates how to identify turfgrass pests, when and why they occur, the damage that may take place, the life cycles of the pest, plus culture, chemical and other management strategies designed to keep pest damage to a minimum. 720 pp. **4031 \$85.00**



**Golf Course Management & Construction, by James C. Balogh.** Comprehensive summary and assessment of technical and scientific research on environmental effects of turfgrass system construction and maintenance. Book focuses on golf courses and also discusses turfgrass systems for residential and commercial lawns, parks and greenways. Excellent intro to the concepts of nonpoint source environmental impacts of turfgrass management. 978 pgs. **4017 \$80.00**

**Human Resource Management for Golf Course Superintendents, by Robert A. Milligan, Ph.D. and Thomas R. Maloney, Cornell University.** Provides basic management principles and techniques for golf course management. Divided into three sections: Framework for Management; Staffing, and Directing. Learn to improve your planning abilities, build leadership and communication skills, maximize employee performance, etc. Use these methods and principles to ensure effective management and operation of your facility. 189 pgs. **4018 \$36.00**



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425 E. McFetridge Dr. Gate 0  
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Attn: Kevin O'Finn  
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# Front Lines

## Stories from the front lines...

by Dave Ashman

### "If you are going to talk the talk..."

As turf professionals, we have an understanding of the importance of managing a playing surface. To have a consistent playing surface, you have to work the field consistently, regardless of the level of competition.

League organizers and field managers communicate about field maintenance and safety on a regular basis. Across the country, a dialog has begun which will create safer and better playing conditions for athletes in most of the turf sports played today. As with any change in behavior or routine, you have to fully commit to a new program if you are to be successful...

### "You have to walk the walk..."

The task of managing a sports field often requires superior diplomatic skills in addition to problem solving abilities. There are so many groups looking for programmable space that conflict seems inevitable at times. Nonprofit organizations but heads with for-profit groups, adult leagues are pitted against youth leagues, residents take on non-residents...

Balancing the needs of all these groups can become a major headache. Solutions such as adding lights can extend programming hours, but in the long run, this kind of action only intensifies the maintenance nightmare. All parties expect safe and playable fields, but they resist sacrificing field time to necessary regular maintenance.

In California, the City of Long Beach Park Recreation and Marine

Department implemented a program to improve customer service for all of the groups that use its facilities. Developed by Angie Avery and Terry Lortz, the program uses simple management principles to ensure all stakeholders receive the maximum benefits from participating in the program. This example illustrates the benefits properly maintained facilities give to

program, Baseball America selected the field as one of the top 15 baseball venues in the country this year.

Terry and his staff prepared a balanced presentation to guarantee attendees would learn something that would make them a better field manager. Volunteers began field maintenance instruction in the classroom before moving into the field to imple-

ment what they had learned. Video presentations, guest speakers and hands-on field demonstrations walked the volunteers through techniques and procedures for proper field care, and support-staff fielded questions from the group.

The class stressed the importance of safe and consistent playing conditions for teaching baseball to kids. It gave community members insight into the value of proper maintenance practices.

The event introduced safety training to the field's users and increased

their appreciation for the turf industry. Angie and Terry will continue to develop this program, and hopefully, the fields will improve along the way. □

*The concept of this column is to share stories, anecdotes, legends, myths and outright lies from members of the sportsturf community. If you have something you would like to share, call Dave at (562) 425-2449, or write it down with your name and phone number and mail it to: Ashman & Associates, 3164 North Greenbrier Road, Long Beach, CA 90808.*



Volunteers receive hands-on training at Blair Field, Long Beach, California. Courtesy: Dave Ashman.

all users.

Terry and Angie manage Blair Field, Long Beach's baseball stadium and home of the Cal State Long Beach 49ers. To emphasize community involvement in maintaining the quality of the field, their program brings professionals and league volunteers together in hands-on instruction for playing surface management.

The program includes: clear communication of expectations; responsibility and accountability; well defined operational protocol and procedural guidelines; and shared resources, expertise, knowledge and training. As a testament to the effectiveness of the