The Dell Diamond Maintenance Program

**Fertilization (Granular)**
- 0-0-21 Monthly applications
- 6-2-0 (organic) November and January applications
- 13-0-46 Various applications April-September
- 21-0-0 (Ammonium Sulfate) Various applications April-September
- 24-6-12 Two applications for cool season grass

**Fertilization (Spray)**
- 6-0-0 with 9% iron Monthly applications
- 20-20-20 Various applications March-September; foliar spoon feeding
- 13-0-46 Various applications March-September; foliar spoon feeding
- Humic acid Bi-monthly applications

**Fungicide**
- Preventative applications of targeted materials March, April and May
- Curative only as required following best IPM methods

**Insecticide**
- Fire Ant Control, applications as required following best IPM methods
- Grub and Cut Worm control, applications as required following best IPM methods

**Wetting Agent**
- Applications monthly, May-September

**Mowing**
- Reel triplex, walk-behind triplex used when time allows
- Height of cut varies from 3/4-inch in late fall to early spring to 1/2-inch during the bermudagrass growing season

**Verticut**
- As necessary to tighten bermudagrass turf by cutting runners and controlling grain
- To prepare seedbed for perennial ryegrass
- To help transition out perennial ryegrass

**Aerification**
- Solid times during active play periods
- Hollow times during slower periods when sufficient recovery time available
- Pivoting, shattering aeration to relieve compaction after extreme events

**Topdressing**
- Sand applications at various rates throughout the year
- Infield Drags pulled behind infield groomer unless otherwise noted

**Nail drags**
- Self-constructed 6 x 4-ft.
- Self-constructed 2 x 3-ft., used for cutouts and edges

**Screen drags**
- 4 x 6-ft. drag with level board attached; used for infield
- 2 x 6-ft. drag (5) pulled by hand; used for fifth inning drag during play

**Miscellaneous**
- Spinning edger; used weekly to edge
- Curved shaft weed trimmer; used to clean up what spinning edger leaves

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**FOLLOW THE AIRFIELD™ AIRSHIP TO THE LEADERS IN SPORTS TURF TECHNOLOGY**

The Airfield™ Sports Turf System is the first natural turf system to offer a drainage technology that doesn't rely on the French drain, developed in the times of the Roman Empire. Airfield™ suspends the entire playing surface over a one inch layer of air. Once the water has moved through the root-zone it drains away easily in the open air void.

Airfield™ produces substantially higher drainage rates and reduces irrigation requirements when compared to conventional methods – with savings as high as 20 percent of the total cost of construction. Financing available.

GEOTURF
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888-287-9657
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Circle 104 on Inquiry Card
Kudos to Klein and crew

"The Houston Astros congratulate Dennis Klein and his staff, not only for this award, but also for the tremendous playing surface he has available for our players on a daily basis at The Dell Diamond," said Astros assistant general manager Tim Purpura. "The playing surface is second to none and we truly appreciate the way it is maintained and cared for."

"We put a tremendous amount of pressure on Dennis Klein with the numerous events we have," said Express general manager Jay Miller. "It's not uncommon to see Dennis on the field at 6:00 a.m. on a Sunday, even when the team is out of town. That's why the field looks the way it does."

Klein earned the Texas League's Groundskeeper of the Year Award in 2000, The Dell Diamond's inaugural season.
Balanced Chain Methylene Urea is a top fertilizer performer

(the key is in the balance)

BCMU® helps plant tissues come as close as possible to utilizing and storing the optimum level of nitrogen, maintaining adequate growth and proper root and shoot development which produces turf that is much better able to resist environmental stresses.

The longer chains in BCMU® slow down the growth enough to avoid unwanted surges, reducing clippings and the need to mow more often than desired. This reduced maintenance requirement translates into labor and equipment savings for the turf manager.

BCMU® provides quick greenup with enough longevity to carry the rich, deep green color up to 18 weeks, much longer than lower-end methylene ureas and coated technologies. Visual quality will remain when other fertilizers begin to fade.

The precise and steady release of BCMU® gives turf managers consistent results with any application rate or interval while building a solid nitrogen base. Its low salt index with almost non-existent burn potential make it the safe choice as well.

When you consider all the important features and benefits of a nitrogen source, no other competitor compares to BCMU®. Its unique balance of short, intermediate and long methylene urea chains creates a product that is the best of all worlds and an outstanding value.

Combine that with the efficiency of Meth-Ex® technology and you have a nitrogen source that stands alone. BCMU with Meth-Ex technology has a high nitrogen activity index, which means that more nutrients are available when the plant requires them while “banking” some for later use.

BCMU™ is found only in UHS Signature Brand Fertilizers and have been tested and used with outstanding results for years. Find out why the best fertilization program should be an easy balancing act for the smart turf manager.

For more information, contact your local UHS representative

www.uhsonline.com

* BCMU is a registered trademark of United Horticultural Supply
* Meth-Ex is a registered trademark of Lebanon Seaboard Corporation
Turf managers lead an $11 billion industry

BY RICH KING

Survey methodology

STMA conducted the survey in February 2001. A total of 1,841 surveys were mailed to active STMA members, who were requested to complete and return them by March 19. By the deadline, 393 completed surveys were received, a 21.3% response rate. In Figure 1, the blue line reflects the percentage of the total mailed surveys by Facility Type and the pink line marks the percent returned. That the two lines track together is clear indication that no membership category is over- or under-sampled. Since this analysis draws conclusions for the entire membership, balanced sampling is required. Based on Figure 1, we are confident that the conclusions are valid.

Member satisfaction

The Satisfaction Chart, Figure 2, is based on responses regarding the level of satisfaction with several of STMA's key membership services. The response options in the survey were "very satisfied," "satisfied," "neutral," "dissatisfied," and "very dissatisfied."
For the ease of presentation, the "very satisfied" and "satisfied" ratings are combined into a favorable category and "very dissatisfied" and "dissatisfied" are combined into an unfavorable category. The chart measures the degree to which STMA members are "happy with the product."

Overall satisfaction with STMA services is quite high at 92.3% favorable, compared to just 0.8% unfavorable and 6.9% neutral, which shows that STMA is effectively assisting turf managers to accomplish excellence. Without a doubt, teamwork of the STMA Board of Directors, Committees, Chapters, Members, and Headquarters is the reason for high satisfaction. It indicates that "STMA matters" to current members and, based on their endorsement, potential members will find value in STMA in practical, tangible ways.

The next four categories, from left to right, on the Satisfaction Chart received high marks and few low marks. Leading the way is the Compendium of Articles (87% favorable rating), Membership Roster (85.9%), Sportsturf Magazine (85%), and the Bi-monthly Newsletter (75%). Each of these four "hands-on" resources received 4% or less unfavorable ratings. Neutral ratings for this group ranged between 10.7% and 12.2%, except for the Bi-monthly Newsletter, which received a 21.4% neutral rating. Several respondents wrote in that they were unaware of or had not used some of the services.

The remaining categories fall into the "Try it, you'll like" group. These are STMA services that members generally like after trying them. For example, members who have used the Job Hotline (32.1% favorable, 5.2% unfavorable) or the STMA Website (41.7% favorable, 9.6% unfavorable) are favorably impressed. Still, several members have not used these services and rated them neutral.

The STMA Website, despite being favorably rated, is an area where there is room for improvement. It is a communication tool within the membership and to the general public. Many of you may know that the website underwent a major overhaul in October 2001. To see the new and improved website, visit www.sportsturfmanager.com.

The Annual Conference is another example of "try it, you'll like it." Figure 2 shows that 69.6% rated the conference favorable, compared to 20.0% unfavorable and 28.5% neutral. However, when looking at the rating of members who have actually attended a conference, the rating jumps to 89.1% favorable versus 1.3% negative and 9.7 neutral. By the way, two out of three STMA members have attended at least one Annual Conference.

Another noteworthy point about the Annual Conference is location, location, location! Based on the survey results, location attracts first time attendees, but conference programming and location keeps them coming back. Nearly three out of four members that have yet to attend the conference indicated that location is important to their deci-
Annual Budget Numbers Projected for US Sports Turf Managers ($1,000's)

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Projected Number of Fields by Facility Type for US Sports Turf Managers

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Figure 10

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Figure 12
sion to attend. Common thinking would indicate that "you must have dough to go" to the conference. Our findings show that all income levels are equally represented at the conference. See Figure 3.

It is apparent that individuals who are involved in Chapter activities are more likely to participate in the Annual Conference. For example, eight of 10 members who have served on an STMA Chapter committee and seven of 10 who have participated in a Chapter educational seminar or workshop have attended the Annual Conference. The conference is STMA's signature event and serves as a gathering spot for the sports turf management industry. Maintaining it and exploring ways to improve it are vital to the industry. Chapter involvement, conference programming, and location influence members to attend.

Education
STMA is a strong proponent of on-going education for its members. One assumption of STMA's leadership is that our members are equally interested in expanding their turf management knowledge and skills. This assumption was strongly reinforced by survey respondents. When asked "Have you attended any other turf-related educational seminars or workshop?", 94.1% answered affirmatively versus 5.9% negatively.

A future venue for turf management education could be the Internet; 83.2% members indicated that they would use it for educational courses. The 24/7 access Internet provides flexibility that fits even the busiest schedules.

Certified Sports Field Manager program
Nearly three out of four members voiced interest in the program. Of those who answered that the designation would add value to their current position, 96.9% are interested in becoming a CSFM. Also notable is that 40% of those who believe a CSFM certification would not add value are still interested in the program. These findings reflect a desire for excellence and professionalism.

STMA initiatives
Survey respondents were asked to rate the importance of several STMA initiatives. The range of answers included "very important," "somewhat important," "little importance," and "not needed." Four points were assigned to items rated very important, three for somewhat important, two for little importance, and one for not needed. Figure 4 shows the average score for each initiative. Based on the respondents' priorities, STMA should focus on educational programs and making the public and employers aware of the importance of the sports turf manager.

Who are we?
Experience. STMA turf managers are very experienced. The average number of
Education. Figure 6 exhibits the breakdown of education levels by Facility Type. Education levels in "Other Schools" are lower than other Facility Types, where only 36% have a BS Degree of higher, while 48% have some college or less. Comparatively, more than 50% of respondents in each of the other Facility Types, have a BS Degree or greater and 30% or less have some college or less.

National and chapter membership.
Membership in the National STMA or in a Chapter is steady across Facility Type. More respondents, 91.5%, belong to the national association than belong to a chapter, 69.6%. This discrepancy could exist because Chapters are not active in some areas of the country. Figure 7 shows how chapter membership trails national membership among survey respondents on a regional basis, as well.

Salary ranges. Salary ranges are consistent across Facility Types. The average salary range for all managers is $40,000 to $45,000. One exception may be Professional Facility Types that tend to be more heavily represented in the upper and lower ranges and more lightly represented in the middle ranges (see Figure 5).

Methodology
Turf managers at Professional, College/University, Other Schools, and Parks & Rec. facilities responded to a series of questions about their facilities' budgets, number of acres and fields under management, and labor hours. Their responses were multiplied by a projected number of sports turf management facilities across the United States for all respondents was 13.62 years. In fact, one third of all members have more than 17 years of experience and two of three have been in the sports turf industry more than 7 years. This experience trend is evident for all Facility Types, as shown by Figure 5.

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The survey data is representative of STMA membership and is useful to project the state of the industry, with respect to financial and employment impact. Sportsturf reported in a 1994 article an estimated $1.5 billion financial impact, not including salaries. The projections update that estimate and include employment projections as well as more detailed financial data.

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www.broyhill.com
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Based on the survey responses, STMA will be addressing the following issues:
- Website development, including expanding the content, improving navigation, providing educational content and/or links to content providers, defining and implementing processes to keep content current, and increase Web traffic.
- Job Hotline. Include on Website and upgrade telephone recording to voice message.
- Chapter development, including expanding educational offerings at Chapter level, encouraging all members to get involved, and establishing new Chapters to reach every state.
- Public Relations. Educating the public using "STMA—Who Are We?" data and initiating a media campaign to extol the benefits of professional sport turf management.
- Career development, including striving to increase the pay ranges for sports turf managers and working to improve existing education.
- Several of these recommendations have been identified in the STMA Strategic Plan. In many cases, efforts, as identified, are under way to improve the services STMA provides its members.