SOLID STEEL BODY & FRAME

Snapper's SPJH171KW has a solid steel body and frame. It also features a 17-hp OHV Kawasaki engine and AccuTrac on-the-go fingertip hydrostatic drive control with comfort-loop steering. The full-floating deck with easy height-of-cut adjustment is constructed with 7-gauge (3/16-in.) steel. Also included is the field-serviceable spindle assembly for ease of repair. The patented Ninja Mulching System can be added to the deck to leave lawns looking manicured without bags of grass clippings.

Snapper/800-762-7737
For information, circle 204

REDUCE USER FATIGUE

Husqvarna's WHF5218ETS features the Easy Touch System (ETS) with pistol grip controls and a one-lock system (instead of two independent locks). The ETS reduces fatigue and provides the user with more leverage. The mower's Quick Lift deck allows height to be adjusted from the operator's position, eliminating the need to leave the controls. Floating decks use the Advanced Cutting Systems technology that follows the terrain evenly for a precise cut. The hydraulic system uses fully synthetic Mobil 1 15W-50. A 52-in. deck increases productivity, and a 5.3-gal. fuel tank provides up to 6 hours of mowing time. An 18-hp V-Twin Kawasaki engine with standard electric start powers the unit.

Husqvarna Forest & Garden Co./800-HUSKY-682
For information, circle 203

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Circle 123 on Inquiry Card

http://www.sportsturfmanager.com • STMA  
SPORTSTURF 41
SIMPLIFY MAINTENANCE

Exmark's Turf Tracer walk-behind mower combines the natural positioning of the Enhanced Control System with hydrostatic drive productivity, durability, and quality of cut. The Turf Tracer features 52- and 60-in. UltraCut 5.5-in. deep deck design. Larger rear-drive tires provide traction. Larger diameter pneumatic front castor tires with sealant are designed for performance and reliability.

Kohler-powered units feature a heavy-duty canister air filter and cleanout ports that improve engine life and simplify maintenance, says Exmark. The quick-height-adjust system provides easy, always-level height adjustments. True zero-turn and instant forward-to-reverse enhance maneuverability. The Turf Tracer can reach forward speeds up to 6.2 mph. Exmark's flow-control baffles eliminate blowout from the front of the deck, reduce horsepower requirements and improve the quality of cut.

Exmark Mfg. Co., Inc./402-223-6300
For information, circle 194

WIDE-AREA MOWER

John Deere's GS75 wide-area walk-behind mower features a Kawasaki 17-hp OHV engine; heavy-duty, five-speed gear transmission; ground speeds adjusted with one of five settings; color-coded levers; spring-loaded thumb latches; and 5-gal. fuel capacity. It is available with a 36-, 48- or 54-in. mower deck.

John Deere/800-537-8233
For information, circle 197
CONVENIENT BLADE ACCESS

Country Clipper’s Trek is a hydrostatic wide-area walk-behind mower that features convenient blade access with stand-up deck; on-the-go tracking adjustment with twin tracking levers; no-refill operation with a 6-gal. fuel tank; a floating deck that easily adjusts without tools; Parker Ross wheel motors and dual hydrostatic pumps; and 1/4-in.-thick reinforced deck top-side with bolt nose front.

Country Clipper Div./Shivers Mfg., Inc./800-344-8237
For information, circle 200
STMA Conference Update

Many may be reading this after they’ve returned from Las Vegas, but in case you're reading before your trip (or on the way), here is the latest information on the Foundation for Safer Athletic Field Environments (SAFE) Auction we had as we went to press.

The 2002 SAFE Live and Silent Auctions will take place on Thursday evening, January 17 in the Cashman Theater. Silent Auction items will be displayed at the Trade Show; bid closing is Friday afternoon, January 18.

2002 SAFE Foundation Auction items:

FROM THE TORO COMPANY, a blower, an electric trimmer, and mower

FROM THE JOHN DEERE COMPANY, a 1200A field rake, string trimmer, and John Deere Landscapes product voucher.

FROM LESCO, a rotary hi-wheel S.S. spreader

FROM DAKOTA ANALYTICAL INC., two USGA physical analyses or quality control testing for golf course or sports field turf construction

FROM BOB PATT, Commemorative Football From The 2001 Pro Football Hall Of Fame Festival

FROM KERRY L. COSOVER, Nfl Players Association, Autographed Picture Of Gene Upshaw All-pro Offensive Guard For The Oakland Raiders


FROM BOYD MONTGOMERY, Autographed Baseball A With Joe Torre, Ozzie Smith, Ted Simmons, Ron Kittle, Bill Madlock, Rick Sutcliffe, Steve Sax, Tim Raines, And Rick Honeycutt Autographed Baseball B With Al Oliver, Tom Paciorek, Lou Whitaker, Mario Soto, Gary Carter, Lance Parrish, Bill Madlock, Doug Decinces, Manny Trillo, Ted Simmons, Robin Yount, And Terry Kennedy

FROM THE JOHN DEERE COMPANY, a 1200A field rake, string trimmer, and John Deere Landscapes product voucher.

FROM BOYD MONTGOMERY, Autographed Baseball A With Joe Torre, Ozzie Smith, Ted Simmons, Ron Kittle, Bill Madlock, Rick Sutcliffe, Steve Sax, Tim Raines, And Rick Honeycutt Autographed Baseball B With Al Oliver, Tom Paciorek, Lou Whitaker, Mario Soto, Gary Carter, Lance Parrish, Bill Madlock, Doug Decinces, Manny Trillo, Ted Simmons, Robin Yount, And Terry Kennedy

FROM BOB CURRY, Gownemaster Jacket

FROM STEVE TARVER, FloraSport Windshirt

FROM TONY LEONARD, Autographed Philadelphia Eagles Football Helmet From The 2001 Pro Bowl. The Players Are: Troy Vincent, Jerome Trottier, Hugh Douglas, Chad Lewis, And Donovan McNabb

FROM STEVE GERRISH, Autographed Football From The Jacksonville Jaguars Signed By #71 All-pro Left Tackle Tony Boselli

2002 SAFE Foundation Auction items:

1 - Autographed Keith Hernandez Card
1 - Autographed Eddie Murray Card
1 - Autographed 8x10 Martin Broduer - Nj Devils Goalie.
1 - Autographed 8x10 Adam Graves - Ny Rangers
1 - Autographed 8x10 Veron Maxwell - Houston Rockets
1 - Autographed 8x10 Alexie Yashin - Ottawa Senator
1 - Autographed 8x10 George Kell - Detroit Tigers
1 - Autographed 8x10 Billy Herman - Dodgers
1 - Autographed 8x10 Monte Irvin - San Francisco
1 - 1992 David Robinson Limited Edition Upper Deck Large Card
1 - Matt Lee Janzen 1983 Pga Championship Signed Ticket
2 - Sammy Sosa Upper Deck Rookie Cards
1 - 1990 Mlb Players Alumni Reunion Program Signed By A Bunch Of Former Ball Players And Some Hall Of Fame.

FROM TONY LEONARD, Autographed Philadelphia Eagles Football Helmet From The 2001 Pro Bowl. The Players Are: Troy Vincent, Jerome Trottier, Hugh Douglas, Chad Lewis, And Donovan McNabb

From George Bannerman, Golf Balls And Towel Set

STMA Conference Exhibitor’s List Addendum

<table>
<thead>
<tr>
<th>Company Name</th>
<th>Address</th>
<th>Booth</th>
</tr>
</thead>
<tbody>
<tr>
<td>ABI Irrigation</td>
<td>Brenham, TX</td>
<td>700</td>
</tr>
<tr>
<td>Aquatrols</td>
<td>Cherry Hill, NJ</td>
<td>730</td>
</tr>
<tr>
<td>Burnside Services, Inc.</td>
<td>Montgomery, TX</td>
<td>504</td>
</tr>
<tr>
<td>Carolina Green Corp.</td>
<td>Indian Trail, NC</td>
<td>712</td>
</tr>
<tr>
<td>Cleary Chemical</td>
<td>El Dorado Hills, CA</td>
<td>TBA</td>
</tr>
<tr>
<td>Cub Cadet-MTD Products</td>
<td>Cleveland, OH</td>
<td>1274</td>
</tr>
<tr>
<td>FieldTurf</td>
<td>Montreal, Quebec</td>
<td>1001, 1100</td>
</tr>
<tr>
<td>Grasshopper Company</td>
<td>Moundridge, KS</td>
<td>732</td>
</tr>
<tr>
<td>Headwater Products</td>
<td>Bozeman, MT</td>
<td>TBA</td>
</tr>
<tr>
<td>LASCO Fittings, Inc.</td>
<td>Brownsville, TN</td>
<td>TBA</td>
</tr>
<tr>
<td>Magic Green Corp.</td>
<td>Silex, MO</td>
<td>1013</td>
</tr>
<tr>
<td>Pacific Sod</td>
<td>Camarillo, CA</td>
<td>123</td>
</tr>
<tr>
<td>Terraplans USA Rentals, LLC</td>
<td>Kilgore, TX</td>
<td>832</td>
</tr>
<tr>
<td>Wiedenmann North America, LLC</td>
<td>Savannah, GA</td>
<td>611, 710</td>
</tr>
<tr>
<td>WINDS (Western Illinois New Design Systems)</td>
<td>Avon, IL</td>
<td>810</td>
</tr>
</tbody>
</table>

Lowdown: Grows 12 varieties of sod including sand-based Tifway and GN-1 hybrid Bermudas.


Lowdown: Markets turf protection system.

Lowdown: Markets turf protection system.


Lowdown: Markets turf protection system.

Lowdown: Manufactures White Gold, a 0-0-24 plant nutrition product.
Maintaining the Grounds

INFIELD MOWER

National Mower's IM25 infield mower is specifically designed for infield maintenance. The walk-behind reel mower tracks extremely straight and provides highly defined striping patterns for an immaculate playing surface. The IM25 includes a built-in backlapping device that sharpens the reels, which saves time for busy groundskeepers. Other features include: 1/2- to 2-in. height of cut; full width rear-drive split roller system; front throw with polyethylene basket; six and eight blade reel option; and fingertip controls.

National Mower Co./888-907-3463
For information, circle 195

VERTI-CUT MACHINE

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Turf Specialties/863-289-3330
For information, circle 192

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Circle 126 on Inquiry Card
Tailoring concessions to increase revenue

Extra money could be spent on field improvements

BY JOHN UHL

Whenever a ball team negotiates a new stadium contract, you will find that concession rights are always an integral part of the contract terms. The next time you attend your local state or county fair, festival or flea market, take a closer look at the food vendors. All of them have paid for the opportunity to be there.

There are two main reasons why event promoters and operators arrange for food concessions at their events; first, it rounds out the event. Watching a baseball game without a hot dog and a drink just isn't right! Food concessions are a complimentary and integral component of any large public event or gathering. If you offer food and drink, people will tend to remain at the event for a longer time than if you do not.

The second reason is revenue. Admission prices to any event can only be so high before people find other forms of entertainment. Many smaller events or activities charge no admission charge at all. So where does the money come from to pay for electricity, rent, trash pickup, security, insurance, or any of the many things that must be provided? Revenue can be generated by any extra service that is provided over and above the entertainment value of the event. This can take many forms, depending on the facility or the event, but the one universal constant is some form of food service, which can range from vending machines to a sit-down meal.

Why should public recreation be any different? Revenue from taxes will only go so far in building, staffing, and maintaining facilities. It is not appropriate to charge admission at many public facilities. At facilities where it is appropriate to have an admission charge, such as a public pool, it is often only a nominal charge that does not come close to covering the operation expenses. How do you make up the difference between what it is costing to operate a facility and the money that you are currently receiving? One solution is to look at an appropriate food service operation. Like any other program, food service must be carefully evaluated and planned if it is to be successful. Start by determining the number of potential customers, who will oversee and run the operation, the items or menu to be offered, times of operation, and the facility in which it will be housed.

Volume and margin are the keys to a profitable concession operation. These are easy concepts to grasp but are often much harder to implement. In assessing the potential sales volume, determine how many people pass through the facility on any given day, and at what time of day. Do these people typically stop for something to eat before or after visiting this facility, or do they bring a snack or a meal with them? How long are people likely to stay at the event or facility during a single visit? Are the majority of people participating or watching?

The more people that you have in attendance and the longer they stay, the more chance you have of a successful concession operation. The type of event has a major impact on concession activity. With some activities you can expect a relatively constant, steady flow of business throughout the day as people come and go. With other activities, you have spikes of high volume sales for limited time periods with only limited sales in the interim periods.

A concession operation must be structured accordingly. Stadiums and arenas are often faced with events where the majority of the business is accomplished within very narrow time windows. Aware of these time opportunities, commercial concession operators will anticipate the sales and produce and hold enough product to handle the rush. During lulls in sales, they will rebuild inventories to prepare for the next rush. Often they will also resort to taking products to the people, when the people will not come to them.

Having enough people at an activity does not necessarily assure success. It is critical that the concession operation is structured for buying patterns encountered.

Fish on a stick?

Menu selection is extremely critical in producing both sales volume and profit. Menu development requires the utmost care with regular monitoring and periodic refinement. For success, the menu should be simple to prepare, limited in variety, appropriate for the activity and preferences of the group being served and have an adequate margin between cost and selling price.

Items requiring simple preparation offer several benefits. The first is that the fewer the steps, the less equipment required to store, prepare, and merchandise the item. The skill level required for the operators is reduced significantly when the steps required to prepare and serve and item are kept to a minimum. Higher product quality, product consistency and speed of service are enhanced with a simple menu. One of the challenges faced by many recreation departments is that they often depend on seasonal labor, which may change each year. The more simple the item, the easier it is to staff and train the operators and expect them to do a good job.

Carefully thought out and executed food concessions are a compliment to an event or activity while generating needed revenue. For success, it must be appealing and convenient to your customers and easy to staff and operate. Do it professionally and keep it simple.

John Uhl is vice president of Century Industries, LLC, a manufacturer of transport mobile bleachers, mobile shell stages, mobile platform stages and food concession trailers, 800-248-3371.

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NOZZLE REDUCES DRIFT, IMPROVES COVERAGE

The Turbodrop XL offers the widest operating range of flows, pressures, and speeds of any nozzle on the market, says the manufacturer. The nozzle also reduces drift with improved coverage, and can be used for practically any spray application, at up to 120 psi.

To reduce off target movement with systemic products, 30-70 psi is recommended. To improve leaf coverage and thatch penetration with contact chemicals, 45-100+ psi is recommended. The TDXL may be operated as low as 15 psi.

The product features a polyacetal (TDXL) or ceramic (TDCXL) venturi orifice, which determines the flow rate of the nozzle, and a SprayMax exit tip, which evenly distributes the large, drift-reducing spray droplets on the target.

Estimated life for the poly TDXL is 10-20,000 acres. Estimated life for the ceramic TDCXL is 40-80,000 acres. XL nozzles are available in sizes -01 through -10, and are ISO color coded for identification.

Greenleaf Technologies/800-881-4832

For information, circle 175

EXTREME WRAP SAFETY GLASSES

This is one of the boldest safety glass designs to hit the market. Sphere-X offers a unique combination of style, coverage, and protection. A dual lens construction, with base 9.75 lenses, allows for excellent optics and extreme coverage, says the manufacturer.

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Elvex Corporation/203-743-2488

For information, circle 176

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SmartCap and SmartScreen are available from Markers Inc. Bright yellow color heightens player awareness, and the company says the SmartCap won't crack and stays soft for many years. Easy to install, 25-ft. rolls come with nylon straps. SmartScreen comes in rolls of 3- or 6-ft. high by 25-ft. long. This P-E-M extruded and molded PVC product won't unravel, and comes in dark green that is UV-stabilized and won't fade. It provides 80+ percent screening and also can be used as a backstop screen.

Markers Inc./800-969-5920
For information, circle 177

### WALL PADDING

Promats Inc. has supplied protective padding for more than 250 stadiums across the country, including for every major professional outdoor sport. Its plywood-backed, "Z" clip attached pad is constructed with 3/4-in. APA BC or better exterior grade plywood, 3 in. of high-density polyurethane foam cores, and UV-resistant 16-oz. laminated vinyl covers. Normally meant for concrete or wood walls, can be used on chain link fences as well, says the company. Works when applying logos or advertising.

Promats Inc./800-678-6287
For information, circle 178

### Protective Covers for Chain Link Fence

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