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Broyhill

For information, fill in **Q57** on reader service form or see

<http://www.oners.hotims.com/13972-057>



New Toolcat available

The Toolcat 5600 is called a utility work machine because of its versatile attachment lineup. There are more than 38 attachments available, including mowers, snow blades and blowers, augers, angle brooms, buckets, tillers and pallet forks. The standard Bob-Tach mounting system enables operators to switch between attachments in less than a minute and requires no additional assistance or tools.

Bobcat

For information, fill in **Q58** on reader service form or see

<http://www.oners.hotims.com/13972-058>

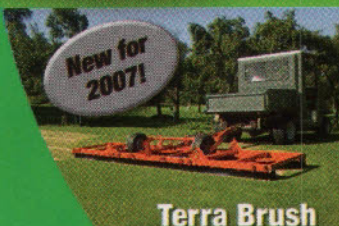
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Decompact and aerate your turf at an operating speed of up to 3.7 mph.



New for 2007!

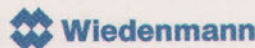
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Lightweight aeration

The TerraSpike GXi by Wiedenmann features the same technology that is found in the TerraSpike XF (eXtra Fast) and the TerraSpike XD (eXtra Deep); however, the GXi is much lighter in weight and offers tighter hole spacing. The unit can be operated with as little as a 24-hp tractor at depths up to 10 in. The unique twin drive is offered with either a 385 rpm or a 485 rpm drive making it the fastest deep tine aerifier on the market.

Wiedenmann North America, LLC

For information, fill in 056 on reader service form or see

<http://www.oners.hotims.com/13972-056>



Verticutter attachment for Aercore 800

This John Deere verticutter attachment may be fitted to any Aercore 800 machine equipped with the 25-hp Kohler Command Series engine. For fields that aerate and verticut as part of the same practice, the Aercore 800, equipped with the attachment, allows for both aerating and verticutting operations to be performed simultaneously. Carbide-tipped blades and may be operated in any of the Aercore 800's four operating gears.

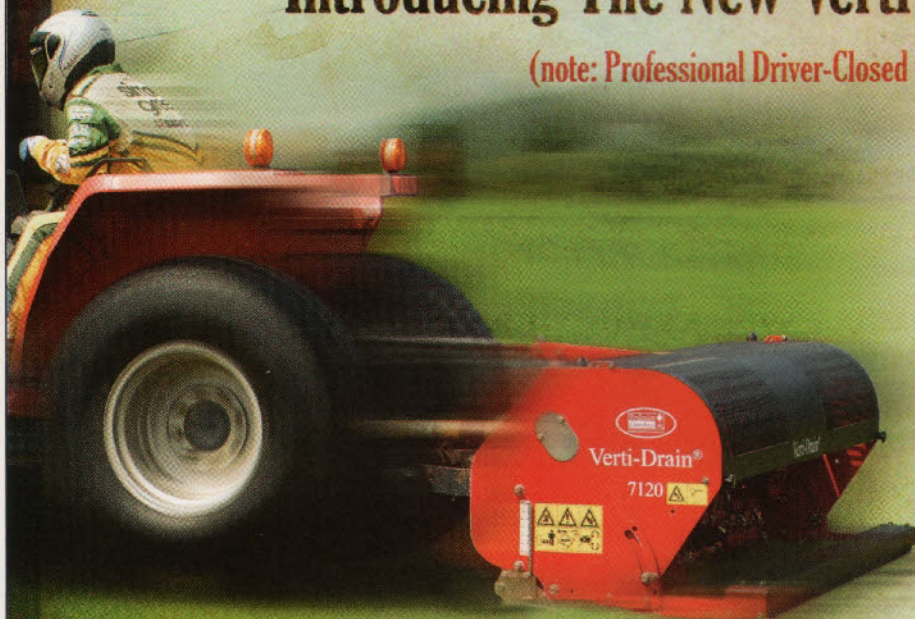
John Deere

For information, fill in 060 on reader service form or see

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Introducing The New Verti-Drain 7120

(note: Professional Driver-Closed Course)



The new Verti-Drain 7120 outperforms all challengers as the fastest aerator on the field. At depths up to 8 inches and speeds over 3 MPH, the 7120 can aerate hard compacted soil fast and easy. With an 80 inch working width to maximize operating efficiency, the Verti-Drain 7120 is aimed at professionals that are not afraid to go fast.



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Lightweight aeration

Husqvarna's AR25 offers an aerating width of 25.5 inches, and features a powerful 4.0 hp Honda engine with two detachable 36-lb. weights.

The patented free-wheel design and a seven-tine cutting deck allow operators to work without losing speed on tight corners, while minimizing turf damage.

The rear-wheel controls can adjust up to three inches in depth with coring spoons or optional spike and slicing blade reels.

Husqvarna

For information, fill in **061** on reader service form or see

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Turf aerators

The Plugr Tow Pro is a 45" self-contained attachment with a universal mount for operation behind virtually any tow vehicle including riding mowers, four wheelers or small utility vehicles. An electric start, 12 HP engine powers the aerator and 12-volt battery (included) powers the control panel to mow and aerate in a single pass without dragging down mower power. Capacity is up to 84,000 square feet per hour (approx. 2 acres) at approximately 4 mph.

SourceOne

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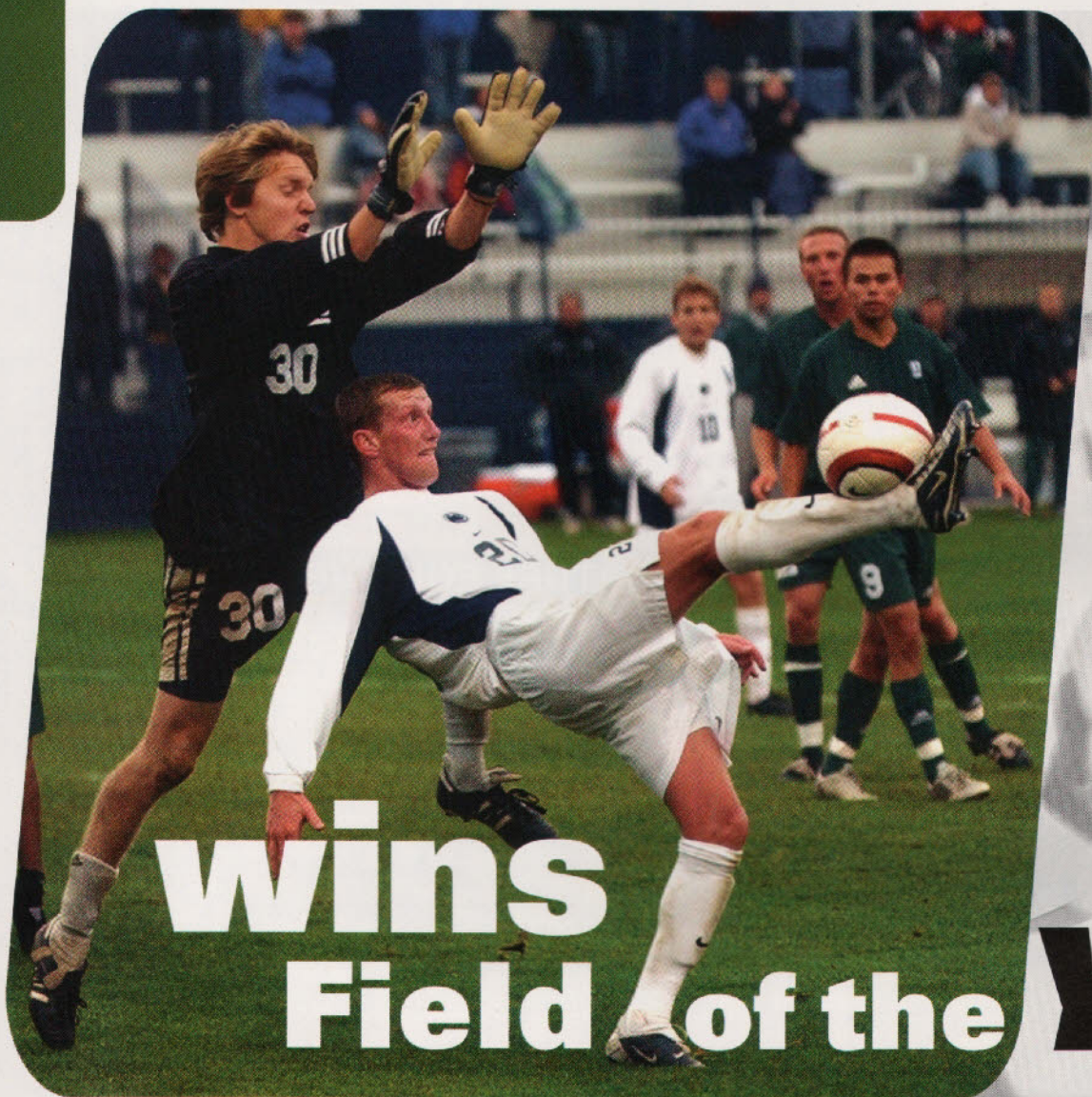
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Penn State's soccer field

wins Field of the Year

Bob Hudzik, athletic field supervisor at Penn State, his assistant Herb Combs, and their entire crew won the 2006 STMA College Field of the Year in the Soccer category for their work at on-campus Jeffrey Field.

Originally built in 1969, the 2.5-acre field saw more than 200 hours of action last year, including men's and women's lacrosse and the Special Olympics. Turf varieties include the Kentucky bluegrass cultivars P-105, Touch-down, and Midnight, with overseeding of perennial ryegrass in the spring during renovation and in the fall as needed throughout the wear areas. Rootzone composition is two inches of sand over Hagerstown silt loam, and the field

is drained via a sand slit, 2.5 x 10-foot system.

Jeffrey Field is the most extensively used athletic facility at Penn State, hosting more than 50 home events a year and numerous practices. The many events each year creates a lot of strain on the various goal areas exclusive to each sport, requiring resodding those areas in the late fall so there are no bare areas for the spring sports.

To battle drainage problems (poor subsoil and excessive thatch), Hudzik put in place an intensive aeration, verticutting, and topdressing program. Using their new Toro Pro Core 648 and selecting the tightest spacing possible, they removed much of the thatch and subsoil. Once the cores were pulled they removed them, leaving behind very little unwanted

material. After aeration was complete they topdressed the entire field with 1/4 inch; one month later they aerated again, but this time using the Quad-Tine Head. This attachment allowed the crew to poke 60 holes at once and remove a lot of thatch, producing a much more desirable playing surface.

Overcoming bad irrigation system

The irrigation system wasn't designed for the field it was designed for the equipment that installed the system. During installation the pipe was trenched with a nontraditional trencher, which wouldn't allow for close trenching to the grandstands or fences. The contractor decided it would be okay to place irrigation heads 10 feet in from the edge of the field in



Jeffrey Field, with Beaver Stadium and Mount Nittany in the background.

order to get his piece of equipment in to complete the task. In addition to the 10-foot gap, 180 degree heads were installed. This left the crew with a 10-foot strip 360 feet long on both sides of the field that weren't getting watered.

Fixing the problem without creating major distribution issues required Hudzik to replace all the 180-degree heads with 238-degree heads. The switching irrigation head approach didn't totally fix the situation, but allowed the crew to manage the situation with only a few small hot spots to worry about hand watering.

Q&A with Hudzik and Combs

Being in charge of the athletic fields at University Park is a huge responsibility but Hudzik and Combs found some time to answer a few questions via email:

SportsTurf: What qualities make a great soccer field and how do you meet those levels regularly?

Hudzik: Here's our list:

- A good stand of turf (fertility, disease resistance by fungicide applications)
- Low Height of Cut (increases turf density)
- Increased mowing frequency (3-4 times a week)
- Level surface for true ball roll (aeration

and topdressing once a year)

- Good drainage (aeration and topdressing)
- Aesthetic appeal (mowing patterns)
- Bright, crisp and straight lines (stringing lines every time you reline and using a thicker paint, not as watered down)
- Most importantly, a GREAT CREW who takes pride in all the work they do!

ST: If you had to operate on a smaller budget, e.g., a parks and rec guy, what would you keep in your maintenance program and what could you do without?

Hudzik and Combs: If we had to operate on a smaller budget we would keep our fertility levels at the same amount (4-6 lbs. of N) and the ability to water when needed. We also would want the same amount of grass seed, purchase weed control products, and have the opportunity to aerate at sometime throughout the year.

We could eliminate fungicide applications, sand topdressing, as well as a decrease in the amount of paint we use and frequency of mowing.

ST: What are your specific job responsibilities?

Hudzik: Maintenance for all outdoor athletic facilities at Penn State used by all varsity teams, club sports, intramural programs, classes, general public recreation, and football parking.

ST: How do you see the sports turf manager's job changing in the future?

Hudzik and Combs: As society continues to change so do our job responsibilities. In the future sports turf managers will have more pressure to provide perfect field conditions all the time, in season and out of season. Coaches will continue to be more demanding in what type of conditions they want. Budgets will continue to get cut and managers will still be expected to provide the same conditions with fewer resources.

Technology will help in providing perfect conditions if budgets will allow for upgrading of equipment.

Managers will have to wear more than one hat, requiring them to do more than just grow, mow, and paint athletic fields. The ability to keep a good grounds crew intact as times change will help make the transition smoother.

The STMA Field of the Year Awards program is enhanced by the support of these sponsors: Carolina Green, Covermaster, Hunter, Nu-Gro, Turface Athletics, Scotts Turf-Seed, and World Class Athletic Surfaces.

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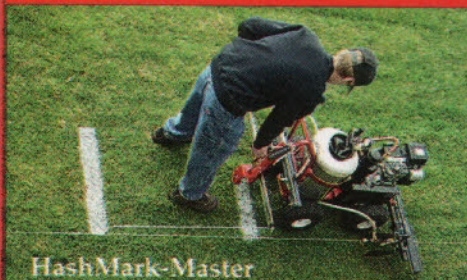


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FIELD OF THE YEAR



MONTHLY MAINTENANCE PROGRAM

January

- Equipment repairs
- Indoor field maintenance
- Snow removal

February

- Equipment repairs
- Indoor field maintenance
- Snow removal

March

- Equipment repairs
- Indoor field maintenance
- Take soil samples
- Start mowing

April

- Charge up irrigation system
- Field preparation for lacrosse season

May

- Start preventative fungicide control
- Apply grub control
- Start fertilizer program (1 lb. N/1000)
- Layout field for spring soccer games
- Continue mowing, increase frequency when needed
- Monitor irrigation program, increase or decrease frequency as needed
- Resod goalmouths if needed

June

- Field renovation after spring season: verticut, aerate, topdress

- Fertilize (1/4 lb. N/2 weeks)

- Continue preventative fungicide control
- Apply additional fertilizer as needed
- Set up staging for week-long Special Olympics events
- Continue soil testing
- Tissue test as needed
- Monitor irrigation program
- Edge field once

July

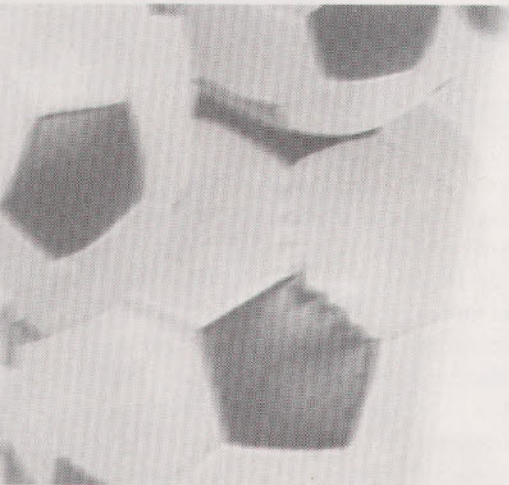
- Continue fertilizing (1/4 lb. N/1000)
- Continue preventative fungicide applications
- Tissue test as needed
- Monitor irrigation program
- Edge field once

August

- Continue preventative fungicide program
- Fertilize (1/4 lb. N/1000)
- Layout field for the soccer season
- Spray iron before first game for aesthetic purposes
- Paint and mow more frequently
- Fill divots as needed
- Continue to monitor irrigation program
- Edge field once

September

- Final preventative fungicide application
- Fertilize (1/4 lb. N /1000)



Opposite page: The Penn State athletic field maintenance team: seated, from L to R: Rodney Hockenberry and Paul Curtis; standing, Clarence Lohr, Chad Alterio, Mark Kresovich (Group Leader), Bill Stoner, Athletic Fields Supervisor Bob Hudzik, and Athletic Fields Assistant Supervisor Herb Combs.

- Monitor color and apply iron as needed
- Continue to mow and paint regularly
- Fill divots as needed
- Aerify wear areas
- Overseed with ryegrass as needed

October

- Apply fertilizer (1/4 lb. N /1000)
- Decrease mowing and painting frequency
- Continue to monitor color
- Fill divots as needed
- Overseed as needed
- Decrease irrigation frequency

November

- Reduce mowing frequency
- Resod wear areas as needed
- Winterize irrigation system
- Dormant fertilize (1 lb. N/1000)

December

- Apply fungicide for snow mold control
- Begin equipment maintenance



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Upcoming STMA Conference to Feature New Programs and Adjusted Schedule

As we rapidly approach the STMA Conference and Exhibition in Phoenix, the STMA Conference Committee has finalized some expansion and changes to the events, scheduled for January 15-19, 2008. The Committee and the STMA Board stepped up to the challenge to provide you with more education, more value, and more fun!

First of all, the SAFE/Jacobsen Golf Tournament will be moved to Tuesday, Jan. 15, opening up Wednesday, Jan. 16 for a new set of Institutes and Pre-Conference Workshops. Both new sessions are scheduled during the day, before the Networking Sessions that afternoon and the Welcome Reception that evening, which signals the official beginning of the conference. The Pre-Conference Workshops will be included with an individual's conference registration, but the Institutes



Institutes and Pre-Conference Workshops. Both new sessions are scheduled during the

will charge a nominal fee for attendance.

On Thursday, the General Session has been moved back into its original time slot in the morning, after a 1-year experiment having it right after lunch. Another highlight of the conference every year, the General Session this year will feature "Extraordinaist" Craig Karges, who will dazzle you with his abilities and challenge what you think is possible. Or impossible!

Friday morning will feature the new Innovative Sessions, scheduled early before the Friday General Session, and bring to light some truly unique ideas and methods. The Friday General Session, which is another new addition to the conference lineup, honors Dr. Henry Indyk and Dr. Kent Kurtz, and will be the first plenary presentations in the history of the STMA Conference.

And last, but most certainly not least, the MLB/NFL/MLS Seminar will be Saturday, Jan. 19. The Seminar is an offsite seminar that

features the best practices of those Sports Turf Managers who have made it to the highest level of the profession.

Not to forget that the STMA Exhibition provides more than 9 hours of dedicated time on Thursday and Friday to view the newest equipment and products in the industry and includes a new Mound Building demonstration on the floor!

With the SAFE/Jacobsen Golf Tournament at a location to be determined, the SAFE Live and Silent Auctions, and the STMA Awards Banquet, you can see it is to be a week packed with many educational opportunities, quality networking, vendor contact, and countless memories for all who attend. Log on to www.stma.org or call 800.323.3875 for more information.

Reservations are now being accepted at the Hyatt in Phoenix. Call (888)421-1442 or go to www.hyatt.com to make your reservation today. We look forward to seeing you in Phoenix! ■

SAFE Scholarship Program Funds the Future

The Foundation for Safer Athletic Field Environments (SAFE) Scholarship Program passes a milestone this year as it enters its 15th school year of awards.

A new round of scholarships will be presented at the upcoming STMA Conference and Exhibition in Phoenix next year. But before any new scholarships can be awarded, let's look back at some of the previous winners and what they have done since receiving the award from SAFE.

Abby McNeal, CSFM, now the turfgrass manager at Toyota Park/AEG in Bridgeview, IL and home of Major League Soccer's Chicago Fire, won one of the first SAFE scholarships awarded in 1993-1994. Since then, she has constantly served STMA by sitting on several committees, writing numerous articles,



Abby McNeal, CSFM

and presenting at conference; in addition to serving diligently on the STMA Board of Directors for five years. In 2007, McNeal assumed the board position of president-elect and is poised to become STMA's first female president in 2009.

Other SAFE Scholarship winners have gone on to achievements of their own. There are no fewer than seven scholarship winners who have continued their education through the Ph.D. level or will receive their doctorate this year. Many have gone on to receive the prestigious CSFM designation. Several, including McNeal, now supervise their own facility or are top assistants at professional facilities or major universities.

Winners have been students at 30 different institutions and Michigan State University has had the most scholarships awarded with 17, followed closely by Penn State, which has had 14 winners. Twelve of the ninety winners are female, a 13% clip, which outpaces the STMA Membership, which is about 4% female. More

than two-thirds of the winners are still STMA members in one form or another, meaning that those winners stay involved and participate actively. Currently, winners serve on about seven committees or subcommittees, with two chairing the committee on which they serve.

As you can see, SAFE Scholarship winners are great ambassadors for Sports Turf Managers, STMA, SAFE and the industry as a whole. They work diligently to promote the profession and represent STMA with the utmost pride and amazing fortitude.

Each year, SAFE awards a minimum of \$12,500 in scholarship to winners, and also provides them with a free conference registration and travel to the conference. Scholarship winners are selected in two-year, four-year, and graduate categories by a panel of qualified judges, and are awarded scholarships of a minimum of \$1,000. Judging is done independently and applicants are rated based on academic achievement and work experience, recommendations of professors and employers, career

Continued on page 50



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The Sports Turf Manager as a Crisis Communicator

Perhaps you will never be faced with responding to a crisis. But, if you ever have an athlete get injured during play, an employee who gets hurt on the job, a disgruntled employee, a weather related disaster, or an environmental incident, you just might find yourself in the spotlight and under scrutiny.

As a manager of people, you may have to deal with an employee's death or illness, a sudden change in top management, or employee issues of sexual harassment. Each one of these can constitute a crisis. You must be prepared for that decisive moment when your response can lead the crisis to better or to worse. An initial negative perception is nearly impossible to reverse.

Crisis Communication Response Tips

- Respond within 24 hours.
- Don't point fingers.
- Always be available to the media.
- Be visible and on-site.
- Tell the absolute truth.
- Never say, "No comment."

You are judged within the first 30 seconds of speaking if you and the information you are providing is trusted. Appearing empathetic and car-

Continued from page 48

aspirations within the sports turf industry, and a short essay. SAFE Scholarships are merit based and are not awarded based on need. Eligible applicants must be full time students and have at least one semester of school remaining.

The SAFE Scholarship Program is generously funded by a grant from The TORO Foundation, and the SAFE/Jacobsen Golf Tournament and SAFE Live and Silent Auctions held each year at conference, in addition to ground level donations received from the membership throughout the year.

STMA strongly encourages all of its student members to take advantage of this amazing benefit that is available ONLY to current students. All SAFE Scholarship application materials are due no later than October 1, 2007 to STMA headquarters. For more information on the SAFE Scholarship Program and to download an application, please go to www.stma.org or call STMA headquarters at (800) 323-3875. ■

ing are the most importance characteristics you can exhibit to show "trustworthiness". Your audience will also assess your competence, your honesty and your commitment. Your goal as a communicator is to demonstrate these attributes.

It is important to recognize that the media is usually more interested in covering opposing viewpoints and that bad news and conflict are more newsworthy. Most reporters are working under a tight deadline, have limited scientific and technical knowledge and can be a bit cynical. When preparing to talk with the media, address the principal underlying concern of the audience/questioner/listener keeping your responses short and concise.

In many crisis situations it is important to bring in a third party and to tell the media whom you have contacted.

Crisis Communication Interviews

- Take control early by educating the reporter and correcting misunderstandings.
- Clarify the questions.
- Prepare two to three main messages.
- Give facts: who, what, when, where, but don't give how and why.
- Express your concern. Safety is always the top priority.
- Avoid jargon and do not use humor.
- Frame your answers in the positive.
- Tell how fast you responded, how much has been done and what you will do about it in the future.
- Thank or give appreciation to any assistance.
- Avoid words with negative connotations such as lethal, risky, deaths, maimed, toxic.
- Do not repeat the "charges" or any negatives words, such as no, not, never.
- Be conscious of your body language. Do not place your hands in a "fig leaf" in front or in back of you, but keep your hands/palms open and above the waist. Avoid touching your face, clasping or clenching your hands and pointing your fingers.

Remember these phrases.

You want to give a sense of more to come, which will help to establish your trustworthiness.

"What I can tell you is ..."

"So far, what we know is ..."

"So far, what we have done is ..."

"What we are planning to do next is ..."

"We will be able to tell you more when ..."
"I'll be glad to talk with you again after we conduct ..."

Source: Susan Santos, Ph.D., FOCUS GROUP, Medford, MA

CRISIS EXAMPLE AND RESPONSE

Situation: You have a major event that is being hosted in your stadium the next day. A set of temporary bleachers collapses and your assistant is critically injured. A reporter is at the stadium asking what happened and why, and if the event is taking place.

Your first response must show concern for the worker and his family. Your response to whether or not the event will be held the next day depends upon your management team's decision. If you are going ahead with it, you need to respond with how you are insuring fan safety. For example, "We are going ahead with the concert tomorrow; however to insure the safety of our rock fans, we will be limiting the seating to the built-in seats in the stadium grandstands and offering on-the-floor seating in the endzone."

If you are not going ahead: "We will not be holding the concert tomorrow. Fan safety is paramount and until we know why the bleachers collapsed, we will not be holding any events." ■

