



Infield floats

TurfTime Equipment manufactures a line of Infield Floats that levels the ground on infields. The smaller Model 60A Pull-Behind (60-in. width) is designed for pulling behind small ATVs and garden tractors. The larger Model 78 Infield Float with brushes and rippers is designed for tractors with 3-point hitch. Electric lift Model 78 pull-behinds are available.

TurfTime

For information, fill in **066** on reader service form or see

<http://www.oners.hotims.com/12051-066>



"SanDevil" attachment

The new SanDevil attachment is designed to fill 1/4, 3/8, and 1/2-in. aeration holes and works in light topdressing, sand and crumb rubber into the canopy of both real and artificial turf surfaces by using "turbine-produced air." Units can improve the healing process of the turf when compared to drag mats and brushing.

Buffalo Turbine

For information, fill in **057** on reader service form or see

<http://www.oners.hotims.com/12051-057>



SR-80 Posi-Track loader

The new SR-80 from ASV defines the next generation of rubber track loader. Using a completely new ASV design with class-leading technology, the SR-80 provides traction, lower ground pressure, operator comfort, excellent machine controls, greater durability and faster routine maintenance.

ASV

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<http://www.oners.hotims.com/12051-062>

Everytime we overseeded, the results were the same. It was always a slow process that tore up the turf and planted the seed at different depths. Now that we are using the Redexim Charterhouse Overseeder, our frustrations with seeding are gone.

This Overseeder works well at high speeds and can cover a lot of ground, yet it has no moving parts and does not tear up the turf. I really like how it consistently places every seed at the same depth, which means no more wasted seed on top of the ground.

We are very happy with our Redexim Charterhouse Overseeder because it has everything we were looking for: speed, precision, and no turf disruption. This machine will definitely save you time and money, not to mention the many frustrations associated with seeding.

Corey Witzman
Westwood Country Club, St. Louis, MO

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"Smart Irrigation" Month resource base grows

A statement staffer for water agencies and a proclamation template to help local communities identify July as Smart Irrigation Month are among new resources available to advance irrigation efficiency in 2007.

"The statement staffer was designed to help water agencies provide tips to customers for improving irrigation efficiency during hot summer months. It would be appropriate for anyone in the irrigation industry who sends invoices and other materials to customers," said Irrigation Association Communications Chair Jeff Carowitz.

"While the irrigation industry is committed to optimizing irrigation efficiency year-round, Smart Irrigation Month in July provides a platform to tell the public about advances in efficiency and raise awareness of the importance of using water wisely," Carowitz said.

Other new materials include public service announcements to submit to radio stations and a full-color industry-oriented ad to raise industry awareness of the need to advance irrigation efficiency and the potential benefits. The ad is available in multiple sizes for use in magazines, on websites and in company and organization newsletters.

The proclamation template provides an outline and supporting press release template for declaring July Smart Irrigation Month in local com-

munities or states. A formal declaration by a local official or governing body provides an opportunity for water agencies to draw special attention to water issues in July and it complements other water conservation efforts.

The next few months are prime time to plan to make the most out of Smart Irrigation Month in 2007, Carowitz said. Ideas for participation and additional resources are available at www.irrigation.org/SIM/industry.htm. Consumer information is available at www.smartirrigationmonth.org.

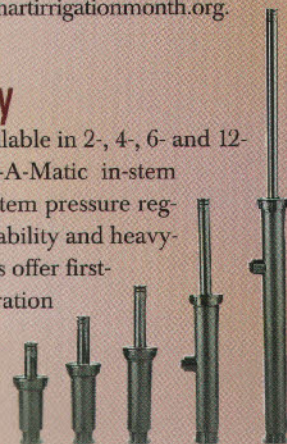
1800 Series spray head family

Rain Bird 1800 Series Spray Heads are available in 2-, 4-, 6- and 12-in. pop-up heights, and come with Seal-A-Matic in-stem check valve options and patented PRS in-stem pressure regulator option. Chosen for its versatility, reliability and heavy-duty materials, the 1800 Series Spray Heads offer first-rate quality built in for dependable operation and long life.

Rain Bird

For information, fill in **063** on reader service form or see

<http://www.oners.hotims.com/12051-063>



"Strip" nozzles

The new ES end strip (5' x 15' pattern), CS center strip (5' x 30'), and SS-918 side strip nozzles (9' x 18'), along with the existing LCS left corner strip, RCS right corner strip, and SS-530 side strip 5' x 30' nozzles,

are designed for more slender portions of a landscape. For smaller areas where the plant material is located at the center, the irrigation should be set up at the sides and so a combination of SS, LCS, and RCS nozzles would be used.

Hunter Industries

For information, fill in **067** on reader service form or see <http://www.oners.hotims.com/12051-067>

SmartLine controller

Weathermatic introduces the SmartLine SL4800 controller for parks and sports fields; modular unit features a 12-station base unit that expands to 24, 36 or 48 zones with the addition of hot swappable 12-zone modules. Control panel is identical to the panel on Weathermatic's SL1600, which simplifies programming and training and allows module interchangeability across the controller line.

Weathermatic

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Wesleyan School, DeWitt win Field of the Year



The Sports Turf Managers Association's 2006 Schools/Parks Baseball Field of the Year is Wesleyan School's Gaebelein Field in Norcross, GA, managed by director of grounds maintenance Jon DeWitt. DeWitt's staff includes assistant director Josh Graham, 2nd assistant Kyle Leppelmeier, and Jose Flores.

SportsTurf: What attracted you to a career in sports turf management?

DeWitt: It was by accident really; although I had lifelong exposure to the green industry through my dad's work. My first job, at age 13, was working in a greenhouse. Later my dad owned a portion of a landscape company where I got experience in the Res/Com side. In high school I found myself working on the school's fields. I began developing a serious

interest in sports field management at that time. That passion grew over the years, particularly during the period while I was caring for fields to pay for my college education. There can't be too many people who came into the sports field industry by way of a BA in English Literature.

SportsTurf: What are your specific responsibilities in this job?

DeWitt: My title is Director of Grounds Maintenance. If it is outdoors, it probably falls into my territory. We have 75 total acres, 14 of which are athletic fields. The ornamentals require an incredible amount of attention. We do small landscape enhancements, irrigation work (both maintenance and expansion), set-ups for games/events, fence/windscreen maintenance, and obviously sports field work.

I coordinate our maintenance around PE and the athletic events, as well as other user groups. Landscape projects dedicated "In Honor of" or



From nozzle back: Josh Graham, Jose Flores, Jon DeWitt, and Benedict Nwoke.

"In Memory of" are also something we handle, and we take pride in our role in these projects.

SportsTurf: What's the biggest headache in your job?

DeWitt: Easily, trying to work with user groups without it becoming confrontational, and the never-ending barrage of events people can dream up. People think that being a sports field manager means we grow grass, but sports field managers do much more than that. Managing

usage to me is the most difficult, and quite possibly the most important, part of my job.

Every user group thinks you have singled them out in a conspiracy to spoil their good time. It is rarely a single user group, but they cannot see the big picture and the combined impact of hundreds of hours of usage.

SportsTurf: How do you balance your family life with work demands?

DeWitt: Probably not as well as I could;

however, we do have dinner together as a family nearly every night. My twin daughters take karate and that is another way we are able to spend time together. We are lucky in that we have miles of bike trails just behind our house, and we make use of those quite frequently.

I did have a wake-up call the other day at my daughter's "Donuts for Dad." The children had written descriptions of their dads, and most of the dads' hobbies were golfing, tennis, woodworking, etc. My daughter, however, listed "work" as my hobby.

I am proud that my yard is not the ugliest in the neighborhood, in fact, I think it's quite good for being in the sports field industry.

SportsTurf: Do you plan any adjustments, large or small, to your maintenance plan in 2007? Did you purchase any new equipment or product for this year?

DeWitt: Something I picked up from my wife's work in retail was the motto, 'Beat Last Year.' I keep that in mind all the time. We are constantly tweaking the program in an effort to improve.

I am meticulous note taker and can refer back to these notes on about just about anything. For example: a particular combination of settings on the aerator that worked well. Another thing I make a lot of notes about is overseeding. Essentially, you only have practice at this once a year, so it is particularly important to make note of how you could improve on last year's process.

It was a great year equipment-wise. We purchased a Toro Reelmaster 5510 mower. We got the 8-inch, 11-blade unit with rear roller brushes and the hydro-leak detector. We also began a 4-year lease on a Toro MP 1250 sprayer. I also purchased a used Dakota 410 topdresser, which allowed us to go in-house with this cultural practice.

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

DeWitt: It is my hope that the sports turf manager's job will be seen as the professionals we are rather than "lawn janitors" or simple backs of the neck. I hope that this professional view of our industry will transfer over to employers and owners seeing the resource they often have right in front of them – their own resident sports turf manager.

How many failed construction projects could be avoided if administrators would let the person they are expecting to maintain the

field have some say in its construction? The STMA is probably our greatest resource in improving the image of our profession. We have seen how the golf industry has been successful in their efforts. However, we must also project ourselves as professionals in our individual work environments.

I also hope that our industry will be seen as environmental stewards rather than enemies of the earth. If you look at the benefits of turf for erosion control, filtering run off, CO² absorption, oxygen production, and other benefits, it is hard to understand how we have been targeted as a detracting from the quality of the environment. ■

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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STMA Board continues strategic advances

The STMA Board of Directors is continuing its commitment to strategic planning. In late 2006, the Board formally met with a strategic planning facilitator who helped them to develop strategic initiatives for the association for the next 5 years.

Significant progress was made in completing the STMA 2005 Strategic Plan, due to the board's vigilance in focusing the association's efforts around that plan. Building on that plan's accomplishments, the Board has set a bold direction for STMA's future.

STMA embraces a planning culture and uses the plan to guide its daily business. The STMA board reviews the plan at each board meeting, then makes projections and adjustments. Committee work also advances the plan. The

plan guides the work of STMA's committees, subcommittees, and task groups. These groups are the arms and legs of the association and work together with staff to accomplish the plan.

Strategic Plan Executive Summary

Six strategic platforms have been identified that will catalyze the association and propel its members to a new position in the world of sports. Each platform is supported by an education-based focus. It is through education that members will experience greater success. These individual successes strengthen the association.

In addition, membership growth is critical to the vitality of the association. This growth will be achieved by enhancing the value of membership through fulfilling members' needs and

expectations. Thus, membership growth is a desired outcome of each strategic platform and is noted as such. The strategic platforms are:

- Enhance members' value to employers
- Position members as the authority on sports field management
- Use the chapter network to serve members
- Leverage synergistic partnerships
- Make the conference the "must attend" event for the industry
- Execute a well-functioning governance structure

This plan will lead STMA to a future that ensures solid growth and financial stability for years to come. To view the complete plan, go to www.STMA.org and click on Members Only.

Ethical behavior strengthens professionalism

It seems that with increasing frequency the news media is reporting more and more impropriety in business. Whether it is fraudulent financial schemes, theft, deceptive sales tactics, insider trading, or other antitrust or corporate scandals, each instance damages the public's trust in corporate America.

The same holds true for unethical and poor conduct within our own industry. Fortunately, reported instances of improper actions by sports turf managers are few and far between. The most reported breach relates to #5 below, which can be easily remedied by a change in sales tactics of commercial members who disregard the sports turf manager. In fact, companies have reported great success when they include the sports turf manager in purchasing decisions.

STMA members adopted a Code of Ethics and Professional Conduct Guidelines to show to their peers, to the industry, and to the sports world that they value honesty, respect, and fairness in their business and personal lives. Although the Professional Conduct Guidelines may not be enforced with membership sanctions (as can the Code of Ethics), adherence to the Guidelines encourages the highest standards of behavior for members and represents true professionalism.

Enforcement procedures are self-regulated. Members are asked to remind others of the Guidelines if they see a breach in professional

conduct, or contact STMA headquarters for help. A good way to judge your actions is to ask yourself two questions: "How would my fellow sports turf managers react to my conduct?" and, "How would I feel if my conduct were reported on the front page of the newspaper?"



The STMA Professional Conduct Guidelines

1. A member should always contact a fellow sports turf manager prior to visiting his or her facility regardless of the reason for the visit, other than when attending an educational meeting, association event or as a spectator at a public event at the facility.

2. A member should only submit an application for a position and/or accept an interview for a position currently held by a fellow sports turf manager if the applicant has contacted the current sports turf manager to verify the position is open, or if the applicant has

learned about the opening through an open position listing or through direct contact to the applicant by the facility's personnel.

3. A member should only accept a consulting assignment at a sports field facility if the current sports turf manager at that facility is aware of such impending consulting activity.

4. A member should make verbal consulting recommendations for a facility only with the knowledge of the current sports turf manager or make written recommendations only when issuing a copy of such recommendations to the current sports turf manager.

5. Commercial members, soliciting business for their company's products and services, should channel such solicitations through the current sports turf manager of the facility or ensure the current sports turf manager at that facility is aware of such impending solicitation.

6. Members should always conduct themselves in the highest professional manner at all sports turf related events and other public events where the member is representing the sports turf management profession.

7. A member should not render negative opinions or comments about fellow members.

To see a complete copy of the Code of Ethics and these Guidelines in an electronic format, go to the Members Only section of www.STMA.org.

Ralston leads volunteer renovation effort

STMA member Chris Ralston, head grounds-keeper for the Class A Lake Elsinore Storm, an affiliate of the San Diego Padres, led his crew earlier this year on a volunteer effort. They reconditioned a local community park for High Tech High, a charter high school in San Diego. High Tech High began in 2000 as a single charter high school launched by a coalition of San Diego business leaders and educators. It has evolved into a school development organization with a growing portfolio of innovative charter schools spanning grades K-12.

Two years ago the school started a baseball program and without a field on site for use, they leased a park in East Claremont from the City of San Diego to serve as its home field. The volunteer coaches and parents of the players, along with the players are currently maintaining the field themselves. However, the park was in dire need of some upgrades

and that is what the Storm Grounds Crew did. "When we arrived at the field we found 2-4 inch lips around the baselines, a mound that was nearly flat and a playing surface that was like sand," said Ralston.

"We spent 4 days at the park, resodding all around the edges and the mound to bring the lips down to playing grade," he said. (The sod was courtesy of West Coast Turf.) "We rebuilt the mound and home plate and replaced them with all new bases, and added 25 tons of infield mix consisting of 50% clay and silt and 50% sand, and leveled out low spots.

"In the foul areas on both sides we added a bullpen consisting of two mounds and plates. We then cut out the old grass in front of the dugouts and replaced it with infield mix for cosmetics," said Ralston.

"We did an audit and repaired irrigation heads as needed. On the last day we overseeded the infield and collars with a perennial ryegrass and a starter fertilizer."

The Storm Grounds Crew includes Francisco Casteneda, Tyson Pulsipher, Greg Cummings, and Dave Carmichael. ■



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Hitting a chapter meeting home run

The Challenge:

To have solid attendance at the first official meeting of the North Florida Chapter that will set the stage for the chapter's future success.

The Strategy:

- Begin planning early
- Build up to the event with consistent communication - Start with a "save the date" as early as possible, and follow up with more details regularly
- Develop a great, well-rounded program that appeals to the entire membership
- Pack it full of education that is relevant to your members' needs
- Offer CEUs
- Integrate learning opportunities with tours to augment classroom presentations
- Keep the price low and even lower for members
- Hold it in a convenient, accessible and exciting venue
- Supply a quick breakfast and an unlimited lunch buffet
- Provide excellent networking opportunities
- End it with a fun, entertaining event!

The new North Florida Chapter held its inaugural chapter meeting May 9, with a day full of education and excitement. It began with coffee and donuts as the group gathered for a tour of Jacksonville Municipal stadium given by Mark Clay, sports fields and grounds manager. Then the group heard the latest control technologies for fire ants and other Florida insects by Dr. Bryan Unruh from the University of Florida. Next up was Don Follett, sports turf manager at M&T Bank Stadium, home of the Baltimore Ravens, followed by a presentation about the 2005 Super Bowl by Nick Fedewa. Then the group went on a second tour. This tour was hosted by Ed Attalla and showcased the Baseball Grounds at Jacksonville. An unlimited luncheon buffet on the Skydeck fueled the group who then settled in to watch the Jacksonville Suns play the Birmingham Barons. The \$30 member price (\$35 for non-members) included everything – food, refreshments and the game!

Don't let up after the event is completed. Continue to schedule regular and rich chapter events. The North Florida Chapter has a chapter event scheduled each month for the remainder of the year.

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STMA Affiliated Chapters Contact Information

Sports Turf Managers Association of Arizona:
www.azstma.com.

Chesapeake Chapter STMA (formerly Mid-Atlantic Athletic Field Managers Organization - MAFMO Chapter STMA):
www.ccstma.org.

Colorado Sports Turf Managers Association:
www.cstma.org.

Florida #1 Chapter:
954/782-2748

Gateway Chapter Sports Turf Managers Association:
www.gatewaystma.org.

Georgia Sports Turf Managers Association:
706/542-7859.

The Greater L.A. Basin Chapter of the Sports Turf Managers Association:
www.stmalabasin.com..

Illinois Chapter STMA: 847/263-7603.

Intermountain Chapter of the Sports Turf Managers Association:
www.imstma.org.

Iowa Sports Turf Managers Association:
www.iowaturfgrass.org.

Keystone Athletic Field Managers Org. (KAFMO/STMA):
www.KAFMO.org.

Kentucky Sports Turf Managers Association:
www.kystma.org.

Michigan Sports Turf Managers Association (MiSTMA): www.mistma.org.

Minnesota Chapter STMA: www.mstma.org.

MO-KAN Sports Turf Managers Association:
www.mokanstma.com.

New England STMA (NESTMA): www.nestma.org.

Nebraska Sports Turf Managers Association:
402/441-4425.

North Florida STMA Chapter:
850/580-4026.

Northern California STMA:
916/366-8350.

Ozarks STMA: 417/862-6974.

Sports Turf Managers of New York: www.stmony.org.

Sports Field Managers Association of New Jersey:
www.sfmanj.org.

Ohio Sports Turf Managers Association (OSTMA): www.ostma.org.

Pacific Northwest Sports Turf Managers Association:
www.pnwstma.org.

Southern California Chapter: www.socalstma.com.

South Carolina Chapter of STMA: www.scstma.org.

Texas Sports Turf Managers Association:
866/897-8621.

Tennessee Valley Sports Turf Managers Association (TVSTMA):
www.tvstma.org.

Virginia Sports Turf Managers Association:
http://www.vstma.org.vt.edu/.

Wisconsin Sports Turf Managers Association:
www.wstma.org.

FORMING CHAPTERS:
Nevada STMA Chapter:
702/433-3113.

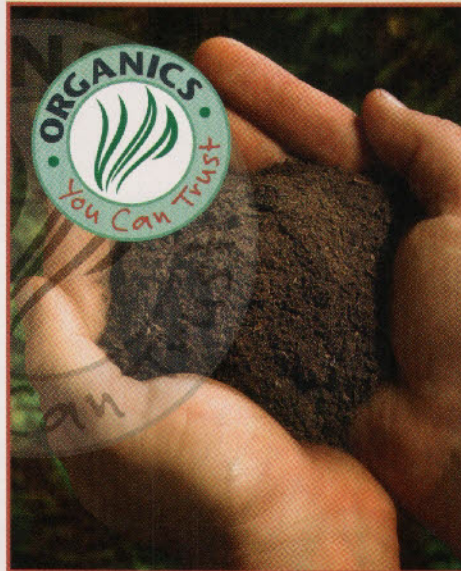
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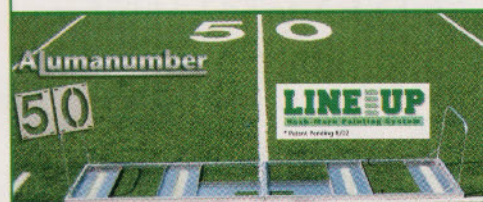
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