

- Keeping the spraying clean after EVERY use
- Using high quality paint
- Operator experience-practice makes perfect

KEVIN YEISER,
Director of Grounds & Athletic Facilities
Lebanon Valley College (PA)

- Using quality paint
- Use good application equipment. Line painters aren't always the best to use for logo work.
- Staff that pay attention to detail and take pride in what they're doing. Those two things always show in the end result, especially with logos. No logo is better than a poorly painted one.

We haven't had too many disasters but I talked to a colleague at another college where an entire 5-gallon pail of paint was spilled on a synthetic field. It occurred during the hot quick drying days of late summer. Even after cleaning numerous times a shadow could be seen for quite a while.

JEFF HAAG, Sports Turf Specialist
John Carroll University (OH)

Make sure the painter you use has been thoroughly cleaned,

spray tips, filters, and hoses prior to each use, and after the painter has been used. I go by the same method in rinsing out the machine as we are required by pesticide containers; I triple rinse my machine with water.

When painting logos, start from the inside and work your way out.

One cost effective way to save money on small logos that are no larger than 48 inches by 40 inches is to use cardboard. I save our cardboard that is shipped with our pallets of salt we use in the winter on our campus sidewalks. All you need is a ruler to measure the logo and a utility knife. I use them to make my logos on the softball outfield. The best part is that it costs you nothing, just your time. They could possibly be used for football fields as well if you use small logos near the 20 yard lines or in other areas of the field.

Fortunately, I have never had a major bad experience. When I was at Bowling Green State University we used to paint the numbers white and border them with orange by using a 2-inch roller and roll the paint around the numbers. Sometimes we used students to help us do this, and one time they knocked over the bucket of paint. Because of that I would suggest to always have a bucket of clear water and rags on hand to help dilute and clean up any spills. ■

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Synthetic Turf driving innovation in field marking technology

Editor's note: This article was written by Jim Brady, director of marketing with Eco Chemical Inc., and Jeff Fisher, business division manager for the TempLine Coatings and Equipment Division of Eco Chemical.

The increased use of artificial turf for athletic surfaces has created both challenges and opportunities for virtually everyone involved in our industry. Turf manufacturers are naturally

competing with their competitors, striving to continuously improve their products and services. Manufacturers of field care products must keep up with the latest in turf manufacturing and installation technology and keep their "ear to the ground" for new product and service

opportunities. Finally, athletic field managers and their staff are being tasked with learning and keeping up to date on the technology required to maintain top performance from the turf while optimizing their investment. For everyone involved, keeping abreast of change is essential.

According to the Synthetic Turf Council, the number of synthetic turf sports field installations grew an estimated 18% in 2013 and is on track to grow another 16% this year. Anecdotally, all of our distributors report seeing more and more synthetic fields being installed, either to replace or add to natural grass field facilities by municipalities and schools in their markets. Besides the continued improvements in turf manufacturing and installation technology, leading to improved performance and durability, another clear driver behind this trend in certain parts of the country is the persistence of drought conditions, where synthetic turf is the clear winner in terms of being less taxing on water supply.

Another driving factor is the incremental revenue opportunity presented by a multi-use plan for the field, particularly with colleges and professional installations. Synthetic turf lends itself to this strategy since it can be easily and quickly converted from one sport or event to the next and can stand up to the heavy traffic generated by non-sports events occurring on the surface of the field.

A successful multi-use program depends on a versatile field marking system that facilitates changing from one sport to another. If you stop and think about it, the essential criteria for a superior synthetic turf paint are inherently contradictory. The paint is expected to go on easy, not alter the play characteristics of the field, stand up to weather and play wear, and yet, come off easily. Some of the earliest



synthetic turf marking paints on the market were simply modified versions of successful natural grass paints, with one formula fitting all seasons, climates and play expectations. These early products were formulated to thickly coat the synthetic turf strands in order to achieve effective adhesion to a plastic surface. They significantly altered the play surface and proved difficult to remove, resulting in a high risk of turf damage and extra wear in the removal process. Also, once removed from the turf strands, these products could leave stubborn residue on the field that degraded the appearance of the turf and interfered with play quality.

The trend toward increased multi-event use has driven the further evolution of paint products. The practice of simply buying and applying a paint without regard for preconditioning and eventual removal has been displaced by a more systematic approach to field painting and removal. As a manufacturer of field conditioners, paints, removers and turf cleaning equipment, these market trends have been very favorable for us. We entered the market with the benefit of hindsight and proceeded to build our products, equipment and service model as an integrated system. We began by working with the Seattle Seahawks to gain a thorough understanding of the problems they were facing with field painting and removal. Early on in the process, we identified two essential product features: our paint had to coat without altering the play characteristics of the turf, and it should re-liquefy when it is removed. We also identified the need to offer different paint and remover formulas to accommodate different field change plans and seasonal factors.

Rapid evolution in the market is pointing toward the need for more of a system-focused rather than product-focused approach. Rather than just shopping for paint in a pail, turf care professionals will be looking for a comprehensive start-to-finish solution for field painting and paint removal, adjustable to varying field conditions and intended duration of use. Our paint lines currently include three different grades to suit different permanence requirements and still

work well with our removers and removal equipment. At the top of our equipment line, our Mantis Hydro-extractor was the first of its kind in the market, specifically designed and engineered to work with our paints and removers to extract paint removal waste from the turf. Thorough extraction is rapidly becoming the standard for paint removal in order to minimize removal residue remaining in the turf, or to be flushed through the turf to potentially interfere with field drainage.

As the market continues to grow in size and field use intensity, we anticipate that the systems required to satisfy this market will also continue to grow in complexity. Future systems will involve increasingly sophisticated products and equipment, combined with technical know-how, placing growing demands on those who provide coatings, removers, conditioners, equipment and the essential technical expertise.

Virtually every synthetic turf product comes from the factory with certain residual chemicals that tend to interfere with field paint adhesion, at least for the first several application and removal cycles. Everyone who has experienced the challenge of applying field paints to newly installed synthetic turf will understand and appreciate the value of a product that is formulated to pre-condition new turf surfaces to make them more paint friendly.

Our metallic paints were produced in response to several client requests and bring a whole new dimension to the art of logo painting.

Our TempLine Turf Green responds to the growing demand for a natural grass product to keep grass green in hot dry climates and to extend the green appearance of grass in dormant periods. This product responds to growing market interest resulting from recent persistent drought conditions across the country.

Further into the future, we see the opportunity for a number of products, including the next generation of our Mantis extractor, and a permanent field painting system for synthetic



turf. On the natural grass side of our business we will be adding colors to our line, a low cost paint mixing station and possibly a growth inhibitor paint option.

Given this increasingly complex combination of materials and equipment, an essential value will be our willingness and ability to share product information and use guidance—to counsel new and existing customers in dealing with a special need or circumstance. It also demands that we be able to share this knowledge in a broad reaching, real time fashion. This becomes even more essential as the number of synthetic field users continues to grow. In response to this challenge, we are gathering and organizing a vast body of knowledge we have accumulated over the early years, then translating and packaging it to make it more readily available to our clients. Our multi-channel communication plan includes the use of more informative product information materials, website content and tools, training materials and the expansion of our service outlets through the addition of qualified distributors and dealers across the country.

One thing everyone can likely agree on is the inevitability of change. The increased use of artificial turf for athletic surfaces represents a sea change that will continue to challenge everyone in our market, including manufacturers and their customers. The opportunities for those of us in the field-marking segment are substantial, but will require new ways of thinking about how the market is best served. Regardless of one's position at the table, the need for information will be at the heart of a successful adaptation to change along with the ability to react with the right products and services. ■

Tools & Equipment

For more information on these and other products, please visit www.greenmediaonline.com/productportal.



Beacon Athletics' Streamliner dryline marker

The Streamliner is simply the best dryline marker in the business. With its variable flow control, Field Testing has proven the Streamliner is the best for the quality of the chalk line while using less chalk than its competition. A heavy-duty steel frame, pneumatic tires, rugged molded plastic hopper, flexible brush agitator, accurate string-line guides, and a one-button retractable handle for easy storage set the Streamliner apart. Available in 2-, 3-, and 4-wheel models with optional Double-Play aerosol paint attachment.

Beacon Athletics



Game Time field marking powder

Louisville Slugger Game Time White Stripe Field Marking Powder is a bright white premium marking powder that is safe and easy to use on any field of play. It complies with the NCAA rules for athletic marking powders and can be used on baseball, softball, football, soccer or any athletic field. Benefits include: Easy to apply; economical; used on any athletic field; harmless to skin, clothes and turf. Recommended for baseball, softball, parks & recreation, youth leagues, football or soccer. Available in 56 bags per palette, 16 pallets per truck load, 896 bags total (50 lb. bags).

Game Time Sports Systems



Tru Mark steel string winder for cordless operations

The heavy duty string winder with reel knob allows for cordless drill connection and quick line retrieval. The steel powder coated unit with ball bearings and 10 inch spool holds 1,500' plus feet of braided twine. The spike handle allows for easy off loading of twine when staking. Line retrieval is as easy as pulling stakes, connecting a cordless drill to the 3/8 inch HDSW post, putting the spike handle in the ground, and pulling the trigger while guiding the line onto the reel. The Tru Mark heavy duty string winder is built for the toughest of conditions and operations.

Tru Mark Athletic Field Marker



Titan PowrLiner Series: dependable line striping

Serious turf managers and athletic organizations rely on Titan line strippers for dependable, precision performance. Built for hard work and long life, Titan's PowrLiner Series offers gear driven and hydraulic sprayers with outputs ranging from .33 to 2.50 GPM, and are capable of striping 106 to 800 linear feet/minute, up to 60% greater than competitive line strippers. For football fields, the PowrLiner 2850 is an intermediate striper designed to handle the rigors of everyday use, but weighs only 160 pounds. For full-time field duty, the PowrLiner 4950 will complete medium- to large-scale turf striping projects quickly and reliably. Add a Titan LazyLiner ride-on driver to further increase speed and productivity. Backed by the best and longest warranties in the industry.

Titan



NewRider 1700 HPA by Newstripe, Inc.

The NewRider 1700 is the economical ride-on high pressure airless striping machine for marking athletic fields. The NewRider 1700 is designed to quickly spray straighter, brighter looking lines and the 25 gallon paint tank will stripe numerous fields without having to be refilled. Additionally, the fully adjustable spray pump saves money by spraying 'just the turf' and 'not the dirt' with any paint. The on-board purge tank eliminates clogging of spray tips and makes clean-up a snap. This model features a hydrostatic drive and a 10.5 hp OHC engine with electric start, and removable gun with 25' hose for stencils.

Newstripe, Inc.



Ultramax Red hose

Underhill International introduces the UltraMax Red, a custom-engineered, heavy-duty hose for parks and sports fields. Featuring Goodyear technology, the UltraMax Red is constructed from EPDM rubber and reinforced with spiral synthetic yarn construction. The Underhill hose is ideal for high working pressures and has burst strength up to 800 psi. UltraMax Red can be used for watering down turf and for equipment clean-ups and site wash-downs. It is kink, tangle and abrasion-resistant, and has machined brass couplings. Available in 25', 50', 75' and 100' lengths and 5/8", 3/4" and 1" sizes. Custom lengths and sizes are also available. UltraMax™

Underhill

Membership Application

SportsTurf MANAGERS ASSOCIATION

Experts on the Field, Partners in the Game.

Note: This form is valid only for first time STMA National members through September. Membership benefits continue through Dec. 31.

Fax to: (785) 843-2977

Or mail with payment to:
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New Members*

As a new members, you receive a FREE conference registration, value \$375, to be used within 3 years! Just indicate your status on the conference registration form.

Did someone refer you to STMA? We would like to thank them, and reward them with an STMA \$100 voucher.

Person who referred you:

Facility name:

Membership Category:

- Sports Turf Manager \$55
 Sports Turf Manager Associate* (Additional member(s) from the same facility) \$55

Please select the primary facility type where you are employed:

- Professional Sports Higher Education Schools K-12 Parks and Recreation

- Academic \$55
 Student (verification of enrollment) \$25
 Commercial \$148
 Commercial Associate* (Additional member(s) from the same commercial company) \$75

- Affiliate (Person who is indirectly or on a part-time basis, involved in the maintenance/management of sports fields) \$50

- Retired \$50

- Chapter Dues (contact headquarters for amount)
Chapter name) _____ \$ _____

- Contribution To SAFE Foundation (research, education and scholarship): \$ _____

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*There must already be a national sports turf member from your facility or commercial member from your company before you may sign up in the Associate category.

Phone: 800-323-3875

www.STMA.org

*Not been an STMA national member since 2000. New student and affiliate memberships do not qualify for the free conference registration. However, all members are eligible to receive the \$100 voucher for referring a new qualifying member.

In order to receive the FREE conference registration, you must be a current member in the year that you use the registration.

MILTON HERSHEY SCHOOL (PA)

Middle Division Football Field



■ **Category of Submission:** Schools/Parks Football

■ **Sports Turf Manager:** Jason Bowers, CSFM, and Joe Barr

Editor's note: Jason Bowers is now with Virginia Tech University. Some of the information below refers to him.

■ **Title:** Athletic Field Technician

■ **Education:** Associate's degree in turf and landscaping

■ **Experience:** With my associates in Landscape and Turf Management from Virginia Tech, I was the Sports Turf Manager at Tech from 2004-2009. I received my CSFM in 2007

and won the STMA College Football Field of the Year award in 2008. In 2010, I became the Sports Turf Manager at the new Philadelphia Union Major League Soccer stadium in Philadelphia, PA. Then in 2011, I started work at the Milton Hershey School in Hershey, PA at the Catherine Hall middle division athletic facilities.

Joe Barr assisted with the outdoor athletic fields for 7 years at the Milton Hershey School before I became the Athletic Field Technician and his supervisor. It was my intention to groom Joe to eventually take over as the head Athletic Field Technician for the MHS Catherine Hall facilities. I mentored Joe and

taught him how to calibrate spraying equipment and fertilizing equipment and tried to help him understand new and easier layout plans and paint designs.

■ **Full-time staff:** Jason Bowers, CSFM, Joe Barr, and Caleb Nippert

■ **Original construction:** 2008

■ **Rootzone:** Native soil

■ **Turfgrass variety:** Turf-type tall fescue, Kentucky bluegrass, and some perennial ryegrass

■ **Overseed:** Kentucky bluegrass and perennial ryegrass mix (90% to 10%, respectively)

■ **Drainage:** Herringbone pattern

About Milton Hershey School

Milton Hershey School is a cost-free, private, coeducational home and school for children from families of low income. The school is funded by a trust established by Milton S. Hershey and his wife Catherine. Milton Hershey School offers a positive, structured home life year-round and an excellent pre-kindergarten through 12th-grade education. Our vision focuses on building character and providing children with the skills necessary to be successful in all aspects of life.

WHY STMA SHOULD CONSIDER YOUR FIELD A WINNER?

The Milton Hershey School (MHS) was founded in 1909 as a school and home for orphaned boys. Today the MHS provides a cost-free, private, coeducational school and home for children from low income families and those with social need.

Catherine Hall is the middle division of the school, grades 5 through 8. In 2005 the Catherine Hall football field was constructed, outfitted with irrigation, a herring bone drainage system, and seeded with a tall fescue and Kentucky bluegrass mix.

In 2012, I became the Athletic Field Technician, overseeing the Catherine Hall facilities. Having previously worked with collegiate and professional sports teams, my expectations for field quality were high. At Catherine Hall, there are only two full-time employees charged with the care of all outdoor athletic facilities, myself and my assistant, Joe Barr.

My initial assessment of the football field found the soil to be compacted and the center of the field worn away. We seeded and topdressed with compost between the hashes and used an AerWay

aerator machine twice a week to relieve compaction. We reduced aerating to once a week after the season started, but the turf maintained its density.

Initially, we were using an older model paint machine that was slow and used a lot of paint. I met with the athletic director and explained how a newer, self-propelled paint machine would cut our time in half and drastically reduce our paint use. We decided to purchase a self-propelled machine that arrived only 1 week before football tryouts.

Joe explained that, before my arrival and using the old paint machine, they would only paint the lines, field numbers and hash marks down the center of the field. We decided it was time to do more and widened the sidelines and goal lines to 8 inches, added yard marks, and painted the coaches boxes solid white. We used a leftover bucket of brown paint to line both sides of the 20 yard lines to represent the red zone. The coaches marveled at the field's appearance and appreciated having a full stand of grass in the center of the field. Spectators commented that the field looked like that of a professional team and the greatest compliment came from the players saying how proud they were of their field.



Field of the Year

After a very successful and rewarding football season, Joe's interest in athletic field's management grew. Over the winter months, Joe was out on medical leave and I would send him sports turf-based questions to quiz him on spreader and sprayer calibration, fertilizer selection and calculations, etc. I found mentoring Joe to be extremely rewarding and his passion for learning reenergizing to me.

In April of 2013, my wife and I moved to Maryland, leaving my position open for Joe to apply. In order to become an Athletic Field Technician, he had to pass an employment test administered by the MHS. Joe passed the test with a perfect score and to hear the joy in his voice when he called to tell me was one of the greatest feelings I ever had as a sports turf manager.

SportsTurf: What channels of communication do you use to reach coaches, administrators, and users of your facility? Any tips for communicating well?

Joe Barr: In 2012 Jason Bowers, CSFM and our AD Dr. Sheila Deitrich decided it was time to include the athletics grounds crew in all necessary meetings. There is nothing better than a hand shake, face to face conversation. My assistant, Caleb Nippert, and I continue this today. We meet with the athletics managers every Monday. Every Wednesday the varsity athletic field tech, Mike Orban, and I meet with our supervisor, Phil Shirk, the manager of grounds and landscape. Every Friday Phil and I meet with Dr. Deitrich. Before every season we hold a meeting with the entire athletic staff.

One tip I would offer: Just be honest with all. Honesty goes a long way during a long season.

ST: What are your specific responsibilities? What is your favorite task? Least favorite?

Barr: I perform all duties required to prepare, maintain and repair all athletics fields and neighboring intramural fields. Duties include fertilizer, pesticides, herbicides, irrigation and field lay out for football, baseball, softball, soccer, field hockey, cross country, and track and field.

My favorite is baseball, I love it. I could work on a baseball field from dawn to dusk. I have no least favorite. Milton Hershey School treats us very well. I enjoy coming to work every single day.

ST: How did you get your start in turf management? What was your first job?

Barr: After high school I played in a fast pitch softball league. I was one of very few volunteers to do field maintenance. From 1999 to 2011, I volunteered and led a field crew on many projects for the Annville Youth League and the Palmyra Baseball League. I really got the turf bug in 2003 when we completely rebuilt an unused baseball field. We completed it with backstop, dugouts, fencing, bullpens, and infield. We had NO large equipment help. All this was done with a lawn tractor and hand tools (I am not joking). We did it again at another location in 2008. That's when I decided this was what I really wanted to do and starting attending turf clinics at Lebanon Valley College and Penn State.

My first actual sports turf job was 6 years in the making. With a very limited turf background but an obvious passion for this type of work, MHS and Mr. Shirk took a chance on me. I worked grounds maintenance and assisted on athletics. Mike Orban was the one that had the task of introducing me into the real turf world. I am a hands-on type person, not great in a classroom. Show me how and I will not forget.

Mike had the patience to take the time to show me how. After I earned his trust, he would allow me lead many projects. I appreciate him very much for that. In 2012 Jason Bowers, CSFM was hired as Athletic Field Tech. I then became his assistant. Jason knew how bad I wanted to become an athletic field tech, he also knew I was not a classroom guy but I had to become one to pass my test. Well, he took me to school. We studied and he drilled me with questions every spare moment we had. He made me calibrate everything, every time. He would have questions on my desk waiting for me. When I was off for my shoulder surgery, Jason would e mail me from his home with questions. Jason then had me develop our 2013 turf program. In April 2013 I not only passed my MHS athletic field tech test, I aced it. I cannot thank him enough for what he did for me.

ST: What practices do you use to keep your infield skin in peak condition?

Barr: So glad you asked this question. Caleb Nippert and I completely repaired our baseball infield last fall. There is no substitute for hard work and attention to detail. A little damp moisture in the morning (not muddy or sticky) is ideal. Next a nail drag is perfect to work up about a 3/8" cushion. Then use a drag mat to get that perfect finish. After games and practices, pay attention to the area around the bases. Leading off the base and sliding will make holes. This needs to be pulled back and possibly rolled firm. Also pay attention to the lip around the infield. Good dragging technique and raking will go a long way in preserving this area. Pitching mound and batter's boxes need repaired and tamped after every use.

ST: What changes if any are you considering or implementing for the winning field in 2014?

Barr: Mike, the varsity field tech, his assistant Rich Guttendorf, Caleb, and I are always willing to learn better and safer practices for our student athletes. We attend conferences, clinics and openly discuss practices with others in the industry. Time management is something we are battling the most. We have two techs with two assistants for Varsity and Jr. High. We have multiple fields for nearly every PIAA sport. Our facility is used by many outside organizations as well as daily physical education classes. Timing is everything for us.

ST: How do you see the Sports Turf Manager's job changing in the future?

Barr: Continued education and the growth in sports medicine will become a big part of our position. More fields are being built. There are more athletes at younger ages with all the travel leagues and after school programs. We need to concentrate on maintaining safe, playable fields. One of the very best sources for any sports turf manager is the STMA yearly conference. Last year was my first time. I was blown away at all the knowledge that was openly shared in the seminars, in the halls, in the restaurants. Everyone is willing to share everything to help each other learn more. From someone that never attended a full time college, I cannot express how important that is to me. This is a conference that should not be missed. Team owners, athletic directors, and supervisors at any level should consider sending their turf crews. Knowledge is power. ■

STMA would like to thank Carolina Green, Ewing, Hunter Industries and World Class Athletic Surfaces for their continued support of the Field of the Year Awards Program.

For more on the latest news, please visit www.sportsturf.com and www.stma.org.

STMA 2015 Board of Directors nominations are open

The STMA Nominating Committee invites voting members to submit their interest in serving on the 2015 STMA Board of Directors.

All volunteers must be voting members of STMA. The Director positions that are open include:

- **Professional** - Must be a Sports Turf Manager or Sports Turf Manager Associate who manages sports fields used by professional athletes.

- **K-12** - Must be a Sports Turf Manager or Sports Turf Manager Associate who manages sports fields for institutions that provide education to students in grades K-12.

- **Commercial** - Must be a consultant, architect, designer, contractor, management company, distributor, manufacturer, in sales, etc. The company must be engaged in a com-

mercial enterprise providing services and/or products to the sports turf profession.

At-Large (elected) - Voting member from any category of membership.

- The STMA Board of Directors sets policy and strategic direction for the programs and services of the association and is accountable to the membership. Board members meet four times per year for a day-and-a-half meeting, chair one or more committees, and have responsibilities during the Annual Conference and Exhibition. The board meetings are held in January, March, July and October and are typically located at a future or potential conference location. STMA covers the costs for its board members to participate in these meetings.

For more information on the roles and responsibilities of a board member, contact

STMAinfo@STMA.org or by phone, 800-323-3875 to request a copy of STMA's Board of Directors Handbook.

To have your name considered to be placed on the ballot by the Nominating Committee, go to STMA.org, fill out a Board Volunteer Interest form and submit it by August 29. Per the Bylaws, the Nominating Committee is chaired by the Immediate Past President, who is James Michael Goatley, Jr. PhD. A member from each category of membership up for election must be represented on the Nominating Committee. The committee will begin its work to refine the slate in September and October. The slate will be provided to the membership through an electronic ballot in late November. New Board Members will take office during the STMA Annual Meeting on January 15, 2015. ■

STMA's Environmental Facility Certification program begins Phase I of its pilot

The STMA Environmental Committee is piloting the first iteration of an environmental assessment tool. Six sports turf managers volunteered to implement it and provide feedback on its relevancy, utility and applicability. The information from these volunteers will help the committee adjust the self-assessment tool so that it can test it with a broader group in Phase 2. Phase 1 should be

completed by the end of this month; Phase 2 by November. A full roll-out of the program is planned at the 2015 STMA Annual Conference in January in Denver.

The electronic assessment tool includes sections on General Facility & Resource Information, Stormwater Management, Fertilization, Pesticide Management and Integrated Pest Management, Recycling, Composting, Mowing, Energy Conservation, Shop Buildings and Storage Areas, Irrigation, and Educational Outreach.

Unlike STMA's Certified Sports Field Manager (CSFM) certification, this certification will be awarded to a facility, not to an individual.

Members of the 2014 Environmental Committee include Chairman Tim Van Loo,

CSFM; Ryan Bjorn; Amy Brackin; Richard Calarco, CSFM; Jim Catella; Steve Dugas, CSFM; Blair Elliot; Beth Guertal, PhD; Kevin Mercer, CSFM; Justin Moss, PhD; Dean Pearson; Joel Rieker; Gwen Stahnke, PhD; Mike Trigg, CSFM; Gary Tubesing; Vickie Wallace; Rich Watson; and Barret Werner.

This environmental focus has been underway since 2010 when a Task Group was appointed by President Chris Calcaterra, M.Ed., CSFM, CPRP under the leadership of Jody Gill, CSFM. It was installed as a standing committee in 2011 by President Troy Smith, CSFM, and led by Chairman Kevin Trotta. For the next 2 years, Mike Tarantino, CSFM, chaired the committee as it began developing this concept, and creating environmental tools and resources for members. ■

Unlike STMA's Certified Sports Field Manager (CSFM) certification, this certification will be awarded to a facility, not to an individual.

STMA continues New Membership Incentive promotion, referral rewards

STMA is continuing its successful New Membership Incentive program, citing the extremely favorable reception it has received. The program offers a number of incentives to new members and a referral bonus program, both designed to help the association build on its continued growth.

New Member Benefits

Through the program, new members—those indi-

viduals who have not been an STMA national member since 2000—are eligible to receive a free conference registration (valued at \$375, to be used within 3 years) when they purchase an STMA membership. This new member offer is valid for the association's sports turf manager and commercial categories, including individuals at the associate level (sports turf manager and commercial associates). Unfortunately, new

affiliate and student members are not eligible for the free conference registration benefit.

To see if you qualify for the free conference promotion, please visit www.STMA.org or call the STMA office at 800.323.3875.

STMA referral rewards

All STMA members are eligible for the association's new referral rewards program. Any current member who refers a

new qualifying individual that signs up for a membership will receive a \$100 voucher that can be used on a variety of items, including STMA merchandise, conference registration fees or membership dues. There is no limit to the number of new recruits a member can refer; he/she will receive the \$100 voucher incentive for each new person they refer who signs up.

Stay tuned for more details at www.STMA.org! ■

Making Memories in the Mile High City with former Denver Broncos All-Pro linebacker and 2015 Conference keynote speaker Karl Mecklenburg



Celebrate STMA's 26th conference and exhibition in Denver with all the exceptional sessions, seminars, and workshops you've come to expect from the industry's premier sports field association. Nestled in the foothills of the Rocky Mountains, Denver is one of America's most unique travel destinations with a myriad of unique neighborhoods that feature a cuisine, attraction, or interest for every taste. Join your peers January 13-16, 2015 in this exciting city for the ultimate learning event of the year.

Not to be missed will be the conference's keynote speaker, former Denver Broncos All-Pro Linebacker Karl Mecklenburg. According to his biography:

Former Denver Broncos Captain and All-Pro Linebacker Karl Mecklenburg rose from being a college walk-on and a 12th round draft pick to

a pro career that included six Pro Bowl and three Super Bowl appearances. Considered the NFL's most versatile player, Karl played all seven defensive front positions. Bronco coaches wanted him at the point of attack and would move him throughout the game. There were many games where Mecklenburg played all seven positions in the course of a single game.

In 2001, Karl was inducted into the Denver Broncos Ring of Fame and the Colorado Sports Hall of Fame. Karl has been a semi finalist for the Pro Football Hall of Fame each of the past 3 years.

Karl is a member of the National Speakers Association. He enjoys speaking to a variety of groups, and his story is both humorous and inspirational. The lessons life in the NFL taught him about teamwork, courage, dedication, desire, honesty and forgiveness, and goal setting are his "Six Keys to Success." ■