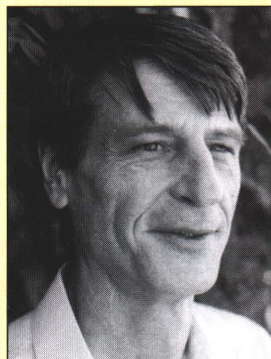


# THE FRONT OFFICE

## OPINION PAGE



### Outreach Services Increasing

No doubt rumors have leaked out, but let's make it official: your magazine, *sportsTURF*, is now distributed globally on the wide, wonderful world of the Internet. If you don't believe it, simply crank up your computer and modem and punch in <http://www.aip.com>.

Once there, you'll find an entire green industry catalog of information for your perusal. Besides this issue of *sportsTURF*, we are working on archiving several years' worth of past magazines. We'll also be constantly updating and expanding our industry news, calendar and product information. If you're shopping for equipment, our suppliers' database is one of the best places to start. You can instantly access the names and numbers of virtually all the manufacturers and suppliers of the type of product you need. Our horticultural net allows you to access other magazines in the green industry — like *Arbor Age*, *Landscape & Irrigation* and *Outdoor Power Equipment*, to name a few. They all have extensive information on their own industry events, news and products. In the near future, we will have even more options available, like live "chat" rooms that will let you speak to industry professionals on just about any topic.

On a more personal, less electronic level, the STMA has other outreach programs scheduled. A news release announcing Steve Trusty as the new executive director of the association says, "With the change, STMA plans to increase its outreach activities in areas of new members, membership services and chapter development assistance." In doing so, Steve will be carrying forward the fine tradition at which former Executive Director Bret Kelsey labored so hard.

Speaking of this tradition, Bret mentioned in the last issue of *Sports Turf Manager* that "plans are in place for a booth at the Baseball Winter Meetings Trade Show" and "a lot of hard work is done at the chapter level." Reading this, we couldn't help be reminded of Steve Guise of STMA's Southern California Chapter. It was Steve who devoted his time to setting up and staffing the STMA booth at the Baseball Winter Meetings. Steve was also credited, by Mike Urairie of California State University at Fullerton, for "pulling together" the reconstruction of that school's baseball field. Thanks to Steve Guise and the other STMA members who donated about \$40,000 worth of time, expertise and products, the college World Series champs no longer have a "field of screams" but a field they can be proud of. It was an STMA outreach that many people at Fullerton will remember for a long time.

# EVENTS

## CALENDAR

### February

**1-2** International Sport Summit 96. Atlanta Hilton & Towers, Atlanta, GA. Contact: E.J. Krause & Associates, (301) 986-7800.

**1-3** Midwinter Conference, sponsored by the Turfgrass Producers International. Austin, TX. Contact: TPI, (800) 405-TURF or (708) 705-9898.

**5-11** Golf Course Superintendents Association of America International Golf Course Conference and Show. The Peabody Orlando, Clarion Plaza Hotel and Omni Rosen Hotel, Orlando, FL. Contact: GCSAA, (800) 472-7878.

**8** Northeastern Pennsylvania Turfgrass and Grounds Maintenance School, sponsored by Penn State University and the Pennsylvania Turfgrass Council. Mountain Laurel Resort, White Haven, PA. Contact: Andrew McNitt, Penn State Dept. of Agronomy, (814) 863-1368 or PTC, (814) 863-3475.

**8-10** "Olympic Visions: The Design Approach ... A Collaborative Effort," sponsored by ASLA, New Jersey Chapter. Ocean Place Hilton, Long Branch, NJ. Contact: Gail DeFino, (201) 379-1100.

**15** Deadline for early-bird discounts on exhibit space for GIE '96 in Cincinnati, OH. Contact: Eleanor Ellison, (770) 973-2019.

**15** Winter Grounds Maintenance Seminar, sponsored by Penn State Cooperative Extension. Kutztown Grange Hall, Kutztown, PA. Contact: Judith Schwank, (610) 378-1327.

**16-17** Tampa Bay Horticultural Trade Show, sponsored by the Tampa Bay Wholesale Growers Association. Tampa Convention Center, Tampa Bay, FL. Contact: (813) 960-1457.

**24-28** Thirty-third annual conference and show, sponsored by the Western Canada Turfgrass Association. Victoria Conference Centre, Victoria, BC. Contact: Bob Wick, executive director, (604) 467-2564.



**26-1** University of Wisconsin School of Turfgrass Management, UW-Madison campus. Contact: Lee Gottschalk, (608) 263-1672.

**27-29** Western Pennsylvania Turf Conference and Trade Show, sponsored by the Pennsylvania Turfgrass Council. Pittsburgh Expo Mart/Radisson Hotel, Monroeville, PA. Contact: Thomas Bettle, (412) 796-5692, or PTC, (814) 863-3475.

**28-29** Southern Illinois Grounds Maintenance School, sponsored by the University of Illinois, Urbana-Champaign, College of Agriculture Cooperative Extension Service. Gateway Convention Center, Collinsville, IL. Contact: Ron Cornwell, (618) 692-9434.

## March

**2-5** Forty-seventh Canadian Turfgrass Conference and Trade Show, sponsored by the Canadian Golf Superintendents Association. Vancouver Trade & Convention Centre, Vancouver, BC, Canada. Contact: Andrea Franks or Chuck Desveaux, (905) 602-8873 from U.S.; (800) 387-1056, within Canada.

**6** Integrated Pest Management Conference, sponsored by Penn State Cooperative Extension. Villanova University. Contact: David Suchanic, (610) 489-4315.

**8** Seventh Annual Turf Management Seminar, sponsored by Cuyamaca College Botanical Society and UC Cooperative Extension. El Cajon Community Center, El Cajon, CA. Fee: \$45. Contact: (619) 670-1980, ext. 262.

**11-12** Turfgrass Field Days, sponsored by the University of Florida, Gainesville. Contact: Dr. Bert McCarty, (904) 392-1831 or Dr. John Cisar, (305) 475-8990.

**13** "Shigo on Trees — A Systems Approach to Tree Care," presented by The National Arbor Day Foundation. Manchester East Hotel & Suites, Milwaukee, WI. (Also offered March 15 in Nashville, TN.) Contact: (402) 474-5655.

## April

**24-26** Pacific Equipment & Technology Expo (PETE '96). Las Vegas Convention Center, Las Vegas, NV. Contact: (800) 525-7383 or (510) 370-2200.

*Send announcements of your events  
two months in advance to: Editor,*

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