

Strengthening the sports turf industry

Take advantage of shared expertise to produce your best fields

The mission statement of the Sports Turf Managers Association (STMA) is, "To be the recognized leader in strengthening the sports turf industry and enhancing members' competence and acknowledgement of their professionalism."

The statement echoes the belief of STMA's founders that athletic fields could be better through the sharing of knowledge and the exchange of ideas. Leaders such as the late Harry "Pops" Gill (Milwaukee County Stadium), the late Dr. William Daniel (Purdue University), Dick Ericson (Minneapolis Metrodome) and George Toma (NFL, Kansas City Royals and Chiefs) helped see that concept to fruition with the birth of the STMA in 1981.

Today, sports turf managers represent a nearly \$2 billion industry. Sports turf managers oversee more than 4.05 million acres at more than 35,000 facilities throughout the country.

STMA members work to combine the science of growing turfgrasses and the art of maintaining both natural and artificial athletic field materials to produce safe and aesthetically pleasing playing surfaces.

STMA represents all segments of the sports turf industry with individuals involved in the management of school district, university, municipal/parks and recreational facilities as well as the facilities used by professional athletes.

Membership also includes full-time students; those involved in research, extension or teaching; landscape contractors; and commercial affiliates.

Sports played on member facilities include baseball, bocce, cricket, field hockey, football, lacrosse, lawn tennis, polo, racing, rugby, soccer, and softball.

Building on a solid foundation

According to Mike Andresen, athletic turf manager at Iowa State University, mem-

ber of the STMA Board of Directors, and Membership Committee Chair, the organization provides and develops education and networking opportunities that help sports turf professionals enhance their competence.

"Each member I know strives to become a better professional each day at work and we are now starting to really build on the strong foundation that our veteran members have established," said Andresen. "The marketing of the association is ready to go into full force, and its intent is to let the world know that sports field areas need to be managed by a professional sports turf manager."

According to Andresen, the new STMA website is exciting and will evolve into the most important daily resource for sports turf professionals. "The new mentoring program, which is slated to be unveiled at the January conference in Las Vegas, will help ensure new members get off on the right foot, receive the special attention sometimes needed to feel welcome, and get the best bang for their buck. The new chapter offerings are helping chapters become stronger by giving them the ability to offer more to their hometown members. Marketing is placing emphasis on educating administrators, owners, and coaches to the unique qualities required to be successful in our profession. Educationally, STMA is exploring many opportunities to expand the technical offerings that members can take advantage of."

"It has been a busy STMA office for many years, as growth has been impressive," said Andresen. "The Y2K member survey assisted in the development of a precise and aggressive strategic plan. We are heading into exciting times for STMA, and becoming a member now will ensure that the dream our founders had in 1981 will be a realization that we all can take advantage of in 2002."

STMA member benefits

STMA Membership Roster & Resource Manual: This could be one of the most important books in your library. Included in your Roster is contact information for your peers as well as all of STMA's commercial members, giving you a direct link to all your product and service needs.

SPORTSTURF Magazine: STMA's official publication, which is dedicated to providing articles and information to make your job easier.

Sports Turf Manager Newsletter: A "members only" publication, the newsletter provides the opportunity to "get the word out" regarding your issues and views.

STMA Job Hotline: Members can call, fax or e-mail job listings to headquarters that will be recorded onto the hotline. Members can call the job hotline (712-366-1145) at any time to check listed openings.

STMA Web Site: The Web site (www.sportsturfmanager.com) offers information on all aspects of the industry and the STMA. New features will include books and mer-

chandise, an "Ask the Experts" section, links to research and Chapter sites, direct contact to board members, and several new features in the "Members Only" section.

STMA Annual Conference & Exhibition: The 2002 conference will be held Jan. 16-20, with educational sessions at the Riviera Hotel & Casino and the exhibition at the Cashman Center in Las Vegas. The 2003 conference will be held Jan. 15-19 at the Hyatt Regency on the Riverwalk and the San Antonio Convention Center.

SAFE Foundation: This Foundation was formed, "To support sports field specific research, educational programs and environmental concerns to promote user safety." The Foundation also serves as the administering body for the scholarship programs. The SAFE Foundation board voted to award \$15,000 in scholarships and expenses for 2001.

Award programs:

Awards are given each year for the following: STMA Baseball Field of the Year, STMA Softball Field of the

Year, STMA Football Field of the Year and STMA Soccer Field of the Year.

The STMA Founders Awards given annually include The Dick Ericson Award, The George Toma Golden Rake Award, The Dr. William H. Daniel Award, and the Harry C. Gill Memorial Award.

Then there's the Certified Sports Field Manager (CSFM) Program. STMA implemented the CSFM Program in 1999 to establish credentials signifying a specific level of expertise; open up career opportunities, and promote the sports turf manager and the profession; provide recognition for the performance of those responsible for managing all sports fields; create better salary opportunities; stimulate and motivate improved performance; and increase opportunities for education and training.



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ON-LINE ESTIMATES AND MORE



Your home field advantage!

Athletic Field Services' new website, www.athletic-fieldservices.com, is up and running. Since 1994, the company has constructed, renovated, and maintained athletic fields for schools and universities to municipalities and professional sports teams. Their website informs visitors of its many capabilities and current devel-

opments in the sports turf business. There are testimonial reviews of current and previous sites, and estimate requests for construction, and renovation can now be made on-line.

The site offers an on-line shopping cart containing all of its sports turf products for managing and maintaining sports field turf. A master list is organized for the client to review before the order is placed. The order is then e-mailed back to Athletic Field Services for confirmation.

Joe Zelinko, owner, says, "This is the first step for our customers to be able to go to our site, place and review their product orders, get caught up our most recent turf projects, and link to all appropriate associations and sites that will keep them in the know about information in the sports turf arena. Our next step is to take credit card orders for our products on-line."

Services provided in field construction, renovation and maintenance include: Excavating, Laser Guided, Grading and Soil Modification; Drainage Design and Installation; Irrigation Design and Installation; Sports Field Analysis and Consulting; Turf Establishment (Seed or Sod); Turf Disease, Insect and Weed Control; Full Sports Turf Management Programs; Sports Turf Field Lining and Graphics (NFL Style); and Sports Field Design and Specification (for Architect, Owner and Bid Purposes).

Athletic Field Service/800-897-9714.

For information, circle 185



LED DISPLAY SCOREBOARDS

OES Inc. handles a complete line of full-size scoreboards as well as four-sided boards, portables, shot clocks, or customized designs to meet specific needs. Each scoreboard is housed in an aluminum cabinet with standard models for hockey, baseball, basketball, football, soccer, and curling. A remote intelligent controller-hardwired or radio frequency wireless-is also included with each purchase. To ensure maximum visibility, indoors and out, each scoreboard is built with LED digit displays in of red, yellow or green. LED displays are cost-efficient, require no maintenance, and are low in power consumption, says the manufacturer.

OES Inc./519-652-5833

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PORTABLE GENERATORS

Coleman Powermate has a new line of Honda-powered portable generators available,

ranging from 5,500 to 6,500 watts. All three new models have Honda GX overhead valve engines that shut down automatically if oil runs low; one model features electric start. Each model has tires, fold-down handles, and 5.6-gal. metal gas tanks. A special idle control reduces engine speed and noise when the electrical load subsides.

Coleman Powermate/800-445-1805

For information, circle 183

Jaydee Drive Liner



The Jaydee Drive Liner is a self-propelled riding line marker. The 35-gallon paint tank carries enough marking material for a complete game field, or several practice fields. The 2-gallon flush tank cleans the discharge lines for work breaks, travel, or overnight. The center or side-mark spray shields are always operator-visible. A nearly zero turning radius reduces or eliminates back and turn maneuvers.

Jaydee Equipment Company

202 East Joliet Highway, Box 278

New Lenox, IL 60451-0278

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Around the Grounds



HAVE A SEAT

Solve your seating, trash and beautification needs with long-lasting, durable concrete tables, benches, waste receptacles, cigarette urns, bollards, planters and drinking fountains. All products are reinforced with welded rebar and manufactured with a 5-6,000 psi strength concrete for superior strength and durability. Products available in exposed aggregate, smooth and light sandblasted finishes. The company welcomes custom design inquiries.

Petersen Mfg / 800-832-7383
For more information, circle 178



OUTDOOR LIGHTING CONTROL

TORK has available a phototimer that can help energy costs. The electronic twist lock unit controls outdoor lighting by conventionally turning "on" at dusk. But then this product, without the need for a separate time switch, shuts "off" the lights during the night for applications where they are no longer needed. Models can be ordered with different predetermined time off settings and are available with various input voltages and light sensors. Units fail in the "on" mode for safety purposes. Brass prongs to fight corrosion.

TORK/914-664-3542

For information, circle 184

Commercial membership

Suppliers are welcome and valued members of the STMA. The association and its members are aware of the essential role commercial members play in the success of athletic field management programs. The industry's professional and technological advancement is achieved by working together for the common goal—the best possible sports surfaces for all levels of play.

Company in STMA's annual membership roster lists commercial members. The company provides a 25-word statement to include with their main contact listing. This tells about the company and the goods and/or services they provide. The roster also lists basic categories—fertilizers, seed, equipment, etc.—and each company is asked to select the categories under which they should be listed.

Commercial members receive all the mailings: *SPORTSTURF* magazine each month, the bi-monthly *STMA* newsletter, annual Conference brochure and packet, a copy of the roster, and a copy of the *STMA* annual compendium of articles by or about sports turf managers and their programs, and other key industry concerns.

Both the magazine and newsletter contain news of *STMA*'s regional Chapters and their events. Commercial members may also request the *STMA* mailing list once each year.

Commercial members qualify for the member rate for exhibit space at the annual Conference & Exhibition (held in mid-January each year).

For more information about the *STMA*, its chapters and the conference, visit www.sportsturfmanager.com.



STAY UP AND RUNNING

K-Series generators offer extended life, long run times, easy starting and exceptional voltage regulation. Delivering from 2,500 to 5,500 watts, the generators feature dependable, Kawasaki OHV engines with automatic compression release for easy starting and an automatic electric voltage regulation of 6 percent for protecting hand tools and electronic devices. The generators feature a full one-year warranty and super quiet mufflers that significantly reduce sound levels.

John Deere / 919-877-0877

For more information, circle 176



WIRELESS CONTROL

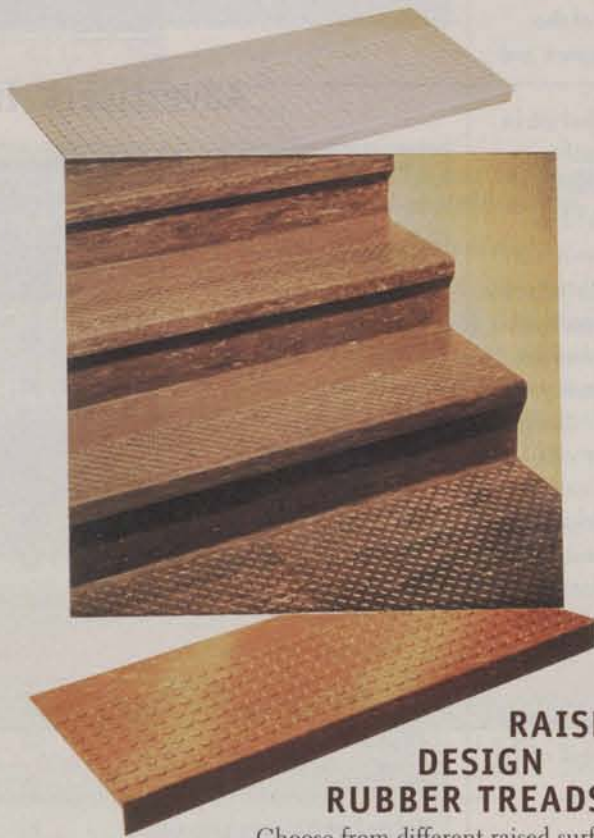
Interference-free radio (wireless) control scoreboards feature 2.4 GHz Frequency Spread Spectrum technology. Costly data cable installations and connection problems have been completely eliminated. Multiple channel options and extended ranges provide for almost any scoreboard configuration. In addition, transmitter modem and antenna are completely enclosed inside control console for maximum component protection and ease of handling.

All American Scoreboards / 800-356-8146
For more information, circle 179

THE TRADE SHOW SPECIAL

Able to resist wind and rain while maintaining a distinctive look, the V-Necked Lined Windshirt is made of 100 percent taslan nylon with a light nylon lining. It also has a rib knit V-neck collar, cuffs and a waistband with pencil stripe accent. Its oversized fit is ideal for the active wearer. The machine-washable shirt is available in black, navy or spruce with sizes ranging from medium to 3X large.

American Identity / 816-943-5000
For more information, circle 180



RAISED DESIGN RUBBER TREADS

Choose from different raised surface patterns of disc, diamond or square to create any desired effect. All treads are molded in thick, flame-resistant solid rubber with marbled or plain textures. High-traffic stairs become safer, more durable and colorful with tread. Matching floor tile and risers will complete your flooring system.

Musson Rubber / 800-321-2381
For more information, circle 181

Your total maintenance solution



Highlander SPORT®
mini utility truck

The Broyhill **Highlander SPORT®** gives you fast, comfortable performance plus ultimate versatility. Mid- and rear-hydraulic lifts accept ballfield finisher, spiker/roller, sprayers, vacs, line markers and more. Operators enjoy the ergonomic design, easy-reach wraparound cargo box, and 16-hp, 3-wheel zero-turn drive.

Fastliner line-marking system (shown on the Highlander SPORT®) is ideal for ballfields and parking lots. Non-clog system paints evenly at up to 15 mph.

Fastliner paint concentrate creates rain-resistant, brilliant white lines even on poor surfaces. Paint stays suspended up to 14 days in the Fastliner system.

For product details or dealer information:
1-800-228-1003
www.broyhill.com



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