President's Message

Troy Smith, CSFM

troy.smith@broncos.nfl.net



Storms' long-term impact unknown

HE DEVASTATING SPRING AND EARLY SUMMER STORMS throughout the country have affected so many lives. The long-term impacts are unknown, though we know they will be considerable. One known factor, however, is the volunteer spirit of our individual members and our affiliated chapters. Resilience and the ability to give back are in the core makeup of sports turf managers. I commend all of you who are assisting in the efforts to repair communities, and especially in rebuilding sports fields that can help to bring back a sense of normalcy to neighborhoods. STMA can help to provide informational resources and guidance in reconstruction of fields, so please contact our headquarters and let us know where we can help.

July offers two significant opportunities to recognize our members. It is National Park and Recreation Month and Smart Irrigation Month. Twenty-four percent of our membership works in parks and recreation. This is the largest portion of our membership, and also one of our segments that has been substantially damaged by budget reductions. I congratulate our parks and recreation members for their ability to "do more with less" and their commitment to provide safe fields for play.

Smart Irrigation Month offers all sports turf managers the opportunity to demonstrate their management practices that save water. Long before a month was dedicated to "smart irrigation" our members were the original water stewards, reducing use, planting drought tolerant turfgrasses and landscaping and finding ways to reuse water. I encourage all of you to take advantage of this month to promote your water management expertise to your employers and to the users of your fields. Our upcoming conference in Long Beach has a focus on water and several academics will present the latest water management strategies.

As we get into the heart of the summer, please remember to include a Field of the Year submittal in your plans. Now is the perfect time to photograph your field and do the Playing Conditions Index (PCI) assessments that are required. For the first time, the Field of the Year application is electronic, which will help you to organize the information that you need to submit and streamline the process. The deadline is October 15. This is the same deadline to submit a Founders' Award nominee. Our Founders' Awards are named in honor of those who created STMA, and they continue recognize those who are great contributors to the profession. Please take a moment to nominate someone who has impacted our industry. Our association is filled with many deserving members, and as you know, our peers are also very humble. It is up to us to bring them into the recognition spotlight.

M2MEDIA360 PRESIDENT/CE0

Marion Minor

VP OF FINANCE AND OPERATIONS Gerald Winkel

VP OF CIRCULATION AND COLLATERAL SALES Joanne Juda-Prainito

PRODUCTION & OPERATIONS DIRECTOR Mary Jo Tomei

DIRECT MAIL LIST SALES Cheryl Naughton 678-292-6054 cnaughton@m2media360.com

SUBSCRIPTION SERVICES Phone 847-763-9565 Fax 847-763-9569

REPRINTS Cheryl Naughton 678-292-6054 cnaughton@m2media360.com

Account Representatives:

Joy Gariepy 16267 W. 14 Mile Rd., Ste 202 Beverly Hills, MI 48025 • Ph: 248-530-0300, ext. 1401 igariepy@m2media360.com

Bruce Loria 626 Wilshire Blvd., Ste 500 Los Angeles, CA 90017 • Ph: 213-596-7226 bloria@m2media360.com

Classified Sales/Marketplace:

Glenn Datz Phone: 213-596-7220 Fax: 213-624-0997 gdatz@m2media360.com

PUBLISHER'S NOTICE: We Assume No Responsibility For The Validity Of Claims In Connection With Items Appearing In Sportsturf. Reader Service Numbers Are Given To Facilitate Further Inquiry. Commercial Product Names Are Used For The Convenience Of The Reader. Mention Of A Commercial Product Does Not Imply Endorsement By Sportsturf Or M2MEDIA360, Or Preference Over Similar Products Not Mentioned.