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A close-up photograph of a soccer ball and a cleated shoe on a grassy field. The shoe is positioned as if it has just kicked the ball, with the soleplate and cleats clearly visible. The background is a blurred green field.

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The Foundation Nitrogen

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VOLUME 17, NUMBER 3

MARCH 2001

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Toma's line crew for Super Bowl XXXV.
Photo by Steve Keating.

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Calendar of Events 2001

March 8

Western Regional Conference, Radisson Inn, Buffalo, NY. Contact: New York State Turfgrass Association (NYSTA), PO Box 612, Latham, NY 12110; (518) 783-1229/(800) 873-TURF (8873); fax (518) 783-1258; nysta@nysta.org. Web site: <http://www.nysta.org>.

July 20-22

Outdoor Power Equipment Institute's (OPEI) 18th annual International Lawn, Garden & Power Equipment Expo (EXPO 2001), Kentucky Exposition Center, Louisville, KY. Contact: Sellers Expositions, 550 S. 4th Ave., Louisville, KY 40202-2504; (800) 558-8767 or (502) 562-1962; fax (502) 562-1970. Web site: <http://expo.mow.org>.

November 10-13

12th annual Green Industry Expo (GIE), Tampa, FL. Contact: Professional Lawn Care Association of America, 1000 Johnson Ferry Rd., NE, Suite C-135, Marietta, GA 30068-2112; (770) 973-2019; fax (770) 578-6071; info@gieonline.com. Web site: <http://www.gieonline.com>.

November 13-15

Turf and Grounds Exposition, Oncenter, Syracuse, NY. Contact: New York State Turfgrass Association (NYSTA), PO Box 612, Latham, NY 12110; (518) 783-1229/(800) 873-TURF (8873); fax (518) 783-1258; nysta@nysta.org. Web site: <http://www.nysta.org>.

sportsTURF The Front Office



Green is gold in Illinois

So just how big is this green industry that we are involved in? The numbers have been fuzzy and hard to define, but a recent study in my home state of Illinois has added some clarity to matter, and the numbers are staggering.

"Preliminary estimates show that, in 1999, the product and service sectors of Illinois' green industry generated nearly \$2.9 billion in sales," said Gary Rolfe, professor and head of the University of Illinois Department of Natural Resources and Environmental Sciences.

These sales figures place the green industry ahead of the more traditional agricultural commodities in economic importance to the state economy. In comparison, total cash receipts from corn stand at \$2.56 million, soybeans at \$2.1 million, hogs and pigs at \$646,000 and cattle at \$490,000.

"I was surprised by the numbers," said Greg Olman, GRO Horticultural Enterprises, Inc., of Union, Ill. "In many ways we are an agricultural industry and the numbers show that we stack up very well with more traditional agriculture sectors."

Rolfe sees the survey as a rallying point for the industry's many small associations. "I don't think anyone had a clue that the green industry was as large as it turned out to be. It's a very important piece of information that could help influence legislative initiatives and bring more research dollars to this important sector," he said.

The survey identified more than 9,000 green industry businesses in Illinois and more than 2.3 million end-users of green industry products and services. It estimates that the green industry product and service sectors employ nearly 74,000 workers with an annual payroll of more than \$1 billion. Overall, the green industry employs a workforce of nearly 160,000 people with a payroll more than \$1.74 billion.

The fair market value of all assets directly associated with producing, selling or maintaining green areas and plants in Illinois is more than \$8 billion.

According to Rolfe, the employment and income multipliers associated with the green industry are 1.52 and 2.70, respectively. This means that for every job created within the green industry, an additional 0.52 jobs are created within the overall state economy, and for every dollar paid in green industry wages and salaries, an additional \$1.70 in wages and salaries are paid within the overall state economy.

The overall combined value of green industry product sales, service receipts and end-user payrolls amounts to more than \$3.9 billion.

More than 12,000 survey questionnaires were mailed, producing an overall response rate of 31 percent. The University of Illinois study was funded, in part, by a coalition of green-industry professional associations.

Michael SanFilippo
(847) 882-1942

STMA Message

**Sports
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Managers Association
www.sportsturfmanager.com



Is It Time For You To Get Involved?

January 2001 marked the biggest and best STMA Conference ever! More than 1,100 sports turf managers, educators, students and industry suppliers gathered in Tampa to exchange ideas. This took place in the Chapter Officers Training Session, in category sessions, educational sessions, round-table discussions, on-field tours and through constant networking. That networking was already flowing at breakfast, hummed through the breaks and lunches and fairly exploded during the evening receptions and continued long into the night.

On behalf of the STMA Board and staff, I extend thanks to every one of you who attended. It's the active participation and sharing that are continually raising the level of professionalism throughout this industry—and the friendly and welcoming way it takes place that makes these events so special. This is a great industry, a great group of highly dedicated people who truly want to provide THE BEST sports surfaces for all levels of play.

Now, are you ready to take the next step? Is it time for you to get involved on a chapter or the national level?

During the STMA Annual Meeting, held on Jan 20, four more chapters became affiliated: Mo-Kan, New Jersey, Nebraska and Virginia. That brings our total of affiliated chapters to 23, and others are in various stages of formation. All these chapters need active, supportive volunteers. You might want to make a big commitment and volunteer to serve on a board or a committee. Or, maybe you want to start out on a smaller scale; maybe you could help host a meeting, or give a presentation on your particular area of expertise, or help coordinate a tour of your facility, or help at the registration area or with vendor set-up during a meeting. The chapter contact information is listed in the Chapter News section of this magazine. Or, check out the Web site or give Headquarters a call to make those connections.

With the STMA Strategic Plan moving forward at the National level, there are all sorts of interesting things happening on various committees, and many new subcommittees are taking shape. Interested in exploring the possibilities? Just let me know, or contact Headquarters, and we'll help you find your niche.

Are you just wondering what all is happening with STMA? Please feel free to contact me, any of the STMA board members, or Headquarters. We'll be glad to give you the details and answer any questions you might have.

Rich Moffitt
STMA President
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Mower Efficiency: Properly Selecting the Right Mower for One's Needs

by Clover V. Shelton, Swanson Russell Associates

Efficient: adj. 1. Acting or producing effectively with a minimum of waste or unnecessary effort. 2. Exhibiting a high ratio of output to input.

When mowing a large number of different types of sports fields, groundskeepers often have a fleet of mowers to choose from upon walking into the storage shed. Is today the day for a large-deck pull-behind or a zero-turning radius mid-mount? What about the out-front or a walk-behind? The choices seem endless.

Most often, this choice is based on efficiency. When assessing efficiency of a mower, a groundskeeper often evaluates the following items:

1. Speed/maneuverability
2. Quality of cut
3. Lack of downtime
4. Multi-purpose use

Speed/Maneuverability

Bill Faherty, Director of Parks, Recreation and Forestry in Chippewa Falls, Wisc., is in the business of managing sports fields including their newest softball complex, four soccer fields and a baseball field. In addition to the Department's two 60-inch deck, zero-turn mid-mounts, they also use a large utility tractor with a pull-behind, 11-foot mowing deck, an industrial walk-behind and a traditional belly-mount tractor for mowing.

When it comes to speed and maneuverability, Faherty raves about his zero-turn machines. "They are faster than anything in their category, as far as maneuverability, backing-up and moving around. We have a traditional belly-mount, but the zero-turn is way ahead," he said.



Using the most efficient mower for a job will save time and increase the quality of your fields

Terry Sheerer, manager of the grounds department at the University of Northern Iowa in Cedar Falls, also has to answer the efficiency question every day. He actively manages 300 acres of sports turf including 15 intramural fields as well as extramural playing fields for competition between colleges and universities. In addition, his crew maintains a football practice

field, a baseball and softball field, a women's soccer field and a high school football field, not to mention a golf practice driving range. Some intramural fields double as soccer and baseball fields.

Mowing each field an average of twice per week, Sheerer has a large fleet including a variety of mowers to