

STMA Conference Exhibitors' List

Jaitire Industries Inc.

Denver, CO
Booth 628

Lowdown: Manufactures crumb rubber topdressing.

John Deere Company

Cary, NC
www.deere.com
Booth 617+

Lowdown: Products include hand helds, walk behinds, front mowers, zero-turn mowers, tractors, skid steers, utility vehicles, and special machines.

Laserturf Southeast Inc.

Palm City, FL
Booth 1033

Lowdown: Sports turf precision leveling and topdressing, any size area.

LASTEC

Lizton, IN
www.lastec.com
Booths 629, 728

Lowdown: Manufactures 12 models of articulating, rotary mowers.

Lesco Inc.

Strongsville, OH
Booth 327

Lowdown: Supplies fertilizers, combination and control products, seed, and commercial mowing and turf equipment.

Milliken Turf Products

Spartanburg, SC
Booth 631

Missouri Turf Paint & Field Graphics

Kansas City, MO
Booth 601

Lowdown: Products include bulk and aerosol paint, turf dye, stencils, application equipment, and marking systems and accessories.

Motz Group, The

Cincinnati, OH
www.themotzgroup.com
Booth 424

Munie Outdoor Services Inc.

Caseyville, IL
Booth 222

Lowdown: A sports turf construction company with services in golf course and athletic field construction, renovation, irrigation, and maintenance.

National/Smithco/Turfco

Minneapolis, MN
Booth 109+

Nelson, L.R. Corporation

Peoria, IL

www.LRNelson.com

Booth 110

Lowdown: Manufactures professional in-ground irrigation products.

NU-GRO Technologies, Inc.

Grand Rapids, MI
www.nugrotech.com
Booths 413, 415

Lowdown: The world's largest manufacturer of slow release nitrogens.

Nutramax Laboratories Inc.

Edgewood, MD
www.nutramaxlabs.com
Booth 328

Lowdown: Products provide biologically active L-amino acids and essential nutrients.

Pennington Seed Inc.

Madison, GA
Booth 734

Lowdown: Supplies warm and cool season turfgrasses, as well as ornamental grasses and wildflowers for specific climates.

PHI Enterprises Inc.

Garden Grove, CA
Booth 125

Pioneer Manufacturing Co.

Cleveland, OH
Booth 334

Pro's Choice/Oil-Dri Corp.

Chicago, IL
Booth 929+

Lowdown: Provides soil master products for baseball, golf, football or soccer.

Rain Bird Corp.

Tucson, AZ
Booths 615, 714

Lowdown: 60-year-old irrigation products manufacturer.

Randall & Blake Inc.

Littleton, CO
www.rbicompanies.com
Booth 330

Redexim-Charterhouse

High Ridge, MO
www.redexim.com
Booth 509+

Lowdown: Designs and develops specialized turf and ground care equipment.

REEF Industries Inc.

Houston, TX
Booth 506

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www.rootsinc.com

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Roots Inc.

Independence, MO
Booth 218

Lowdown: Manufactures biostimulants, wetting agents, and organic based fertilizers.

RotaDairon Emrex Inc.

Pittston Township, PA
www.mge-dairon.com
Booths 329, 331

Lowdown: Manufactures stone burying soil renovators.

Sand Channel Greens Inc.

Pebble Beach, CA
Booth 224

Lowdown: Designs and installs high-intensity sand channel drainage systems.

Simplicity Manufacturing

Port Washington, WI
www.simplicitymfg.com
Booth 427+

Southern Athletic Fields Inc.

Columbia, TN

Booths 1015, 1114

Lowdown: Supplies infield mixes, mound clay, field amendments, and conditioners.

Sports Turf Company Inc.

Whitesburg, GA
www.sod-turf.com
Booth 322

SportsEdge

Delhi, NY
www.sportsedge.com
Booth 504

Lowdown: Manufactures construction products for athletic fields and running tracks.

StrathAyr Turf Systems

Metairie, LA
www.strathayr.com
Booths 221, 223

SubAir Inc.

East Syracuse, NY
Booth 603

Lowdown: Manufactures blowers for drainage.

Syngenta Professional Products

Greensboro, NC
Booth 502

Lowdown: Manufactures turf and ornamental fungicides, herbicides, insecticides, and turf growth regulators.

Textron Golf, Turf & Specialty Products

Augusta, GA
Booth 317+

Lowdown: Manufactures a range of turf maintenance equipment for sports field groundskeepers.

TMSG-Typar Turf Blankets

Cary, NC
Booth 1108

Lowdown: Manufactures turf blankets.

Toro Company, The

Minneapolis, MN
www.toro.com
Booth 917+

Lowdown: Manufactures turf and irrigation equipment for many sports turf applications.



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- > Save 25% of seed with accurate calibration.



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Turf Diagnostics & Design

Olathe, KS
www.turfdiag.com
Booth 325

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Lowdown: Donating a \$5,500 verti-cut machine to SAFE Auction!

TURFACE/PROFILE Products

Buffalo Grove, IL
www.profileproducts.com
Booth 713+
Lowdown: Manufactures sports field products and conducts sports field audits.

Turfgrass America

Granbury, TX
Booth 217+
Lowdown: Provides sod and sod-related services.

Turf-Seed Inc.

Exeter, RI

Booth 605

Lowdown: Provides turfgrass varieties and agronomic services.

Ty-Crop

Chilliwack, BC
Booth 1029+
Lowdown: The product is topdressing and material handling equipment.

United Horticultural Supply

Denver, CO
Booths 231, 233
Lowdown: Supplies chemicals, fertilizers, and seed to the professional turf and ornamental industry.

Wessco Inc.

Copley, OH
www.klawog-klacon.com
Booth 235

West Coast Turf

Palm Desert, CA
www.westcoastturf.com
Booths 435, 534

Lowdown: Supplier of choice for many high profile sports fields.

Western Industries Inc.

Miles City, MT
Booth 128
Lowdown: Manufactures full field covers, mound, plate and base covers, sideline covers, turf enhancement covers, batting practice protectors, and wind-screens.

Whitlam Paint Co.

Wadsworth, OH
Booth 403
Lowdown: Specializes in athletic field marking paints.

World Class Athletic Surfaces Inc.

Leland, MS
www.wrlclass.com
Booth 729+
Lowdown: Produces field marking paints, turf colorants, aerosol paints, and turf stencils.



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STMA Conference Speakers' List

A list of all scheduled speakers at the 2002 STMA Annual Conference

FEATURED SPEAKERS

Mr. Gene Smith

Thursday, Jan. 17, 8:45-9:45 a.m.

Gene Smith joined Arizona State University as Director of Athletics in 2000. Smith has definitely made his mark at ASU, hiring nationally regarded coaches in football, soccer and wrestling while overseeing each of ASU's 21-sports programs. In addition, he assisted in completing a \$30 million capital campaign for development of a state-of-the-art facility that will give ASU one of the finest student-athletic centers in the country. Smith is a past president of the National Association of Collegiate Directors of Athletics (NACDA) and a member of the Fiesta Bowl Board in Tempe as well as a number of Pacific-10 Conference committees. Come join Smith's dynamic presentation on "Leadership in Athletics."

Coach Dwaine Knight

Thursday, Jan. 17, 10:00-10:45 a.m.

Coach Dwaine Knight has been the driving force behind the tremendous success of Rebel Golf since his arrival in UNLV in the fall of 1987. Under his direction, the Rebels have gone from an unranked program that finished 7th in the Big West in 1988 to a perennial national title contender. The team was national runner-up in 1996 and national champion in 1998. Knight has twice been named National Coach of the Year. He reached the pinnacle of coaching honors during the summer of 1997 when he was chosen as the United States' captain to the inaugural Palmer Cup. Tap into his perspective on "Developing a Champion."

Coach John Robinson

Thursday, Jan. 17, 10:45-11:30 a.m.

Coach John Robinson was hired as the eighth head football coach for the University of Nevada Las Vegas on December 3, 1998. He came to town as one of college football's most successful and recognizable figures and brought instant credibility to a program that was ready to make its name in the new Mountain West Conference. Since then, Robinson has produced a winning program racking up five more game wins in his first 24 games as coach than in the team's previous four seasons combined. Coach Robinson will share his tips on "Becoming a Winner."

Mayor Oscar B. Goodman

Friday, Jan. 18, 8:30-9:30 a.m.

Oscar B. Goodman, elected Mayor of Las Vegas in June of 1999, is leading one of the fastest growing cities in the United States into the new millennium and preserving its status as the "Most Livable City in America." Goodman moved to Las Vegas in 1964 and soon became one of the City's premiere criminal defense attorneys. The driving forces behind his legal career are the principles of freedom and justice. Renowned for his extensive knowledge of the law, brilliant legal strategies and charisma, Goodman has been named one of the "Fifteen Best Trial Lawyers in America" by the National Law Journal. Mayor Goodman will share highlights of his colorful legal career and reveal his insights on the amazing City of Las Vegas.

Dr. Bree Hayes

Saturday, Jan. 19, 10:30 a.m.-12:00 p.m.

Dr. Bree Hayes is an organizational consultant and counseling psychologist and president of The Hayes Group, an international consulting consortium based in Athens, Georgia. For the past 25 years she has worked with organizations all over the world helping them achieve their business imperatives through developing their human potential. As an educator and consultant, she brings unique insights and creative solutions to problem solving. She is an internationally recognized speaker in areas of human resource management, change management, motivation, total quality and team building. She'll guide you to your best professional self through an interactive session on "Maximizing Your Potential."

Thursday, January 18

GENERAL SESSION

8:35-8:45 a.m. - Welcome 2002: We're on a Roll
STMA President Rich Moffitt, St. Louis
Zoo/Moffitt and Associates

8:45-9:45 a.m. - Leadership in Athletics

Mr. Gene Smith, Arizona State University

What you'll hear: With sports the focus of so much of the world's recreational activities, what happens in the athletic arena reaches far beyond an individual event or University program. In this session, Mr. Smith will share his insights into the factors necessary to develop an effective, comprehensive leadership role in the field of athletics.

10:00-10:45 a.m. - Developing a Champion

Coach Dwaine Knight, UNLV

What you'll hear: Coach Knight will open his session with a short video clip of the UNLV golf team's 1998 National Championship. He'll then

focus on three main points of Developing A Champion: evaluating opportunities; determining what it will take to be competitive at the highest level; and making the tough decisions.

10:45-11:30 a.m. - Becoming a Winner

Coach John Robinson, UNLV

What you'll hear: Coach Robinson has planted his winning ways in every football program he has directed throughout his career. In his presentation, he'll share his passion for the game he teaches and inspire attendees to commit themselves and their programs to excellence as they travel their own path to becoming a winner.

CONCURRENT SESSION - 12:30 p.m. - 3:30 p.m.

The first three of the four topics in this set of concurrent sessions will run for 40 minutes each. The fourth topic will run for 45 minutes. There will be a 15-minute break between the second and third topics in each session.

THE BASICS TRACK

Blueprint Reading

Bob Milano, Jr., University of
California/Berkeley

What you'll hear: This session will cover the basic components of reading and understanding a blueprint, including the tools used for measurement, drawing views, symbols, and construction details. Attendees will get an overview of how to read and understand all of the drawings that make up a set of construction documents.

Sports Turf Reaction to Mowing

Mary Owen,

University of Massachusetts Extension

What you'll hear: Mowing affects far more than the height of the turf. This session will examine the impact of the grass plant from tip to root, and suggest strategies of meet turf needs while getting the results you want.

Basic Drainage Concepts

Dr. Andy McNitt, Penn State University

What you'll hear: This session will cover the basic principles of drainage with emphasis on how the drainage system affects the safety and playability of the sports field.

Game Day Preparation

Steve Wightman, Qualcomm Stadium

What you'll hear: Changeovers from football to baseball to concert venue are part of the seasonal routine at Qualcomm Stadium. To make all that happen within the incredibly tight timeframe allowed for each field switch requires a minute by minute schedule of what must be done, how, with what and by whom. This session will cover the basics of precise scheduling and offer suggestions on developing a comprehensive program for your own facilities.



STMA Conference Speakers' List

THE TECHNICAL TRACK

Alternative Species for Sports Turf

Dr. John Stier, University of Wisconsin

What you'll hear: Turfgrasses on athletic fields are exposed to a combination of challenging growing conditions and are asked to perform at consistently high levels. This session will explore the pros and cons of various alternative species for sports fields at various field use demands.

Surfactants & Water Management

Demie Moore, Aquatrols

What you'll hear: This session will go beyond the basics of what surfactants are and how they work, to explore their role in water management issues related to athletic fields.

Soil Amendments

Dr. Norm Hummel, Hummel & Company, Inc.

What you'll hear: These session will go beyond the basics of soil amendments to focus on the more complex interactions of soil amendments within the soil profile.

High Tech Details of Invesco Field at Mile High

Ross Kurcab, CSFM, Invesco Field at Mile High

What you'll hear: Invesco Field incorporates a complex network of highly technical components. Research on the range of technical components available began long before the project started to select the right combination of individual systems that could be used interactively to achieve the desired results. This session will explore the systems in place, how they function independently and together, and the management strategies necessary to control the action and interaction to produce the desired results.

TRICKS OF THE TRADE

Oriole Park - Phase I

Paul Zwaska, Beacon Ballfields

What you'll hear: This presentation will explore the life span of the PAT sand based field that ruled the roost at Oriole Park at Camden Yards for nine years. Construction, maturity and the slow demise of the turf and its support system will be discussed. Attendees will learn how an aggressive environmental monitoring and testing program

were used to document, for the proper authorities, the need for planning and implementation of a full field reconstruction. This presentation should provide attendees who are contemplating or planning construction of a sand based field, some ideas of what to monitor during the future management of these fields.

Oriole Park - Phase II

Al Capitos, Baltimore Orioles

What you'll hear: This session will begin where Phase I ends, focusing on field construction, establishment and on-going management.

Major League Soccer

Darian Daily, Columbus Crew

What you'll hear: Soccer is the fastest growing sport in the US and thousands of young players aspire to play at the professional level. This session will cover the management strategies of keeping the field in top shape for athletic competition at the Major League level while accommodating the various field use demands required to also use the field as a marketing tool.



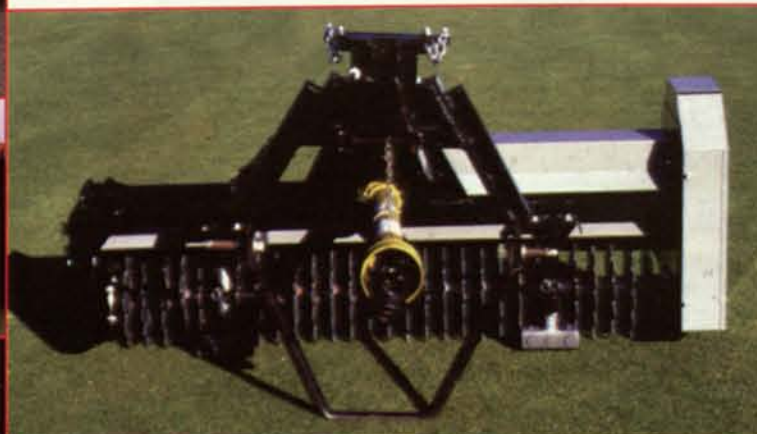
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STMA Conference Speakers' List

NFL Football

Ken Mrock, Chicago Bears

What you'll hear: The players keep getting bigger, stronger, and more aggressive. This session will explore the various management techniques that keep a field safe and playable throughout the challenges of weather, field use demands and increasingly high expectations.

PROFESSIONAL DEVELOPMENT

Attention to Detail

Mike Trigg, CSFM, Waukegan Park District

What you'll hear: The little things do count. This session will cover suggestions on tracking the multiple "little" elements of the sports turf management program and developing methods to insure they are handled consistently and successfully.

Personal Professionalism

Boyd Montgomery, CSFM, Sylvania Recreation

What you'll hear: Perception is reality. What image are you presenting to your superiors, to your employees, to your field user groups and to the general public? This session will explore the

options of analyzing and improving your own personal professionalism.

Grounds Staffing Guidelines

Dennis Swartzell, UNLV

What you'll hear: This session will give an overview of a complete manual on grounds staffing guidelines that has been developed through a partnership of the Physical Plant Administrators, the National Recreation and Parks Association and the Professional Grounds Management Society. The manual provides details on how to organize and staff a grounds organization whether the user is an administrator with no knowledge of grounds management or is fully knowledgeable and wants to compare their own organizational system with that of others. It includes such basics as job descriptions and a glossary of horticultural terms. It also contains a set of matrices covering five different components you can use to determine your staffing needs. This session will help show how to use the manual to set the bar for your facility's level of maintenance ranging from the top of the maintenance ladder to the bare bones facility.

Safety & Liability

Greg Petry, Waukegan Park District

What you'll hear: This session will focus on the principles of safety and liability, and of protecting your facility and yourself from lawsuits. It will show the importance of setting the tone for safety at the top of the organization in the philosophy and practices administered and the need to have all levels of management and each individual within the organization understand, accept and "buy into" it. Suggestions will be given on how to establish a reasonable, prudent and consistent safety program, how to carry it out once established, and how to monitor and maintain the effectiveness of the program.

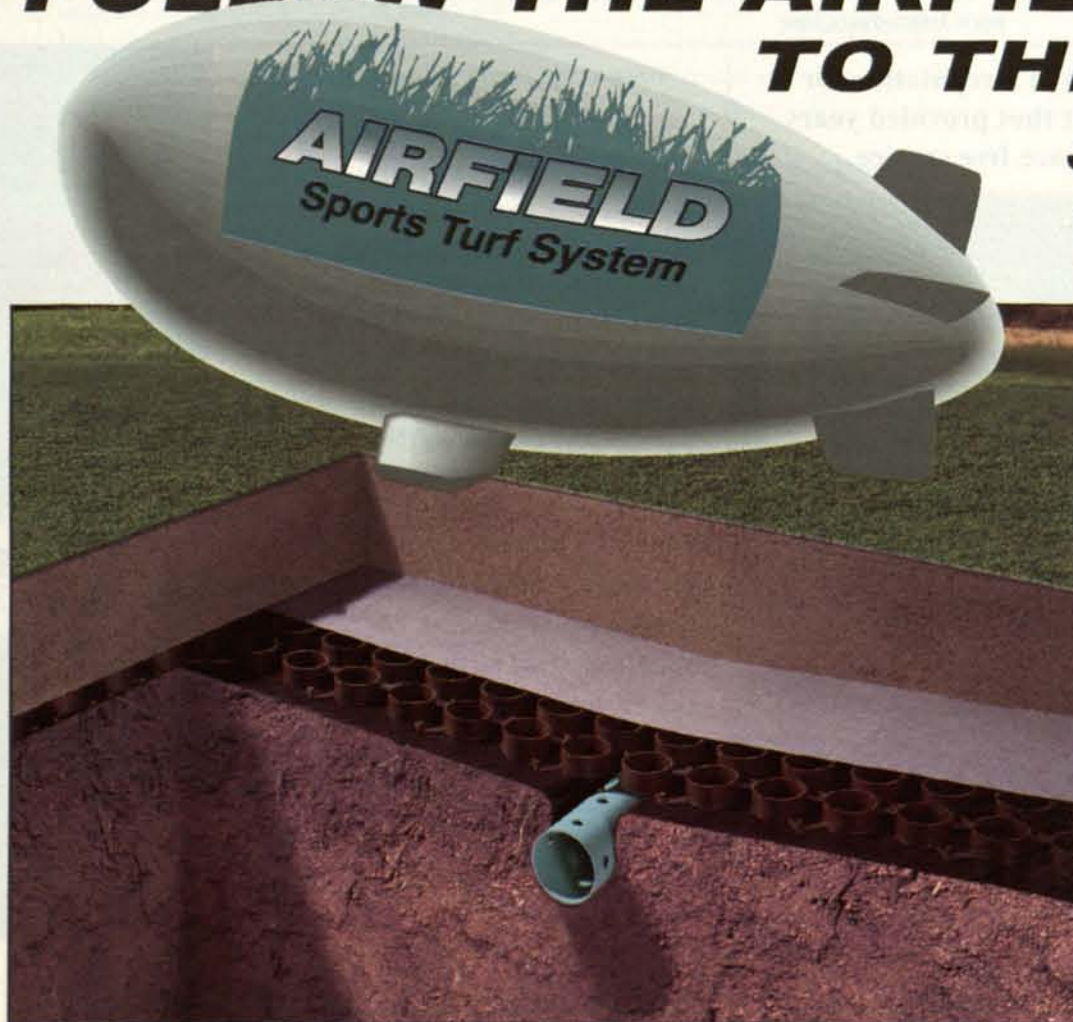
Friday, January 18

8:30-9:30 a.m. - We're on a Roll!

Mayor Oscar B. Goodman, City of Las Vegas
What you'll hear: Mayor Goodman's colorful career as defense attorney has been covered in print and in film, with many of his cases capturing the attention of not only the law community, but also the media and the public. Goodman



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STMA Conference Speakers' List

describe himself as the "world's happiest mayor." During his presentation, he'll share highlights from his legal career and reveal his insights on the amazing City of Las Vegas.

3:00-5:15 p.m. Workshops - Choose one of these twelve sessions

Understanding Your Soil Test Report

Dr. Tony Koski, Colorado State University

What you'll hear: In this workshop, you'll dig into the soil testing process and gain an understanding of what the results reveal, why they matter, and what you need to do with them to improve your sports fields.

Mowing & Patterns

David Mellor, Boston Red Sox

What you'll hear: This workshop will cover the major principles of proper mowing and how it affects the growth and health of your turf. You'll then focus on the aesthetics of the field including how to design and execute basic and intricate patterns.

Soils - The Basics

Dr. Henry Indyk, GSI Consultants/Turfcon

What you'll hear: The agronomic principles of soils are the foundation upon which the entire sports field rests. In this workshop, you'll go back to the basics of those principles and build from there to gain a comprehensive understanding of the complex interactions that take place within the soil profile and how you can manipulate those interactions to improve your athletic field maintenance program.

IPM for Sports Fields

Dr. John Stier, University of Wisconsin

What you'll hear: Integrated Pest Management is more than an environmentally-friendly term. In this workshop you'll explore the elements involved in designing an IPM system specific for sports fields and the steps necessary to implement, monitor and document the results of that system.

Getting Ready for the CSFM Exam

Mary Owen, University of Massachusetts, Extension; Mike Schiller, CSFM, Rolling Meadows Park District, Mike Trigg, CSFM,

Waukegan Park District

What you'll hear: This workshop presents an overview of the CSFM Exam and hints to help prepare for taking it. Without giving away specific questions, the presentation team will point out areas the exam takers should be familiar with. If you are thinking about certification, but are nervous about the test, this session is for you.

Field Lighting & Design

Gary Anderson, Musco Lighting

What you'll hear: The ability to play games under the lights extends the use hours for athletic fields and can increase their ability to generate revenues for your facilities. This session will cover the basics of field lighting design, including dealing with such issues of community concern as light pollution. You'll also delve into the installation and maintenance aspects of field lighting systems.

Matching Field Expectations with Turf Capabilities

Dr. Mike Goatley, Mississippi State University

What you'll hear: This workshop will challenge attendees to consider if their expectations of



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David Hopkins, Alton American Legion Baseball, Alton, IL

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John Millardo, Supt. of Parks, City of Middleton, Middleton, CT

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STMA Conference Speakers' List

turf/field performance are realistically matched by the capabilities of the grass they are managing. Even the highest budgeted facilities face limitations in how long a grass can be kept at peak performance levels, and this fact will be emphasized repeatedly. This workshop will present information regarding the predicted seasonal performance capabilities of cool and warm season turfgrasses vs. the sports turf manager's expectation (and desire) to deliver the highest quality playing surface possible. We will further discuss appropriate cultural and chemical management practices that will improve the chances of "peaking" a sports field when desired. But again, the session will never lose sight of the fact that you can not achieve the highest level of turf quality without paying a price.

Field Design, Construction & Maintenance

Dr. Tom Cook, Oregon State University

What you'll hear: Field design, construction and maintenance are three segments of the big picture of athletic fields, not three separate entities. In this workshop you'll focus on how the three segments work together and how to work with all

those involved to end up with the kind of field that works well within the parameters established for that field and facility.

Landscaping That Works

Anne Streich, University of Nebraska/Lincoln

What you'll hear: While the major concern of the sports turf manager is the playing field, the public sees the field as part of the overall facility. This workshop will focus on developing landscaping that is designed to work with the field to add to the overall look and feel of the facility, yet fits into the maintenance program in terms of labor time and expertise, materials and equipment allocations.

Sports Fields: How They Wear & What You Can Do About It

Dr. Dave Minner, Iowa State University

What you'll hear: This workshop will specifically deal with athletic field traffic by providing strategies that the Sports Turf Manager can use to maintain both cool and warm season grasses under intense traffic situations. It will also provide written information that can be presented to

administrators so that they can make important decisions regarding the amount of activities that are allowed on a field. Dr. Minner's latest estimates of how much traffic is too much traffic will be presented. Participants will be required to fill out and return a 10-minute survey about traffic prior to attending the conference. Traffic will be explained in terms of wear and compaction with a special emphasis on how to manage a protective mat of vegetation over the soil. Agronomic strategies discussed include: aerification, soil amendments, grass species and variety selections, using bermuda in the north, coring, seed vs. sod, and topdressing with sand or crumb rubber. Participants will gain a better understanding of traffic in terms of the total amount of activities on a field rather than counting the number of games that are played. This workshop is equally split between grass growing techniques and communication strategies to limit traffic.

Irrigation & Water Auditing

Dr. Jim McAfee, Texas A & M

What you'll hear: Water is an essential element in turfgrass growth and maintenance yet, in many



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