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FIELD OF THE YEAR

10

Soccer

Hersheypark Stadium thriving despite high density use

Features

08

STMA News

George Toma at the Pro Football Hall of Fame

16

In & On the Ground

Focus on field and turf covers

22

Maintaining the Grounds

Checking out David Mellor's book;
focus on riding mowers

33

Around the Grounds

What shape are your athletic field fences in?

Departments

06

Front Office

07

President's Message

34

Clippings

35

STMA in Action

36

STMA Chapter news

37

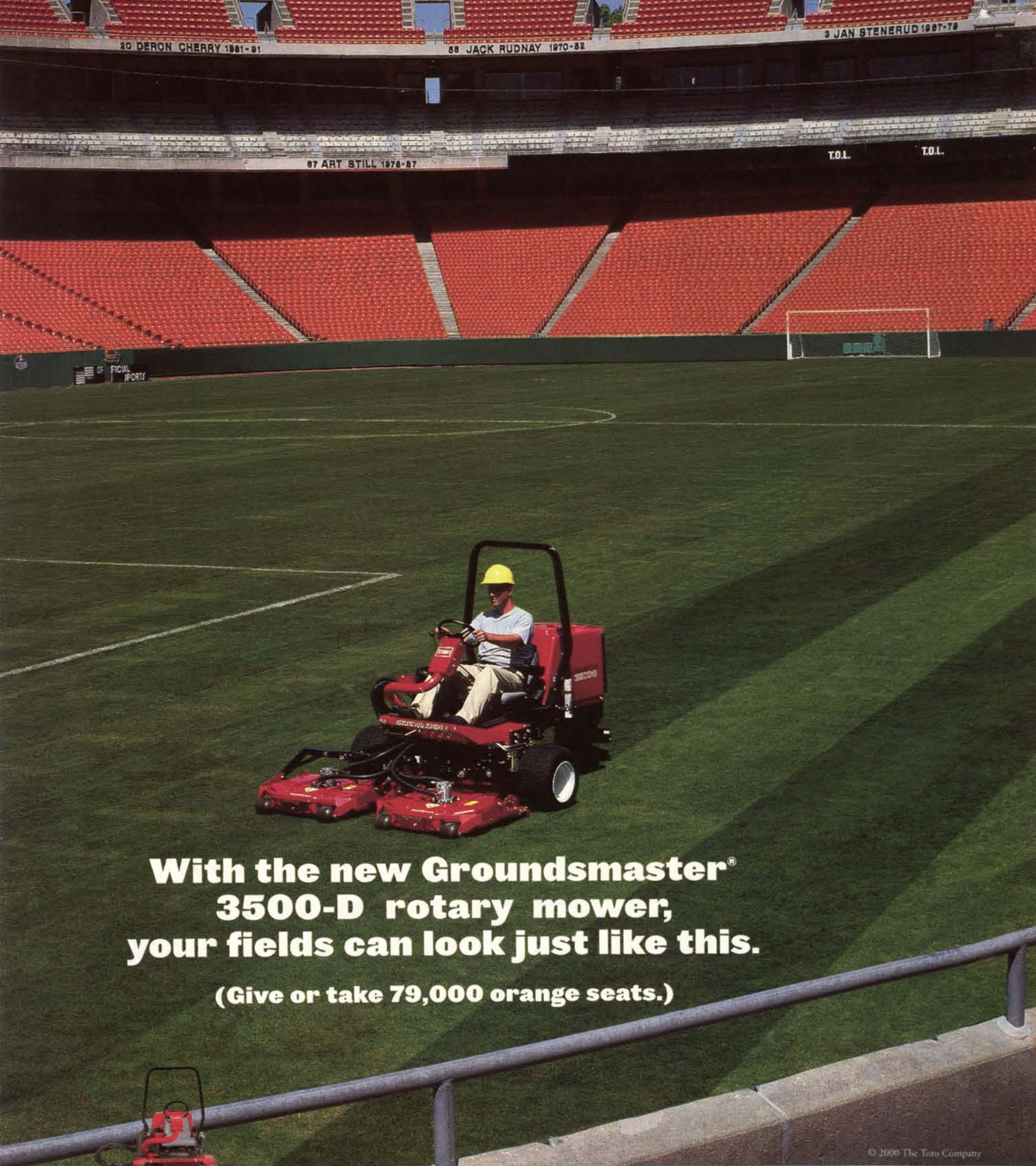
Classifieds

37

Advertisers' Index

38

Q&A



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the front office

Just what the doctor ordered

Last spring the esteemed Chicago Tribune newspaper underwent some minor surgery; the page size narrowed and the type style and size changed. There were jokes about the "incredible shrinking newspaper," and some long-time readers admitted they thought their eyes had failed them. My father's been reading the paper for 40 years and he liked the new look. But no matter cries of dissent or exclams of approval, the Trib kept publishing newspapers and now no one talks about it at all.

The *Sportsturf* staff trusts that there will be more approval than dissent from our readers and advertisers as we present the results of our major redesign operation. Obviously we've switched to a tabloid format; we wanted a bigger canvas on which to present information and more useful photographs.

We've also changed the "Rookies" department by expanding our coverage of new, and not new but useful, products. Each issue will have three distinct product "pillars": In & On the Ground; Around the Grounds; and Maintaining the Grounds. In these sections each month we'll spotlight a particular product segment. For example in this issue you'll find information about Field & Turf Covers under the In & On the Ground banner; next month we'll turn our attention to Paint & Marking Materials, the next month Biostimulants, and so on, for each pillar.

(Note: Other products fitting under a particular pillar may be included in any particular issue, e.g., for Around the Grounds we might focus on Goals & Goalposts but still run items on Security & Safety or Lighting, etc.)

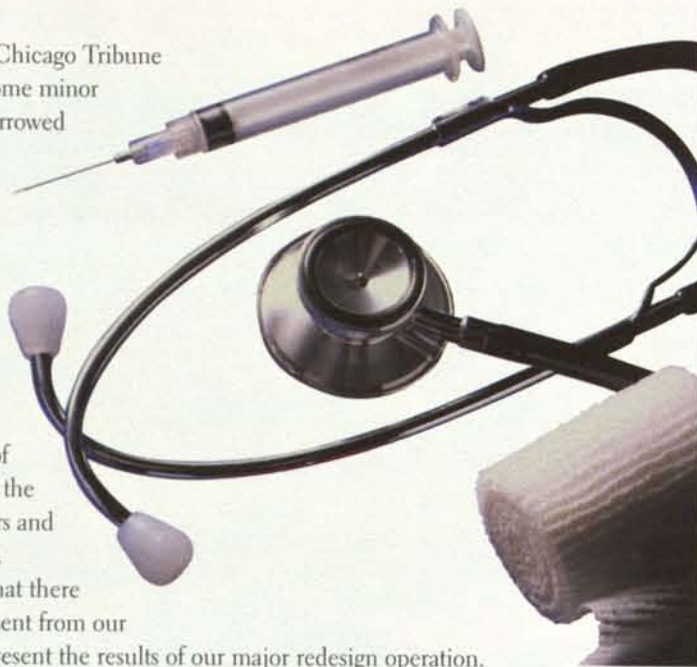
Each pillar will be introduced with a short article that will describe new technology, explain best practices, or perhaps detail how a fellow turf manager solved a problem. Some stories will offer helpful advice for readers while showing how an advertiser's product might help you on a similar job.

The familiar *Sportsturf* departments are still here: Clippings industry news, Tip o' Month, Q & A with Drs. Grady Miller and Dave Minner, and Field of the Year coverage along with all the news and counsel from the Sports Turf Managers Association—but we think you'll enjoy them more now after their visit to our OR.

Congratulations to our staff who worked hard and had fun with this makeover, especially Tony Ficke, group creative director, Steve Brackett, assistant VP and group publisher; Jo Treadwell, VP and editorial director, and graphic artist Virgilio Cuasay. The patient survived surgery and looks great!



Comments always welcome.
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president's message

Sports turf managers in the spotlight

One of STMA's own was honored as part of the Pro Football Hall of Fame's 2001 Enshrinement Weekend celebration. George Toma, Playing Field Consultant for the National Football League, and one of STMA's Founders, was presented with the Daniel F. Reeves Pioneer Award. As noted by the NFL, "This Award honors an individual whose innovative ideas have contributed to the game of professional football." This is an honor well deserved by a true pioneer in our industry, and one who has done an excellent job of gaining public recognition of the role of the sports turf manager. Congratulations, George!

Also in Canton for the Hall of Fame events was the winner of the first SAFE Foundation Drawing, Dave Ditzler, Turf & Irrigation Specialist for Grinnell College in Grinnell, IA. Dave and his wife, Tami, took part in many events and had a terrific time. A highlight for Dave was meeting George Toma in person at the Hall of Fame pre-game Tailgate Party. Please see page 8 for more from Hall of Fame weekend.

No SI jinx here

And that's not all. "Diamond in the Rough" was the title of "The Life of Reilly" column written by Rick Reilly for *Sports Illustrated's* July 23 issue. With tongue in cheek humor, Reilly relates a few of the obstacles overcome to allow the reconstruction project (using funds donated by "a couple") of what he calls, "the worst baseball field this side of Chernobyl." This was the Denver area neighborhood field used by "The Nuts," a youth recreation team he had coached for 8 years.

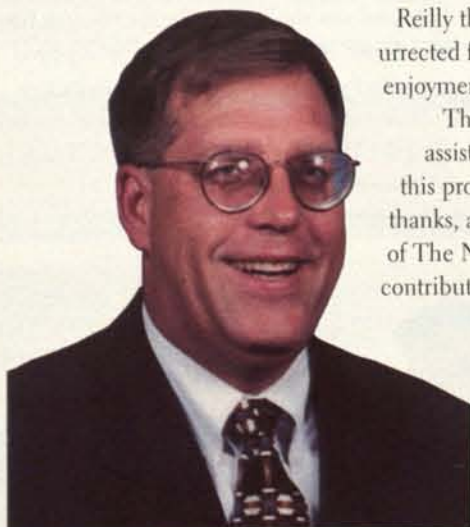
With the project underway, he notes, "...a field started popping up with stuff the Nuts had never known: A mound! Dugouts! Infield grass! ..."

The reconstructed site was joyfully christened Fishhack Field. But Reilly continues, "Unfortunately, two weeks after the construction crews were gone, Fishhack resembled a dead mackerel. The sod was yellow, home plate was a swamp, and the infield dirt had more ruts than deer-mating season."

He then briefly recounts the steps he and his team members took to "try to turn Fishhack into Coors Field" and admits that when they were finished "the field actually looked worse." That's when he turned to STMA Board Member and Coors Field Head Groundskeeper Mark Razum, who agreed to check out the field. Reilly says, "After he (Razum) laughed for 10 minutes, he offered some pointers on grooming the field and promised equipment and a day of his crew's time. Mark Razum is God."

Reilly then recounts the success of Razum's intervention, the resurrected field's impact on the team's season and the community's enjoyment of it, noting, "Things have gone Nuts ever since."

Thanks, Mr. Reilly, for putting this positive light on Mark's assistance and on our profession. Mark didn't even mention this project at the following week's STMA Board meeting. And thanks, as well, to Mark and his wife, Katherine, for your support of The Nuts and the baseball experience and for your generous contribution in funding the Fishhack Field project.



Rich Moffitt,
STMA President

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George Toma, one of the founders of STMA, was honored at the Pro Football Hall of Fame Celebration in Canton, OH. He won an award that's only been given four times in nearly 30 years.

George Toma named NFL Pioneer Award winner

The "Magnificent Seven" player inductees presented to the world during the 2001 Pro Football Hall of Fame's Enshrinement Weekend celebration in Canton, OH, weren't the only honorees used to being in the spotlight. George Toma, one of STMA's founders, and Playing Field Consultant for the National Football League, was honored with the Daniel F. Reeves Pioneer Award, named for the late Daniel F. Reeves, former owner of the Los Angeles Rams.

pro football's championship fields, including all 35 Super Bowls, has earned him widespread recognition and acclaim. It is a reputation he has earned over a career that spans nearly 60 years."

Emil Bossard was mentor

Toma landed his first groundskeeping job at the Class A Eastern League home of the Wilkes-Barre (PA) Barons. Legendary Cleveland Indians groundskeeper Emil Bossard was his first mentor. After serving in the Army during the Korean War, Toma returned to sports turf management, moving through the ranks of several minor league teams. In 1963 he was hired to provide his expert services for the Kansas City Chiefs. His first direct connection with the NFL came with field preparation for the first Super Bowl. Toma has demonstrated his field expertise on baseball, football, and soccer venues around the world.

In 1981, he lent his expertise to the formation of STMA. He remains active and his name is seen regularly on the "referred by" line on STMA membership applications.

Congratulations, George, on a job well done "and then some!"

ST

The Hall of Fame's announcement notes, "Toma, considered a master at his trade, is sport's preeminent groundskeeper. His innovations, expert care, and preservation of

\$5 ticket to the Hall of Fame

The winning ticket in the first SAFE Foundation Drawing to support sports turf-related research and scholarships opened the door to a once in a lifetime experience for winner Dave Ditzler, turf & irrigation Specialist for Grinnell College in Grinnell, IA. Dave and his wife, Tami, shared an expenses-paid trip to Canton, OH, to join in the Pro Football Hall of Fame's 2001 Enshrinement Weekend celebration last July.

Highlight of the trip for Dave was borrowing a press pass to get on the field during Saturday night practice sessions for the Miami Dolphins and St. Louis Rams. Armed with his 35-mm camera, Dave took the field. He says, "We have a son named Zach Thomas, so I headed for the Dolphins middle linebacker, number 54, Zach Thomas. Telling him about our son led to an autograph and a photo with him." Dave mingled with the press and players, alternating taking shots with Tami's shooting some from the stands.

Ditzler also arranged to meet George Toma at the Hall of Fame (HOF) pre-game Tailgate Party. Dave says, "The turnout was huge and I thought I'd never connect with him, but we did within 10 minutes of arriving. Meeting him was a highlight of the trip for me. We're undertaking a \$2 million, 23-acre, multiple-

field construction project at the college. George let me pick his brain for 90 minutes. I was scribbling notes on napkins."

Local hospitality

Bob Patt, current SAFE (and past STMA) treasurer and Civic Center Manager/Stadium Manager for the City of Canton, the key force in putting together the Raffle package, met the Ditzlers at the airport and showed them around Canton. Dave says, "Bob Patt was great. We felt welcome right away. He even gave us a behind the scenes tour of the Civic Center."

The Ditzlers stayed at the Hilton Hotel, rubbing elbows with the HOF dignitaries staying there, including a chat with NFL great and television star Merlin Olson. The Hall of Fame visit on Sunday was made even better by running into

Jackie Slater who was also touring the facility with family members. Slater, an offensive lineman who played for 20 years with the Rams, was one of the inductees.

The Ditzlers ended their official HOF event schedule enjoying the HOF Game between the St. Louis Rams and Miami Dolphins.

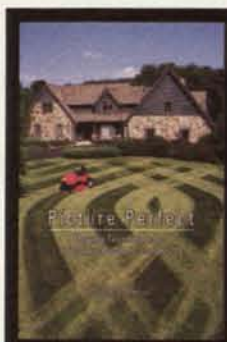
Not a bad return for a \$5 raffle ticket!



At the HOF Tailgate Party, Ditzler meets George Toma, STMA founder and recipient of the NFL's Daniel F. Reeves Pioneer Award.

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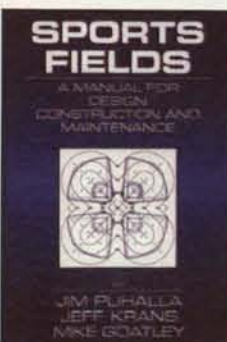


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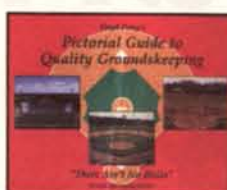
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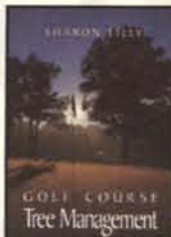


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Hersheypark Stadium

Earns STMA Field of the Year Award

Dedication to excellence earned the STMA 2000 Professional Soccer Field of the Year honors for Hersheypark Stadium. The stadium is part of the Hersheypark amusement park in Hershey, PA, which features more than 60 rides and attractions on approximately 110 acres. With the stadium seating 16,000 for sporting events and 30,000 for concerts, the site has become a major entertainment center.

Both facilities are owned and operated by the Hershey Entertainment and Resort Company (HERCO). HERCO also owns the Hershey Wildcats, a men's professional soccer team that is a member of the A League Professional Soccer League. The stadium is their home field.

Hersheypark Stadium was built as part of President Roosevelt's public works program and opened in 1939. The native soil field was reconstructed to a sand-based system in 1996. John Tshudy, director of buildings and grounds, was instrumental in researching and developing the reconstruction project with the focus on providing excellent conditions for all field users of a multiple-event facility. Tshudy asked Steve LeGros to transfer from the landscaping division of the amusement park to the position of Stadium Turf Specialist to oversee the new field. LeGros has adopted, and is continually fine-tuning, an aggressive, proactive maintenance program centered on achieving that standard of excellence.

Packed schedule

LeGros says, "The Wildcats use the field from April until September for both practices and home games. In 2000, the team played 15 home games and conducted 17 practice sessions on this field. But that constitutes only a small percentage of the total field events held at Hersheypark Stadium during the year."

In the fall, Hershey High School and Lower Dauphin High School both use Hersheypark Stadium as the home field for their football games. The field also is used for numerous district and regional playoff games for soccer and football. It hosts the annual Big 33 Classic all-star football game between Pennsylvania and Ohio post high school, pre-college players. The season concludes in early December with the Pennsylvania Interscholastic Athletic Association (PIAA) Football Championships that put four games on the field in a 2-day period.

In April of 2000, the stadium hosted the US Olympic Soccer qualifying tournament. That brought six teams, including the US and Mexico, into competition for two spots in the Summer Olympics. Ten games were played on the field in a 5-day period, concluding with the championship game between the US and Guatemala. Four women's Gold

