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Snapper's SPLH171KW has a solid steel body and frame. It also features a 17-hp OHV Kawasaki engine and Accutrac on-the-go fingertip hydrostatic drive control with comfort-loop steering. The full-floating deck with easy height-of-cut adjustment is constructed with 7-gauge (3/16-in.) steel. Also included is the field-serviceable spindle assembly for ease of repair. The patented Ninja Mulching System can be added to the deck to leave lawns looking manicured without bags of grass clippings.

Snapper/800-762-7737

For information, circle 204



REDUCE USER FATIGUE

Husqvarna's WHF5218ETS features the Easy Touch System (ETS) with pistol grip controls and a one-lock system (instead of two independent locks). The ETS reduces fatigue and provides the user with more leverage. The mower's Quick Lift deck allows height to be adjusted from the operator's position, eliminating the need to leave the controls. Floating decks use the Advanced Cutting Systems technology that follows the terrain evenly for a precise cut. The hydraulic system uses fully synthetic Mobil 1 15W-50. A 52-in. deck increases productivity, and a 5.3-gal. fuel tank provides up to 6 hours of mowing time. An 18-hp V-Twin Kawasaki engine with standard electric start powers the unit.

Husqvarna Forest & Garden Co./800-HUSKY-62
For information, circle 203



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Circle 123 on Inquiry Card

Maintaining the Grounds

SIMPLIFY MAINTENANCE

Exmark's Turf Tracer walk-behind mower combines the natural positioning of the Enhanced Control System with hydrostatic drive productivity, durability, and quality of cut. The Turf Tracer features 52- and 60-in. UltraCut 5.5-in. deep deck design. Larger rear-drive tires provide traction. Larger diameter pneumatic front castor tires with sealant are designed for performance and reliability.

Kohler-powered units feature a heavy-duty canister air filter and cleanout ports that improve engine life and simplify maintenance, says Exmark. The quick-height-adjust system provides easy, always-level height adjustments. True zero-turn and instant forward-to-reverse enhance maneuverability. The Turf Tracer can reach forward speeds up to 6.2 mph. Exmark's flow-control baffles eliminate blowout from the front of the deck, reduce horsepower requirements and improve the quality of cut.

Exmark Mfg. Co., Inc./402-223-6300

For information, circle 194



WIDE-AREA MOWER

John Deere's GS75 wide-area walk-behind mower features a Kawasaki 17-hp OHV engine; heavy-duty, five-speed gear transmission; ground speeds adjusted with one of five settings; color-coded levers; spring-loaded thumb latches; and 5-gal. fuel capacity. It is available with a 36-, 48- or 54-in. mower deck.

John Deere/800-537-8233

For information, circle 197

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ADJUST WITHOUT TOOLS



The Scag SWZU "Ultimate" zero-turn walk-behind mower features an easily adjustable, floating Advantage cutter deck. Cutting heights can be changed from 1 in. to 4 1/2 in. in the field, with no tools required. The self-adjusting, spring-loaded idler pulleys save time, effort and repair costs by keeping the belts in adjustment, says the manufacturer. The "Adjust-A-Trac" feature (patent pending) allows instant neutral and tracking adjustment in the field without tools. Users have a choice of engines, including a 15-hp Kohler engine or a 15-, 17- or 21-hp Kawasaki.

The Floating Advantage cutter deck contours to uneven terrain and allows users to change cutting heights in the field with no tools. Most Advantage cutter decks feature front and rear anti-scalp wheels. Cutter decks are available in 36-, 48-, 52- or 61-inch Standard or Advantage.

The de-clutch cold start feature enhances cold weather starting by removing the load of the hydraulic pumps at startup. Spring-loaded belt idler systems on the cutter deck and pump drive eliminate belt adjustments and reduce downtime by adding life to the belts.

Scag Power Equipment/920-387-0100
For information, circle 201

CONVENIENT BLADE ACCESS

Country Clipper's Trek is a hydrostatic wide-area walk-behind mower that features convenient blade access with stand-up deck; on-the-go tracking adjustment with twin tracking levers; no-refill operation with a 6-gal. fuel tank; a floating deck that easily adjusts without tools; Parker Ross wheel motors and dual hydrostatic pumps; and 1/4-in.-thick reinforced deck top-side with bull nose front.

Country Clipper Div./Shivers Mfg., Inc./800-344-8237
For information, circle 200



SCREENING PLANT

Thomas Equipment Ltd. has introduced an all-new 300 screening plant under its ProTough label. Designed to compliment virtually every skid steer loader or tractor-loader backhoe machine, the ProTough 300 handles up to 1 1/4 cu. yd. of material at a time. Its 8-ft. bucket opening and 8 ft. 2 in. loading height makes for easier loading and quick cycle times, says the manufacturer.

The unit can be set up for work in minutes. The screening plant's dual-wheeled axle hydraulically lowers and locks into transportation position while its front cylinder raises the unit to a truck or tractor's hitch-height to hook up.

You can screen and separate materials, on-site, to produce loam, sand, gravel, drainage rock, septic stone and road base or other.

Thomas Equipment/866-238-6844
For information, circle 190

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STMA Conference Update

Many may be reading this after they've returned from Las Vegas, but in case you're reading before your trip (or on the way), here is the latest information on the Foundation for Safer Athletic Field Environments (SAFE) Auction we had as we went to press.

The 2002 SAFE Live and Silent Auctions will take place on Thursday evening, January 17 in the Cashman Theater. Silent Auction items will be displayed at the Trade Show; bid closing is Friday afternoon, January 18.

2002 SAFE Foundation Auction items:

FROM THE TORO COMPANY, a blower, an electric trimmer, and mower

FROM THE JOHN DEERE COMPANY, a 1200A field rake, string trimmer, and John Deere Landscapes product voucher.

FROM LESCO, a rotary hi-wheel S.S. spreader

FROM DAKOTA ANALYTICAL INC., two USGA physical analyses or quality control testing for golf course or sports field turf construction

FROM BOB PATT, Commemorative Football From The 2001 Pro Football Hall Of Fame Festival

FROM KERRY L. COSOVER, Nfl Players Association, Autographed Picture Of Gene Upshaw All-pro Offensive Guard For The Oakland Raiders

FROM GEORGE TOMA, 2 Hawaii Hats, 2 Hawaii Tee Shirts, A Limited Edition 1994 George Brett

Weekend Baseball, A 1998 World Series Baseball, A 1996 World Series Baseball, A 1993 World Series Baseball, An Autographed Baseball By Ken Griffey Jr.

FROM BOYD MONTGOMERY, Autographed Baseball A With Joe Torre, Ozzie Smith, Ted Simmons, Ron Kittle, Bill Madlock, Rick Sutcliffe, Steve Sax, Tim Raines, And Rick Honeycutt Autographed Baseball B With Al Oliver, Tom Pacorick, Lou Whitaker, Mario Soto, Gary Carter, Lance Parrish, Bill Madlock, Doug Decinces, Manny Trillo, Ted Simmons, Robin Yount, And Terry Kennedy

1 - Autographed Keith Hernandez Card

1 - Autographed Eddie Murray Card

1 - Autographed 8x10 Martin Brouder - Nj Devils Goalie.

1 - Autographed 8x10 Adam Graves - Ny Rangers

1 - Autographed 8x10 Veron Maxwell - Houston Rockets

1 - Autographed 8x10 Alexie Yashin - Ottawa Senator

1 - Autographed 8x10 George Kell - Detroit Tigers

1 - Autographed 8x10 Billy Herman - Dodgers

1 - Autographed 8x10 Monte Irvin - San Francisco

1 - 1992 David Robinson Limited Edition Upper Deck Large Card

1 - Matted Lee Janzen 1983 Pga Championship Signed Ticket

2 - Sammy Sosa Upper Deck Rookie Cards

1 - 1990 Mlb Players Alumni Reunion Program Signed By A Bunch Of Former Ball Players And Some Hall Of Fame.

1 - Autographed Photo Of Hall Of Fame Inductions When Johnny Bench Is Speaking. It Is Autographed By The Following Hall Of Famers:jim "catfish" Hunter, Monte Irvin, Robin Roberts, Brooks Robinson, Duke Snider, Lou Brock, Jim Palmer, George Kell, Billy Herman

FROM TONY LEONARD, Autographed Philadelphia Eagles Football Helmet From The 2001 Pro Bowl. The Players Are: Troy Vincent, Jeremiah Trotter, Hugh Douglas, Chad Lewis, And Donovan Mcnabb

FROM STEVE GERRISH, Autographed Football From The Jacksonville Jaguars Signed By #71 All-pro Left Tackle Tony Boselli

FROM BOB CURRY, Covermaster Jacket

FROM STEVE TARVER, Florasport Windshirt

FROM TODD SMITH & WES HORNER, An Xxl Tan Champion Down Vest With Rbi Stitched Logo On Chest & Zippered Pockets; A Large Yellow Champion Down Vest With Rbi Stitched Logo On Chest & Zippered Pockets; And A Large Navy/purple Champion Down Vest With Rbi Stitched Logo On Chest & Zippered Pockets

From George Bannerman, Golf Balls And Towel Set



STMA Conference Exhibitor's List Addendum

ABI Irrigation

Brenham, TX
Booth 700

Aquatrols

Cherry Hill, NJ
Booth 730

Lowdown: Discovers, develops, and commercializes products and formulation technologies for turf.

Burnside Services, Inc.

Montgomery, TX
Booth 504

Carolina Green Corp.

Indian Trail, NC
Booth 712

Lowdown: Specializes in sports field construction, renovation, and maintenance.

Cleary Chemical

El Dorado Hills, CA
Booth TBA

Cub Cadet-MTD Products

Cleveland, OH
Booth 127+

FieldTurf

Montreal, Quebec
Booth 1001, 1100

Grasshopper Company

Moundridge, KS
Booth 732

Headwater Products

Bozeman, MT
Booth TBA

LASCO Fittings, Inc.

Brownsville, TN
Booth TBA

Magic Green Corp.

Silex, MO
Booth 1013

Lowdown: Manufactures White Gold, a 0-0-24 plant nutrition product.

Pacific Sod

Camarillo, CA
Booth 123

Lowdown: Grows 12 varieties of sod including sand-based Tifway and GN-1 hybrid Bermudas.

Sustane Natural Fertilizer of America

Cannon Falls, MN
Booth 411

Lowdown: Manufactures and markets natural organic and organic-based fertilizers, thatch-reducing, and root stimulating products.

Terraplas USA Rentals, LLC

Kilgore, TX
Booth 832

Lowdown: Markets turf protection system.

Wiedenmann North America, LLC

Savannah, GA
Booths 611, 710

WINDS (Western Illinois New Design Systems)

Avon, IL
Booth 810



INFIELD MOWER

National Mower's IM25 infield mower is specifically designed for infield maintenance. The walk-behind reel mower tracks extremely straight and provides highly defined striping patterns for an immaculate playing surface. The IM25 includes a built-in backlapping device that sharpens the reels, which saves time for busy groundskeepers. Other features include: 1/2- to 2-in. height of cut; full width rear-drive split roller system; front throw with polyethylene basket; six and eight blade reel option; and fingertip controls.

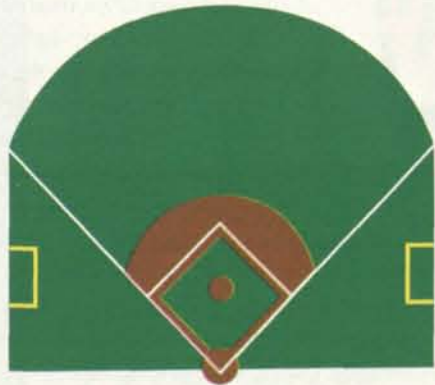
National Mower Co./888-907-3463
For information, circle 195

VERTI-CUT MACHINE

Thatch Master verti-cut machines are designed with managers of sports fields in mind. They need only 25 hp, and are easy to adjust. The thin blades do not leave slow healing grooves.

Blades can easily be adjusted shallow for runner control or deep for digging out even heavy accumulations of thatch. Five-foot working width gets the job done fast. The blades are inexpensive and easy to change.

Turf Specialties/863-289-3330
For information, circle 192



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Tailoring concessions to increase revenue

Extra money could be spent on field improvements

BY JOHN UHL

Whenever a ball team negotiates a new stadium contract, you will find that concession rights are always an integral part of the contract terms. The next time you attend your local state or county fair, festival or flea market, take a closer look at the food vendors. All of them have paid for the opportunity to be there.

There are two main reasons why event promoters and operators arrange for food concessions at their events; first, it rounds out the event. Watching a baseball game without a hot dog and a drink just isn't right! Food concessions are a complimentary and integral component of any large public event or gathering. If you offer food and drink, people will tend to remain at the event for a longer time than if you do not.

The second reason is revenue. Admission prices to any event can only be so high before people find other forms of entertainment. Many smaller events or activities charge no admission charge at all. So where does the money come from to pay for electricity, rent, trash pickup, security, insurance, or any of the many things that must be provided? Revenue can be generated by any extra service that is provided over and above the entertainment value of the event. This can take many forms, depending on the facility or the event, but the one universal constant is some form of food service, which can range from vending machines to a sit-down meal.

Why should public recreation be any different? Revenue from taxes will only go so far in building, staffing, and maintaining facilities. It is not appropriate to charge admission at many public facilities. At facilities

where it is appropriate to have an admission charge, such as a public pool, it is often only a nominal charge that does not come close to covering the operation expenses. How do you make up the difference between what it is costing to operate a facility and the money that you are currently receiving?

One solution is to look at an appropriate food service operation.

Like any other program, food service must be carefully evaluated and planned if it is to be successful. Start by determining the number of potential customers, who will oversee and run the operation, the items or menu to be offered, times of operation, and the facility in which it will be housed. Volume and margin are the keys to a profitable concession operation. These are easy concepts to grasp but are often much harder to implement.

In assessing the potential sales volume, determine how many people pass through the facility on any given day, and at

what time of day. Do these people typically stop for something to eat before or after visiting this facility, or do they bring a snack or a meal with them? How long are people likely to stay at the event or facility during a single visit? Are the majority of people participating or watching?

The more people that you have in attendance and the longer they stay, the more chance you have of a successful concession operation. The type of event has a major impact on concession activity. With some activities you can expect a relatively constant, steady flow of business throughout the day as people

come and go. With other activities, you have spikes of high volume sales for limited time periods with only limited sales in the interim periods.



A concession operation must be structured accordingly. Stadiums and arenas are often faced with events where the majority of the business is accomplished within very narrow time windows. Aware of these time opportunities, commercial concession operators will anticipate the sales and produce and hold enough product to handle the rush. During lulls

in sales, they will rebuild inventories to prepare for the next rush. Often they will also resort to taking products to the people, when the people will not come to them. Having enough people at an activity does not necessarily assure success. It is critical that the concession operation is structured for buying patterns encountered.

Fish on a stick?

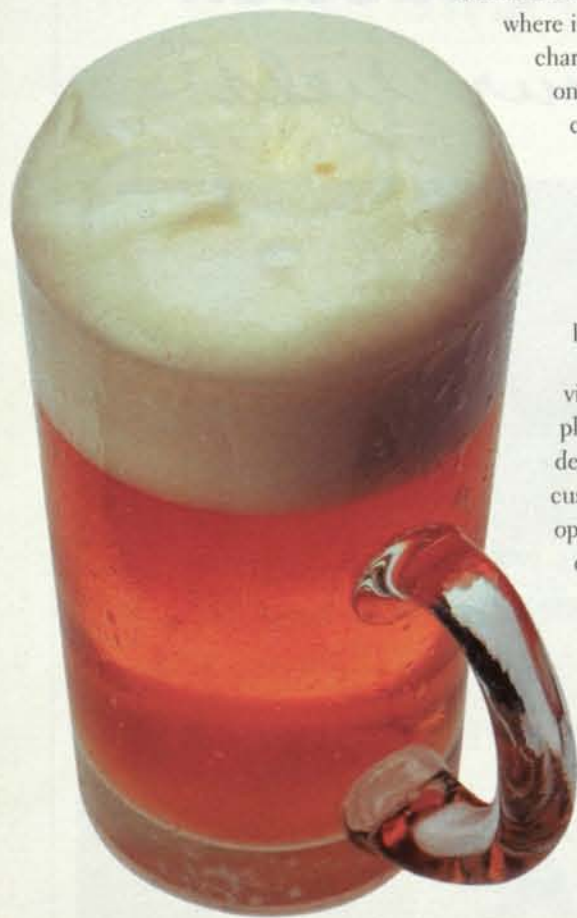
Menu selection is extremely critical in producing both sales volume and profit. Menu development requires the utmost care with regular monitoring and periodic refinement. For success, the menu should be simple to prepare, limited in variety, appropriate for the activity and preferences of the group being served and have an adequate margin between cost and selling price.

Items requiring simple preparation offer several benefits. The first is that the fewer the steps, the less equipment required to store, prepare, and merchandise the item. The skill level required for the operators is reduced significantly when the steps required to prepare and serve an item are kept to a minimum. Higher product quality, product consistency and speed of service are enhanced with a simple menu. One of the challenges faced by many recreation departments is that they often depend on seasonal labor, which may change each year. The more simple the item, the easier it is to staff and train the operators and expect them to do a good job.

Carefully thought out and executed food concessions are a compliment to an event or activity while generating needed revenue. For success, it must be appealing and convenient to your customers and easy to staff and operate. Do it professionally and keep it simple.

ST

John Uhl is vice president of Century Industries, LLC, a manufacturer of transport mobile bleachers, mobile shell stages, mobile platform stages and food concession trailers, 800-248-3371.



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NOZZLE REDUCES DRIFT, IMPROVES COVERAGE

The TurboDrop XL offers the widest operating range of flows, pressures, and speeds of any nozzle on the market, says the manufacturer. The nozzle also reduces with improved coverage, and can be used for practically any spray application, at up to 120 psi.

To reduce off target movement with systemic products, 30-70 psi is recommended. To improve leaf coverage and thatch penetration with contact chemicals, 45-100+ psi is recommended. The TDXL may be operated as low as 15 psi.

The product features a polyacetal (TDXL) or ceramic (TDCXL) venturi orifice, which determines the flow rate of the nozzle, and a SprayMax exit tip, which evenly distributes the large, drift-reducing spray droplets on the target.

Estimated life for the poly TDXL is 10-20,000 acres.

Estimated life for the ceramic TDCXL is 40-80,000 acres. XL nozzles are available in sizes -01 through -10, and are ISO color coded for identification.

Greenleaf Technologies/800-881-4832

For information, circle 175



EXTREME WRAP SAFETY GLASSES

This is one of the boldest safety glass designs to hit the market. Sphere-X offers a unique combination of style, coverage, and protection. A dual lens construction, with base 9.75 lenses, allows for excellent optics and extreme coverage, says the manufacturer.

Temples adjust in four positions while all lenses offer 99% UV light protection. Glasses are available in six lens options, including anti-fog, indoor/outdoor, and mirror finish. Comply with ANSI Z87.1 requirements.

Elvex Corporation/203-743-2488

For information, circle 176

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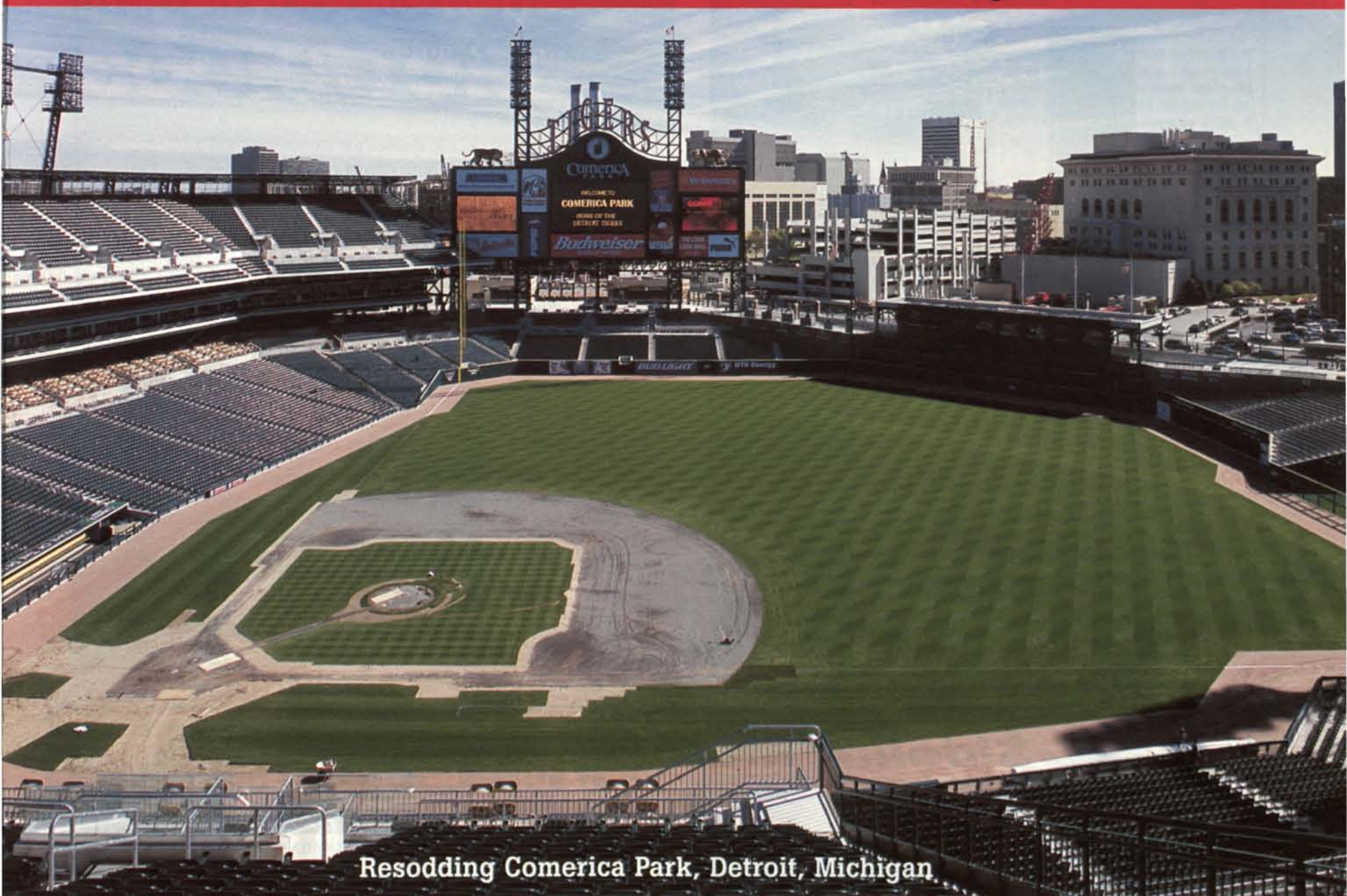
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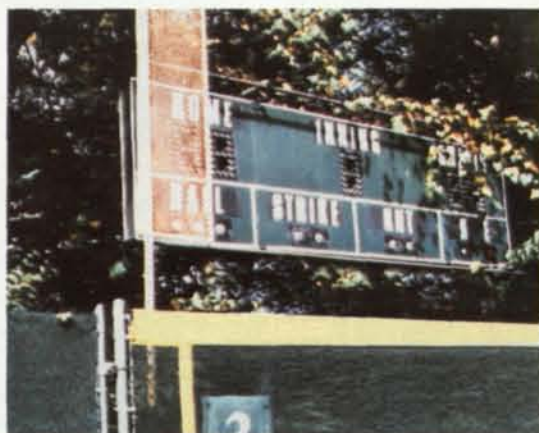
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Around the Grounds



OUTFIELD FENCE COVER

SmartCap and SmartScreen are available from Markers Inc. Bright yellow color heightens player awareness, and the company says the SmartCap won't crack and stays soft for many years.

Easy to install 25-ft. rolls come with nylon straps. SmartScreen comes in rolls of 3- or 6-ft. high by 25-ft. long. This P-E-M extruded and molded PVC product won't unravel, and comes in dark green that is UV-stabilized and won't fade. It provides 80+ percent screening and also can be used as a backstop screen.

Markers Inc./800-969-5920

For information, circle 177

WALL PADDING

Promats Inc. has supplied protective padding for more than 250 stadiums across the country, including for every major professional outdoor sport. Its plywood-backed, "Z" clip attached pad is constructed with 3/4-in. APA BC or better exterior grade plywood, 3 in. of high-density polyurethane foam cores, and UV-resistant 16-oz. laminated vinyl covers. Normally meant for concrete or wood walls, can be used on chain link fences as well, says the company. Works when applying logos or advertising.

Promats Inc./800-678-6287

For information, circle 178



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- Standard: 2-5/8"W x 4"H x 8' Long.
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- Ten 8-foot sections per carton with 50 - 8" UV-resistant ties for securing every 2' to fence.
- Remove crowns from post so entire top of fence is covered and level. Attach sections end-to-end or overlap.

Bottom Guard™

- Size: 1-1/4"W x 3-1/4"H x 8' Long.
- Twelve 8-foot sections per carton with 60 - 8" UV-resistant ties for securing every 2' to fence.
- Drainage holes every 6".
- Designed for easy installation.
- Adjustable depth to reduce erosion of warning track under fence and prevent weed cutter string from catching on fence.

Fence Slats

- Two 1-7/8" x 150' poly rolls per carton.
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