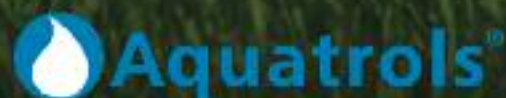


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GreensGroomer WorldWide will be introducing several new solutions and improvements at this year's STMA Show for the sports turf professional.

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**2014 STMA  
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# SportsTurf Contents

NOVEMBER 2013 | VOLUME 29 | NUMBER 11

## 25<sup>th</sup> Sports Turf Managers Association Conference and Exhibition Preview

- 8** **Conference Program:** Seminars, Education Sessions & Other Activities
- 20** List of STMA Commercial Members and others exhibiting at San Antonio Conference
- 30** Student Challenge winners put their prize money to use

## Field Science

- 32** Don't get salt stress from measuring salinity
- 34** The future of turfgrass research

## Tools & Equipment

- 38** Right on track: John Pitts manages grounds at Charlotte Motor Speedway

## Departments

- 6** From the Sidelines
- 7** STMA President's Message
- 17** John Mascaro's Photo Quiz
- 42** STMA in Action
- 43** STMA Chapter Contacts
- 44** Marketplace
- 45** Advertisers' Index
- 46** Q&A



### On the cover:

San Antonio and its iconic Alamo host the 25th Annual Sports Turf Managers Association Conference and Exhibition January 21-25, 2014.

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# From the Sidelines



**Eric Schroder**  
Editorial Director

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## Spots to seek out in San Antonio

**A** S A PUBLIC SERVICE to readers considering or most assuredly attending the STMA Conference next January in San Antonio, here are some hot spots to check out during your free time, courtesy of *Current*, San Antonio's "alternative" newsweekly:

**Live Music**—Nighthrocker Live, 605 San Pedro, (210) 265-3573. Nighthrocker Live has been showcasing metal, rock, hip-hop, and even reggae regularly since opening in 2009. Stand-up comedy and a sexy tattoo ladies' night help round out the weekly schedule. The last time we visited, it was for the annual Ram Jam, a fitting place to host the tribute to dearly departed Ram Ayala since the venue, founded by Roland "Nighthrocker" Fuentes, sticks to Ayala's Taco Land formula pretty well: cheap tequila, loud, local music, and an utter disgust for pretension of any kind. Just the way a rock club should be.

**Romantic Dinner**—Grey Moss Inn, 19010 Scenic Loop, Helotes, (210) 695-8301, [grey-moss-inn.com](http://grey-moss-inn.com). There's always been a romantic element to "getting away from it all." Why else do newlyweds honeymoon? Grey Moss offers escapism about half an hour outside of downtown, under the shade of giant Oaks and twinkling lights on the edge of the Hill Country. They know better than to interfere with intimate dinners by throwing a complicated menu into the mix. Grey Moss proposes familiar, impressive choices like escargot, filets, lobster, and lamb, and a wine selection wide enough to turn even the most awkward first date into a relaxing evening. Top it off with a sweet treat, and try to keep your knickers on until you've signed the bill.

Two other choices that might be closer: Bliss, 926 S Presa, (210) 225-2547, [foodisbliss.com](http://foodisbliss.com); and Biga on the Banks, 203 S St. Mary's, (210) 225-0722, [biga.com](http://biga.com).

**Off the Beaten Path**—Two Step Restaurant and Cantina, 9840 W Loop 1604 N, (210) 688-2686, [twosteprestaurant.com](http://twosteprestaurant.com). Two Step Restaurant and Cantina, housed in the renovated historic Ruempel homestead, takes pride in its rustic roots. Vintage Texana decor adorns the walls, and the menu offers traditional comfort food favorites like chicken fried steak, prime rib, catfish, and barbecue. The noteworthy bread pudding and pecan pie with ice cream satiate the sweet tooth, while an El Jefe margarita whets the whistle. With reasonable prices at both lunch and dinner, patio seating, and live music in the evenings, this family friendly restaurant can persuade even the most discriminating Downtowner to make the trek.

**BBQ**—Rudy's, multiple locations, [Rudysbbq.com](http://Rudysbbq.com). Also, Two Bros. BBQ Market, 12656 West Avenue, (210) 496-022, [twobrosbbqmarket.com](http://twobrosbbqmarket.com); or, Augie's Barbed Wire Smokehouse BBQ, 3709 N St. Mary's St, (210) 735-0088, [augiesbs.com](http://augiesbs.com).

**Watch Sports**—The Ticket Sports Pub, 420 E Houston, (210) 222-9722, [ticketsportspub.com](http://ticketsportspub.com); or Fretail Brewing Company, 4035 N Loop 1604 W, (210) 395-4974, [fretailbrewing.com](http://fretailbrewing.com).

**Craft Beers**—The Friendly Spot, 943 S Alamo, (210) 224-BEER, [thefriendlyspot.com](http://thefriendlyspot.com). You'd be forgiven for mistaking this Southtown ice house for a dog park. Above the din of the crowd or the occasional Spurs game, you'll hear pooches barking next to their boozed-up owners. The laid-back, outdoor setting makes it a perfect place for four-legged friends and, with recent renovations, we expect to see even more dog owners pick The Friendly Spot as their favorite watering hole. With a monster new bar in the back, The Friendly Spot's tap count jumped from 20 to 76, almost all are craft beers, many of them Texas brews. Their micheladas are no slouch, either. ■

# SportsTurf

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The Official Publication Of The Sports Turf  
Managers Association

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SportsTurf (ISSN 1061-687X) (USPS 000-292) (Reg. U.S. Pat. & T.M. Off.) is published monthly by Specialty Information Media at 1030 W. Higgins Road, Suite 230, Park Ridge, IL 60068. **POSTMASTER: Send address changes to Sportsturf, PO Box 4290, Port Jervis, NY 12771.** For subscription information and requests, call Subscription Services at (845) 856-2229. Subscription rates: 1 year, \$40 US & Poss.; 2 years, \$65 US & Poss.; 1 year, \$65 Canada/Foreign Surface, 1 year, \$130 Airmail. All subscriptions are payable in advance in US funds. Send payments to Sportsturf, PO Box 4290, Port Jervis, NY 12771. Phone: (845) 856-2229. Fax: (845) 856-5822. Single copies or back issues, \$8 each US/Canada; \$12 Foreign. Periodicals postage paid at Park Ridge, IL and additional mailing offices. COPYRIGHT 2013, SportsTurf. Material may not be reproduced or photocopied in any form without the written permission of the publisher.

# President's Message

Dr. Mike Goatley

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## Against the odds

**I** JUST FINISHED MALCOLM GLADWELL'S LATEST BOOK "DAVID AND GOLIATH." The author offers another thought provoking book that challenges conventional wisdom regarding the underdog, a term common to sport competitions. Gladwell proposes that perhaps Goliath was not really such an overwhelming favorite after all. Sure, he was a giant among men for his time in size and stature, equipped with the finest armor and weaponry. However, Goliath was apparently very slow-of-foot, had problems with his eyesight, and was prepared only for hand-to-hand combat. David, on the other hand, was a youthful shepherd (at the bottom of that era's social ladder), and his appearance as Goliath's challenger was met with mockery and derision by his opponent.

However, it turns out that David was quite a 'slinger': highly skilled in using stones to kill wild beasts that threatened his flock. He was deadly accurate with his sling, and he had competitive advantages of speed and surprise on his side. David never intended to fight Goliath in close quarters.

Underdogs regularly pull off major upsets on our athletic fields and these upsets are hard to predict based on the apparent talent discrepancies on paper. However, superior talent doesn't always overcome the will, desire and discipline displayed by seemingly less gifted athletes. Similarly, in sports field management I am amazed by how forward-thinking sports field managers overcome seemingly insurmountable challenges imposed by Mother Nature, budget and/or personnel limitations. There is no doubt that experience matters. David gained his slingshot skills while protecting his flock; you hone your skills plying your trade season after season. Still, experience alone can't overcome the importance of being properly equipped for the job. David didn't attack Goliath with boulders, but instead he selected very specific sizes, shapes, and weights of stones that allowed him to fight his enemy from a safe distance. As a sports field manager, you also need to be properly equipped with the right tools and strategies to overcome the challenges you face in delivering safe, great looking, and great playing athletic fields.

One of the best ways to equip yourself is to secure and apply the management strategies you will experience firsthand at the 2014 annual conference and exhibition in San Antonio this January. Whether on the trade show floor, in the classroom, or simply by word-of-mouth, your chances of overcoming the challenges you face in your job will grow by joining your colleagues at conference. STMA's conference programming committees have once again assembled a great mix of educational activities and site visits suitable for all levels of sports turf managers, regardless of facility, budget, or background.

In closing, November is synonymous with Thanksgiving for many of us. I suspect that David was very grateful that he had such good aim. I find myself grateful every fourth Thursday in November for a) wonderful family and friends, and b) turkey, dressing, and sweet potato casserole. How about you? I hope you can find some time to reflect on your blessings this season. Take care. ■

*Mike Goatley*



## Celebrate STMA's 25th Conference & Exhibition Deep in the Heart of Texas: San Antonio 2014!

**S**TMA TRAVELS TO SAN ANTONIO, TEXAS from January 21-25, 2014 for the association's 25th Conference & Exhibition. San Antonio is a city – the second largest in Texas – rich in American history and steeped in a unique cultural heritage. It is home to the historic Alamo, world-renowned Riverwalk, Missions National Historical Park and scenic Texas Hill Country.

A visit would not be complete without a stop at the world-famous Riverwalk, which opened a new 1.3 mile extension since STMA was there in 2007. In 2010, Travel + Leisure magazine named it one of "America's Coolest River Walks" saying "This granddaddy of river walks charms with four miles of cypress-lined cobble-and-flagstone paths along both sides of the narrow San Antonio River. Locals and visitors cool off on the horseshoe-shaped loop downtown, meandering past trendy shops and stopping at hot spots like Boudro's for guacamole prepared tableside." A number of varied shopping and cultural events abound; the downtown area surrounds the convention center.

The Alamo is, undoubtedly, one of San Antonio's highest-profile attractions and one of the most-visited historical sites in the United States. According to the San Antonio Convention and Visitors Bureau, "The Alamo (Mission San Antonio de Valero) was founded in 1718 as the first mission in San Antonio, serving as a way station

between east Texas and Mexico. In 1836, decades after the mission had closed; the Alamo became an inspiration and a motivation for liberty during the Texas Revolution. For 13 days in 1836, close to 200 Texas defenders held the Alamo from over one thousand of General Santa Anna's troops from Mexico. The most famous of the defenders, William Travis, Jim Bowie, and Davy Crockett, died fighting overwhelming odds for freedom." Additionally, contrary to public opinion, there actually is a basement in the Alamo.

For the past 25 conferences and exhibitions, STMA has provided attendees with a best-in-class experience through innovative educational sessions, networking opportunities, hands on tours of sports facilities and a singular focus on advancing the sports turf industry as a whole. As the premier not-for-profit, professional association for the men and women who manage sports fields worldwide, the association is excited at the opportunity San Antonio provides to show how our dedicated members have moved this organization to where it is now, and to share our board's vision for the next 25 years (and beyond).

We hope to see you in San Antonio, Jan. 21-24, 2014, for STMA's 25th Annual Conference & Exhibition!

### Conference Highlights

Celebrate STMA's 25th Anniversary in San Antonio with all the exceptional sessions, semi-

nars, and workshops you've come to expect from the industry's premier sports field association. Explore the rich culture, cuisine and character of a city that has proven to be one of our nation's most endearing travel destinations and benefit from the ultimate learning event of the year!

### STMA REGISTRATION HOURS

All at the Henry B. Gonzalez Convention Center

**TUES., JAN. 21 — 6:30 am – 6:30 pm**

**WED., JAN. 22 — 7 am – 6:30 pm**

**THURS., JAN. 23 — 7 am – 6:30 pm**

**FRI., JAN. 24 — 7 am – 1 pm**

### STMA EXPOSITION HOURS

**THURS., JAN. 23 — 1:30 – 7 pm (Reception)**

**FRI., JAN. 24 — 10 am – 1 pm (Lunch)**

### FULL CONFERENCE REGISTRATION

Just \$375

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- Receptions and Awards Banquet



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## General Session – New Time!

Wed., Jan. 22, 8 – 9:15 am

- STMA Past, Present and Future. Hear where we've been, where we are today and where we are going.
- Introductory Remarks – *STMA President Michael Goatley, Jr., Ph.D.*
- Brief History of STMA and the Annual Conference – *Steve Wightman*
- Where We Are Today – 2014 Conference Highlights – *Jeffrey Fowler*
- Keynote: "Skills to Survive in the Future" – *Dr. Rick Rigsby*



**Dr. Rick Rigsby**  
Photo provided  
by Lisa Nikole

## Keynote Address Dr. Rick Rigsby

### "Skills to Survive in the Future"

Dr. Rick Rigsby is a favorite among audiences worldwide. Born and reared in the San Francisco Bay Area, Rick graduated from college in 1978 with a degree in communications and a goal to be a network correspondent. Following a successful career as a television news reporter for a CBS affiliate in Northern California, Rick earned his Master's degree from California State University, Chico followed by his Doctorate from the University of Oregon. Graduate school was followed by two decades as a college professor – the last 14 years at Texas A&M University – where Rick also served as character coach and chaplain for the Aggies football team. In high demand among educational, business, and service organizations and a favorite among professional sports organizations including the PGA and the National Football League, Rick offers common-sense wisdom to those desiring to rise to greater levels of excellence.

**STMA Academy**  
Tuesday, Jan. 21, 2:30 – 5 pm

Attend high level education, pre-conference, at no additional fee.

## STMA Networking

Wed., Jan 22, 5:15 – 6:15 pm

Meet with your peers during this formalized networking session. Each category of membership meets separately to share issues and practical solutions.

## STMA Welcome Reception & Casino Night

Wed., Jan. 22, 7 – 10 pm

A must-attend networking event. Enjoy heavy hors d'oeuvres and beverages. For those who wish to gamble, there is a separate area for Casino Night, which benefits The SAFE Foundation.

## Annual Meeting & Lunch – Members Only

Thurs., Jan. 23, 12 – 1:15 pm

All members are invited to enjoy lunch, hear about STMA's progress and meet your new Board of Directors.

## Annual Awards Reception & Banquet

Fri., Jan. 24, 6:30 – 10 pm

Enjoy excellent food and beverages while helping to honor STMA's award winners. Registration required. Coat and tie preferred.

## Student Activities

Students are welcome and encouraged to attend all that the conference offers.

## Student Networking Session

Wed., Jan. 22, 5:15 – 6:15 pm

## Student Educational Track

Thurs., Jan. 23, 8 am – 12 pm

## Creating a New Career Path

Abby McNeal, CSFM – Wake Forest University Athletics

## Managing and Molding Tomorrow's Field Managers Today

Michael Boettcher – Milwaukee Brewers Baseball Club

## Internships and How to Get the Most Out of Them

Zach Severns – Architectural Design, Inc.

## STMA Annual Meeting and Lunch

Thurs., Jan. 23, 12 – 1:15 pm

Students have this time open to attend.

# SUPPORT SAFE



### PARTICIPATE & DONATE!

Last year's activities raised \$30,800. This year's goal: \$40,000

STMA's charity, SAFE, will be holding many activities to raise funds for scholarship, education, outreach, and research.

### NEW THIS YEAR – 5K RUN OR WALK!

Fri., Jan. 24, 3 pm.

Please see page 18 for more information.

### SAFE GOLF SCRAMBLE

Tues., Jan. 21, 9 am – 4 pm

Please see page 18 for more information.

### SAFE CASINO NIGHT

Wed., Jan. 22, 8:30 pm

Gamble for a good cause! Set within the Welcome Reception, Casino Night is a fee-based event that supports the SAFE Foundation. There is no charge to attend the

Welcome Reception. Register early and receive extra chips! See registration form. Walk-ups welcome. When you cash out, you are eligible to win prizes.

### SILENT AUCTION

Thurs., Jan. 23, 1:30 – 6:30 pm & Fri., Jan 24, 10 am – 12:30 pm

Held during the exposition. Take home some great bargains. New items daily!

### LIVE AUCTION

Fri., Jan. 24, 6:30 – 7 pm

Get some great technology, travel and gift items for unbelievable prices!

### RAFFLES

Buy raffle tickets throughout the conference for a chance to win exciting items. The drawing will take place at the beginning of the Awards Banquet (need not be present to win).