



Experts on the Field, Partners in the Game.

## News Release

*For Immediate Release*

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*For further information:*

*Patrick Allen, Manager – Sales and Marketing*

*800-323-3875*

[pallen@stma.org](mailto:pallen@stma.org)

### **2010 STMA CONFERENCE SUCCESSFUL DESPITE SLUGGISH ECONOMY**

#### **Expanded Education, Excellent Networking, Full Trade Show Highlight Return to Disney**

**LAWRENCE, Kan. (February 1, 2010)** – The Sports Turf Managers Association's (STMA) 21<sup>st</sup> Annual Conference and Exhibition was held Jan. 12-16, 2010 and was an outstanding event according to both attendees and exhibitors. Nearly 900 Sports Turf Managers from all over the world came to Disney's Coronado Springs Resort and Convention Center in Lake Buena Vista, Fla. for the green industry's largest sports turf specific event. Including exhibit personnel, more than 1,400 people were on-site.

While individual attendance figures paralleled the 2009 event in San Jose, Calif., the Orlando conference was heralded as the best yet by many in attendance. Exhibitors described foot traffic in the Exhibit Hall as very good and were pleased to see a full hall of more than 150 exhibiting companies. The event would not be possible without the participation of these companies.

Those attending the conference were able to take advantage of more than 90 hours of sports turf specific education, including the addition of an entire day to the schedule with the new Pre-Conference Workshops on Wed., Jan. 13. Highly regarded industry professionals and academics gave presentations, and peer networking events such as the Industry Segment Networking Sessions, Welcome Reception and Awards Banquet Reception took place throughout the four day event.

The keynote address was given by *Sports Illustrated's* Joe Posnanski and was very well received by the members. Posnanski, known for his ability to impart emotion in his stories and exceptional wit, regaled the crowd with stories of Cleveland's Municipal Stadium, baseball legends Buck O'Neill and Satchel Paige, and drew upon attendees' memories of their first experience with a lush, green athletic field.

The Annual STMA Conference and Exhibition is supported through the generous sponsorship of the following companies: Barenbrug USA; Covermaster, Inc.; Cygnet Turf Equipment; Diamond Pro/TXI; Ewing Irrigation; Hunter Industries; Jacobsen, a Textron Co.; Landscapes Unlimited; Pro's Choice/Oil-Dri. Corp.; Rainbird Corp.; The Toro Company; and World Class Athletic Surfaces, Inc.

The 2011 STMA Conference and Exhibition, which will be the association's 22<sup>nd</sup> annual event, will be Jan. 11-15, 2011 in Austin, Tex. The Exhibition will be at the Austin Convention Center and the official hotel of the event is the Hilton Austin.

STMA is the not-for-profit, professional association for the men and women who manage sports fields. Since 1981, the association and its dozens of local chapters have been providing education, information and sharing practical knowledge in the art and science of sports field management. Its more than 2,500 members oversee sports fields and facilities at schools, colleges and universities, parks and recreational facilities, and professional sports stadiums.

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If you'd like more information about the STMA Conference or other STMA news, please contact Patrick Allen, Manager - Sales and Marketing at 800.323.3875 or e-mail him at [pallen@stma.org](mailto:pallen@stma.org).