



Experts on the Field, Partners in the Game.

News Release

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2012 STMA CONFERENCE GROWTH INDICATES VIBRANT AND GROWING ASSOCIATION, INDUSTRY

Increase in Attendance Fueled by Excellent Education, Networking Opportunities and Exhibition

LAWRENCE, Kan. (January 20, 2012) – The Sports Turf Managers Association's (STMA) 23rd Annual Conference and Exhibition was held Jan. 10-14, 2012 in Long Beach, Calif., which provided an outstanding venue and fantastic weather for attendees. Nine-hundred and ninety-three Sports Turf Managers, academics, and other practitioners from all over the world headed to the west coast for the green industry's premier sports turf specific event. Including exhibit personnel, more than 1,600 participants were on-site. The 993 attendees registered exceed last year's show in Austin, Texas by 9.4 percent.

Attendees arrived as scheduled to take advantage of world class education, a 100,000 sq. ft. exhibition, off-site tours, a golf tournament and casino night event to benefit the Foundation for Safer Athletic Fields for Everyone (SAFE), the STMA awards banquet and various other events, all of which were widely regarded as the best STMA events yet.

Exhibitors described foot traffic in the Exhibit Hall as very good and highly qualified. Attendees were treated to a full hall of more than 155 exhibiting companies, taking up more than 30,000 sq. ft. of Exhibition Hall A's 91,000 sq. ft. The event would not be possible without the active participation of these exhibiting companies.

Attendees in Long Beach took advantage of nearly 90 hours of sports turf specific education, beginning with an entire day of educational workshops on Wed., Jan. 11. Highly regarded industry professionals and academics gave presentations, and

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peer-to-peer networking events such as the Industry Segment Networking Sessions, Welcome Reception and Awards Banquet Reception took place throughout the four-day event held at the Long Beach Convention Center and three host hotels nearby.

The keynote addresses were given by Dr. Frank Rossi and former NFL player Eric Boles and both were very well received by the attendees. Dr. Rossi used his typical upbeat style to provide valuable insight into the current sports turf climate and an overview of the future of sports turf management. Boles gave a rousing motivational presentation focused on developing and cultivating leadership potential in yourself and those around you.

Additionally, the Foundation for Safer Athletic Fields for Everyone (SAFE Foundation) used its 12th Annual Golf Tournament, played at Industry Hills Golf Club at Pacific Palms' Eisenhower Course, a Casino Night at the Welcome Reception and the live auctions, raffles and other fundraising endeavors to make more than \$27,000 for the foundation.

The week's events were capped off by STMA's Annual Awards Banquet on Friday evening, where the association's highest honors are presented. These include the association's premier honors, the STMA Founders Awards, as well as the Field of the Year Awards, SAFE Scholarships, STMA Commercial Innovative Award, the President's Award for Leadership, Student Challenge trophies and more.

The Annual STMA Conference and Exhibition is supported through the generous sponsorship of the following companies: [Barenbrug USA](#); [Carolina Green Corp.](#); [Covermaster, Inc.](#); [Diamond Pro/TXI](#); [DuPont Professional Products](#); [GreenONE Industries](#); [Hunter Industries](#); [MUSCO Sports Lighting](#); [Rain Bird Corp.](#); [The Toro Company](#); and [World Class Athletic Surfaces, Inc.](#)

The 2013 STMA Conference and Exhibition, which will be the association's 24th annual event, will be Jan. 15-19, 2013 in Daytona Beach, Fla. The Exhibition will be at the Daytona Beach Convention Center and the official hotel of the event is the Hilton Daytona Beach Oceanfront Resort.

ABOUT STMA:

STMA is the not-for-profit, professional association for the men and women who manage sports fields worldwide. Since 1981, the association and its 34 local chapters have been providing education, information and sharing practical knowledge in the art and science of sports field management. Its more than 2,600 members oversee sports fields and facilities at schools, colleges and universities, parks and recreational facilities, and professional sports stadiums. For more information, log on to www.STMA.org.

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