PRESENTATION OUTLINE
MARK NICHOLLS – TURF INDUSTRY
SPORTS TURF MANAGERS ASSOCIATION
DATE & TIME: TBD (JAN 15 – JAN 19, 2012)
PLACE: DAYTONA BEACH, FLORIDA

SPEAKERS BIOGRAPHICAL INFORMATION:
Introduction:
Turf Industry offers interested individuals an opportunity to receive fact based information and proven tools to assist in navigating the complexities of the Turf Industry. As the founder and CEO of Turf Industry, Mark Nicholls is uniquely qualified as a 30-year veteran of the synthetic turf industry, including 17 years as the President and CEO of one of the industry’s most notable brands. Through personal participation in thousands of installations with many of the world’s best known companies and sports franchises, plus dozens of speaking engagements and committee appointments, Mark Nicholls has continually utilized his own experience gained from three decades of synthetic turf involvement to empower anyone seeking the knowledge and expertise to successfully navigate the many nuances of synthetic turf. Please join me in welcoming Mark Nicholls – CEO of Turf Industry to our presentation today.

COURSE TITLE: Synthetic Turf Management – Best Practices

PRESENTATION DESCRIPTION:
Best Practice review of the various professional management practices and operations associated with the proper care, maintenance and operations of a synthetic turf sports field. Participants will be armed with the detailed procedures required for a synthetic turf sports field.
PRESENTATION OUTLINE:
The approach is a very practical, no nonsense and transparent educational event. Through the use of real world examples, case studies and best practice education the goal will be to educate and challenge the way experienced sports turf professionals manage all elements of synthetic turf sports fields. This educational event would be as unique as the STMA, by focusing in on the intimate aspects that only sports turf manager’s encounter.

Best Practices – Maintenance
- Sweeping
- Grooming
- Infill Management
- Irrigation
- Repairs
- Treatments
- Equipment Considerations – Calibration and Service

Best Practices – Financial Engineering
- Cost Assessment
- Cost Per Use – ROI Considerations
- Financial Strategies
- Funding Sources – Fundraising
- Event Revenue Considerations – Case Study

Best Practices – Documentation
- Use Log
- Maintenance Log
- Risk Management
- Warranty Considerations

Best Practices – Operations
- Game Day Operations – Pre Game
- Game Day Operations – In Game Events
- Game Day Operations – Post Game
- Event Protection – Non Sports Event
- Conversion Considerations
- Successfully Managing The Desires Of Multiple Constituents
Best Practices – Safety
✓ Required Equipment
✓ Testing Requirements
✓ Documentation Requirements
✓ Shoe Surface Interface

Best Practices – Lifecycle Planning
✓ Predicting Replacement
✓ Scheduling Aspects
✓ Recycling Options
✓ Checklist Of Things To Consider

Best Practices – Special Topics
✓ Heat – Environmental Considerations
✓ Snow Removal
✓ Flooding

PRESENTATION OBJECTIVE:
The objective of the educational event is to arm STMA members with the best practices associated with the professional management of synthetic turf fields.

TIME REQUIREMENT:
I would like to request 240 minutes, but need a minimum of 120 minutes to be able to do these dynamic topics justice.

Presentation participants receive a booklet of various best practices associated with the professional management of synthetic turf fields and a copy of the presentation. (Level is considered - Intermediate)

Additional Notes:
Presentation will be made utilizing Powerpoint, Laptop and program will be supplied. Class room style seating, screen, sound system and computer projector are requested. Contact Mark Nicholls – (905) 327-5501 for any further details.