

22nd Annual Conference & Exhibition Celebrating STMA's 30th Anniversary! January 11-15, 2011, Austin, TX

# SportsTurf

MANAGERS ASSOCIATION

Experts on the Field, Partners in the Game.



## New this year:

- **Reduced Fee** for more than 1 Attendee from Same Facility
- **Focus on Budget** Strategies & Innovative Management Practices
- **New Location** for STMA – Live Music Capital of the World!
- **Written BMPs** to Take & Share with your Employer/Staff!
- **Innovative Awards** Program & Much More!

Earn CEUs: STMA, TTA, ASBA, TNLA, NRPA, ASLA, GCSAA

Pending CEUs: TX Pesticide Recertification Credits, TTIA/TCEQ & IA

# Sports Field Budget Destroyed?

Learn valuable strategies to survive and succeed in 2011



# Solve Your Toughest Problems

Welcome to the industry's most essential event for learning new ideas on managing your facilities. We've created a broad mix of learning opportunities that include field trips, demonstrations, classroom education, roundtables, workshops, and one-on-one networking. The trade show will host the latest products, equipment and technology, and it's where STMA will announce the new Innovative Awards winners.

Don't miss this opportunity to make new connections, meet with old friends, and conquer your challenges of 2011! This conference is made possible by the hard work of many STMA members and volunteers. Thank you!

— The STMA Conference Committee



## Hotel

Hilton Austin, 500 East 4th St., Austin, TX 78701

**Room Rate:** \$169 single or double occupancy + 15% tax

**Hotel Parking:** \$18 per day self park; \$26 per day valet; there are two parking garages nearby with a \$7 per day rate, which includes three ins/outs.

**Cutoff date: Dec. 20** (Make your reservations early – hotel may sell out prior to this date) For reservations, call **1-512-482-8000** or book online at [http://www.hilton.com/en/hi/groups/personalized/AUSCVHH-STU-20110111/index.jhtml?WT.mc\\_id=POG](http://www.hilton.com/en/hi/groups/personalized/AUSCVHH-STU-20110111/index.jhtml?WT.mc_id=POG)

Students have a block of rooms reserved at the Hilton Garden Inn, which is nearby the Hilton Austin. For reservations, call 1-877-782-9444 or direct at 1-512-480-8181 (ask for Sports Turf Rate).

## Travel

Call WorldTek Travel to assist you with your travel needs: 1-800-233-5989.

## Airports

The closest airport is the Austin-Bergstrom International Airport at 12 miles. From Austin, the San Antonio International Airport is 75 miles, Houston's George Bush Intercontinental Airport is 167 miles, Dallas Love Field is 202 miles, and Dallas-Ft. Worth Airport is 212 miles.

## Ground Transportation

The Hilton does not provide transportation to and from the airport. A cab ride will cost approximately \$25 plus tip; various shuttle and car services are available. For a complete list, go on-line, <http://www.ci.austin.tx.us/austinairport/transportation.htm>

## Conference Attire

Business casual (slacks and a collared shirt for men and comparable attire for women) is the preferred daytime attire for the educational sessions. Coat and tie are recommended for the Awards Banquet.

## Weather

Austin has 300 days of sunshine a year! January is its coolest month with the average high of 60 degrees and average low of 40 degrees. January is also the month with the lowest rainfall average.

## Estimated Investment to Attend\*

Complete Conference Package (Includes meals and preconference workshops)	\$375
Ground Transportation	\$50
Misc. Meals Wed. lunch & travel days	\$40
Hotel 3 nights @ \$194.35/night (including tax)	\$583
Air Transportation	\$340
	<b>\$1388</b>

\*Save even more by: booking air travel now at ~\$250, sharing a room at \$292, and a taxi \$25 = \$982!

Send a 2nd person and pay \$50 less for the conference registration package.

## It's an Investment - Not a Cost

STMA's previous conferences have delivered a 1,375 percent ROI! The 2011 conference promises the same return on your continuing education investment. For a detailed ROI report, go to [www.STMA.org](http://www.STMA.org) and click on the conference tab, 2011.

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# Conference Highlights

## Welcome Reception

**Wed., Jan. 12, 7:30 - 10 p.m. (First-Timers, 7 - 7:30 p.m.)**

A must attend networking event! Renew friendships and meet new people as you gear up for the next two days. Enjoy food and drinks, and win cash with our Pull Tab Cash Cards.



## General Session Keynote Speakers

**Thurs., Jan. 13, 8 - 10 a.m.**



### Dr. James B. Beard

Dr. James B. Beard is one of the world's leading turfgrass agronomists and is an international advisor and lecturer on turfgrass issues. He has published more than 260 scientific research papers, 400 popular technical articles, and several bestselling books on turfgrass culture and management.

The Beard Collection, which was donated by he and his wife to Michigan State's Turfgrass Information Center, is generally acknowledged to be the finest personal compilation of turf-related material in existence. Dr. Beard held research-teaching positions on the faculties at MSU and Texas A&M University. He founded the International Sports Turf Institute, Inc. in 1992.



### Swing Riders - A True Texas Experience!

During the trail drives of the Old West, the most respected positions were those of the Swing Riders. They turned the herd in the right directions, crossed obstacles, and reached destinations others dared not even imagine. Ride along on this

memorable show full of inspirational tales of leadership as told by three very talented performers. The show is led by Doc Blakely, an acclaimed humorist, musician, and recipient of every award given by the National Speakers Association. His son Mike Blakely is an award winning western novelist, singer and songwriter. Rounding out the trio is fiddler Randy Elmore, who has won the Fiddle World Champion twice. Don't miss this fun opportunity to learn new ideas that foster communication, success, and a positive outlook on life.



## STMA Annual Meeting & Lunch Members Only

**Thurs., Jan. 13, 12 - 1:15 p.m.**

Meet your new 2011 Board of Directors and find out about the association's progress during this past year while enjoying lunch.

## Trade Show

**Thurs., Jan. 13, 4:15 - 7:45 p.m. (reception)**

**4:15 - 7 p.m.**

**SAFE Silent Auction**

**5:00 p.m.**

**Winners of Innovative Awards Program**

**Announced.** Find out the winners of STMA's newest awards program to recognize the contributions of our commercial members to the industry.

**5:30 p.m.**

**Trade Show Demonstration – Sports**

**Turfgrasses, Pros and Cons** - Dr. A.J. Powell, Jr.

Includes cool and warm season grass species and their selection depending upon cost, season for establishment and ultimate use, ease of renovation, aesthetics vs. wear tolerance, heat and cold tolerance, disease susceptibility, etc. This discussion and demonstration will help to determine whether a new cultivar will offer better quality and be equally as frugal as our existing grass cultivar. Grass specimens will be displayed. CEUs awarded: STMA, TTA, ASBA, TNLA, NRPA

**6:30 - 7:30 p.m.**

**Historical Panel - Celebrate STMA's 30th**

**Anniversary!** Listen to our seasoned members reminisce about sports turf management in the early years. Ask questions and be entertained!

**Fri., Jan. 14, 10 a.m. - 2:45 p.m. (lunch)**

**10 a.m. - 2 p.m.**

**SAFE Silent Auction**

**11 a.m.**

**Trade Show Demonstration – Sports**

**Turfgrasses, Pros and Cons (Repeated from Thurs.)**

**1:30 - 2:30 p.m.**

**Historical Panel (Repeated from Thurs.)**

## STMA Annual Awards Banquet & Pre-Banquet Reception

**Fri., Jan. 14, 6:30 - 10 p.m.**

This is the highlight of the week! Join your peers for an hour-long reception. Then enjoy music, great food and honor STMA's award winners. The Field of the Year winners, MiLB's Sports Turf Managers of the Year, Scholarship Winners, Student Challenge Team winners will be recognized. STMA's highest honors, the Founders Awards, will be presented as the finale to four unsuspecting members. (Preregistration and ticket required. See Registration Form).



# Schedule at a Glance

## Tuesday, January 11

6:30 - 8 a.m.	Continental Breakfast
6:30 - 9 a.m.	Registration Open
7 a.m. - 3:30 p.m.	Seminar on Wheels
3 - 7 p.m.	Registration Open
3:30 - 7:30 p.m.	STMA Certification Exam
6 - 9 p.m.	Chapter Officers' Training

## Wednesday, January 12

6:30 - 8 a.m.	Continental Breakfast
6:30 a.m. - 7 p.m.	Registration Open
7 a.m. - 3:30 p.m.	Seminar on Wheels
7 a.m. - 4 p.m.	SAFE Golf Tournament
8 a.m. - 12:15 p.m.	Sports Turf Pest Control Update for 2011
2 - 4 p.m.	Managing Athletic Fields without Traditional Pesticides: Cultural, Organic, and Alternative Pest Management
	What's New in Warm Season Grass Management
	Native Soil Field Improvement & Construction: Making the Best of What You Have
	New Technology: Gadgets and Gizmos
4:30 - 5:45 p.m.	Networking Sessions
6 - 6:30 p.m.	STMA Committee Meetings
7 - 7:30 p.m.	First Time Attendees' Reception
7:30 - 10 p.m.	Welcome Reception

## Student Activities

Students are welcome and encouraged to attend all that the conference offers! In addition, STMA has created several exclusive Student events. These include:

### Student Networking Session

**Wed., Jan. 12, 4:30 - 5:45 p.m.**

### Student Educational Sessions and Lunch

**Thurs., Jan. 13, 11 a.m. - 2 p.m.** (See educational program description under Conference Learning Sessions)

### \*STMA Student Collegiate Challenge

**Fri., Jan. 14, 8 - 10:30 a.m.**

Participants receive FREE Conference Registration for taking part in this team exam. The winning two year and four year schools receive \$4,000.

**Hunter®**

\* Pre-registration required

## Thursday, January 13

6:30 - 8 a.m.	Continental Breakfast
6:30 a.m. - 7 p.m.	Registration Open
6:45 - 7:45 a.m.	Certification Breakfast
8 - 10 a.m.	General Session: Keynotes by Dr. James Beard & Swing Riders
10:30 - 11:45 a.m.	Sight Turfing: Use Your Turf Eyes to Take Your Field to the Next Level
	Sustainability 101 – Just What is Carbon Sequestration?
	Topdressing with Compost, A More Sustainable and Affordable Alternative
	The Spartan Cap Athletic Field System
	Infill Maintenance from the Beginning
	Market Yourself and Your Facility
	Implementing an Environmental Stewardship Program for your Sports Facility
	Weather 101
11 a.m. - 2 p.m.	So You Want to be an NFL Sports Manager
	Field Maintenance is Only a Third of your Job
	25 Years as a Sports Turf Manager – What I Wish I Had Known.
12 - 1:15 p.m.	STMA Annual Meeting & Lunch
1:30 - 2:30 p.m.	New Fertilizer Technology
	Managing a Multi-Purpose Field: Turf Health in a High Traffic Environment
	Irrigating Turf with Effluent/Salt Water
	Using Turf Colorants for Green Turf
	Your Role in the Planning, Design and Construction of a Sports Complex
	Reality Bites – What Organic Turf Management Regulations Would Mean
	Benefits of Turf in the Landscape
	Synthetic Turf Baseball Fields: The Pros and Cons of Next Generation Artificial
2:45 - 4:15 p.m.	Panel: Warm Season Turf - Professors and Practitioners
	Panel: Cool Season Turf - Professors and Practitioners
	Panel: Synthetic Turf Update
	Doing More with What You Have (Or Less) for Sports Field Management
	A Campus Moving Towards Sustainability
	How Two NFL Organizations Approached New Technology in Field Surfaces
5:00 p.m.	Winner of Innovative Awards Announced.
4:15 - 7:45 p.m.	Trade Show Open with Hors d' Oeuvres
5:30 p.m.	Trade Show Demonstration – Sports Turfgrasses: Pros and Cons
6:30 - 7:30 p.m.	Historical Panel Discussion /Q&A



## Friday, January 14

6:30 - 8:00 a.m.	Continental Breakfast
6:30 a.m. - 3 p.m.	Registration Open
6:45 - 7:45 a.m.	Past President's Breakfast
7 - 7:15 a.m.	Innovative Session: Growing Sod in a Parking Lot
7:15 - 7:30 a.m.	Innovative Session: Seedbanking, Seeding Rates, and Increased Nitrogen Fertility
7:30 - 7:45 a.m.	Innovative Session: Sports Turf Injury Research
8 - 10 a.m.	<i>Poa annua</i> Control in Warm and Cool Season Turfgrass The Good, the Bad, and the Dirty: Anatomy of an Infield Skin Turf on the Frozen Tundra - Building Fields for the Green Bay Packers Water Reduction 101 - An Audit Competition Sports Turf Diagnostics Managing Sports Fields in the Transition Zone
8 - 10:30 a.m.	Student Collegiate Challenge
8:45 - 9:45 a.m.	Commercial Member Meeting
10 a.m. - 2:45 p.m.	Trade Show Open with Lunch
11:30 a.m.	Trade Show Demonstration - Sports Turfgrasses: Pros and Cons
1:30 - 2:30 p.m.	Historical Panel Discussion /Q&A
2:45 - 3:45 p.m.	Integrating Seeded Bermudagrasses in Transition Zone Sports Turf Programs How to be More Efficient and Effective in this Economy The First Year of the Philadelphia Union Field Maximizing Employee Relations Your Sports Field from Finance to Maintenance Turfgrass Strategies in a High School Economy
4 - 5 p.m.	Roundtables: Seed Banks, Seed Rates, and Nitrogen Fertility Sports Fields Diagnostics Planning for Sustainability Getting Involved in STMA CSFM Process Demystified Lessons Learned Managing a Highly Visible Facility New Fertilizer Technology Women's Forum Baseball and Softball Infield Management
6:30 - 7:30 p.m.	Pre-Awards Banquet Reception
7:30 - 10 p.m.	Awards Banquet

## Saturday, January 15

8 a.m. - 12 p.m.	STMA's Certification Exam
8 a.m. - 1 p.m.	ASBAs Field Builder Certification Exam



# SAFE

The Foundation for Safer Athletic Fields

## SAFE Auctions and Raffles

Help the SAFE Foundation raise money for scholarships and educational outreach. Participate in one or more of the many activities!

### Pull-Tab Cash Cards

Purchase pull tabs, lottery style cards for the opportunity to win cash.

### Silent Auction - New Items Daily!

Open during the trade show hours only, this fun event allows you to take home team gear, sports memorabilia, gifts and more. Bid what you want to pay.

### Live Auction

Conducted on Friday night during the Pre-banquet reception, auctioneer Tom Curran will sell electronics, travel packages, sports turf equipment and more to the highest bidder.

### Exciting Raffle Items

Buy raffle tickets throughout the conference to win valuable prizes! Winners announced prior to the start of the Annual Awards Banquet on Friday night.

### Donate an Item

To make our fundraising events successful, we also need your participation in donating items to be raffled and auctioned off. Typical donations include team gear, products, equipment, tickets to sporting events, wine, restaurant gift certificates... anything you wish to donate is appreciated! Please send your donations to the STMA Headquarters, 805 New Hampshire, Ste. E., Lawrence, KS 66044

# Optional Activities

## Seminar on Wheels – 2 days of Tours\*

**Texas A&M & Veterans Park, College Station, TX**

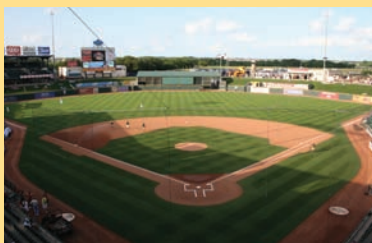
**Tues., Jan. 11, 7 a.m. - 3:30 p.m.**

Board the buses for a 1.5+ hour trip to one of the top NCAA Division One - Big 12 Conference sports campuses. The tour will include stops at the softball, soccer, baseball, outdoor and indoor football practice facilities, indoor track, outdoor track, Kyle Field football stadium and the sizable intramural complex. Veterans Park, College Station's large municipal recreation complex, will also be toured. Lunch and transportation are included. While riding the bus, participants will watch the powerful video about the A&M bonfire tradition and tragedy.



**University of Texas – Austin, Round Rock Express, and Old Settlers Park**

**Wed., Jan. 12, 7 a.m. - 3:30 p.m.**



Participants will see the unique facilities at the University of Texas-Austin, another NCAA Division One - Big 12 conference school. The tour of these facilities will provide a very different

experience from the previous day because all fields except one are synthetic. This tour will also go to the Dell Diamond, home of the Round Rock Express, the Triple-A affiliate of the Houston Astros. The third stop for the day is Old Settlers Park, which has many sports fields, including non-traditional fields for Frisbee golf and cricket. Lunch and transportation are included.

## STMA Certification Exam\*

**Tues., Jan. 11, 3:30 - 7:30 p.m. & Sat., Jan. 15, 8 a.m. - 12 p.m.**

Pre-qualification and pre-registration by Dec. 15 is required to take the test at the conference. If you take the test on Tuesday and do not pass, you may be able to retest on those sections on Saturday. To find out if you qualify for the Certification program, contact STMA at 1-800-323-3875.



\*Additional fee and pre-registration required.

## ASBA Certified Field Builder Exam\*

**Sat., Jan. 15, 8 a.m. - 1 p.m.**

The American Sports Builders Association (ASBA) offers three certifications for field builders: Certified Field Builder (CFB), Certified Field Builder Natural (CFB-N) and the Certified Field Builder Synthetic (CFB-S), and will be offering these tests during the STMA Conference. To find out if you qualify to take the tests, download the CFB application and CFB eligibility spreadsheet from its website, [www.sportsbuilders.org](http://www.sportsbuilders.org). The deadline to submit your application to test in Austin is Dec. 15. If you have any questions, please contact Cynthia Jordan at ASBA, [cjordan@sportsbuilders.org](mailto:cjordan@sportsbuilders.org) or call 1-866-501-2722. In addition, those testing must register for the STMA conference, purchasing a one-day conference and education package, at a minimum. See the STMA registration form.

## Chapter Officer Training – for Chapter Board Members

**Tues., Jan. 11, 6 - 9 p.m.**

Chapter board members are invited to attend a chapter networking and brainstorming session to address the challenges of strengthening your chapter and your role as a volunteer leader. Dinner is provided. To register, please fill out the back of the registration form.



**JOHN DEERE**

**Hunter®**

## SAFE Golf Tournament\*– Sponsored by Jacobsen, A Textron Company

**Wed., Jan. 12, 7 a.m. - 4 p.m.**

For the 11th year in a row, Jacobsen is proud to sponsor the annual shotgun fundraising golf tournament. This year's event will be held at the Star Ranch Golf Course, a 7,017 yard, par

71, 18-hole semi-private course. The course follows the natural contours of the land and offers a true Hill Country experience for all levels of golfers. Spikeless golf shoes are required for the golf tournament. For more information visit [www.starranchgolf.com](http://www.starranchgolf.com). Continental breakfast and lunch are included. Proceeds will support the SAFE scholarship, education and research fund. Attendance is limited to the first 120 participants to register. Handicaps must be included on the registration form.



**SAFE**

The Foundation for Safer Athletic Fields

**JACOBSEN**  
A Textron Company

# Conference Learning Sessions

## Wednesday, January 12

**Wed., Jan. 12, 8 a.m. - 12:15 p.m.**

### Sports Turf Pest Control Update for 2011

**Wed., Jan. 12, 8 a.m. - 12:15 p.m.**

**CEUs:** STMA, TTA, ASBA, TNLA, NRPA, GCSAA

Get up-to-date on the following for 2011:

- Weeds and herbicide technology;
- Insect pests and insecticide technology;
- Diseases and fungicide technology;
- School IPM programs and implementing IPM

Sport turf managers have unique turf quality requirements, potential restrictions on pesticide use and limits on time when they can manage pests. This presentation will discuss and offer control options for troublesome weeds, insects and diseases and how to implement a successful IPM program at your facility.

**Speakers:** James Brosnan, Ph.D., David Shetlar, Ph.D., David Han, Ph.D., Janet Hurley, MPA

**Wed., Jan. 12, 2 - 4 p.m.**

### Managing Athletic Fields without Traditional Pesticides: Cultural, Organic, and Alternative Pest Management

**Wed., Jan. 12, 2 - 4 p.m.**

**CEUs:** STMA, TTA, ASBA, TNLA, NRPA, GCSAA

The current societal view of pesticides and the restriction of their use requires program-wide changes to cope with the loss of these agronomic tools. This seminar will focus on how to move forward with pesticide restrictions using practical management and communication to aid in a successful transition to pesticide-free management of athletic fields. Attendees will:

- Learn how to identify challenges in both agronomics and in operations management.
- Learn how to evaluate new products from a turfgrass manager's perspective, including interpreting independent and marketing research, understanding the theories and mode of actions of new products, and how to

evaluate products to see if they will have value for your management operation.

- Understand how to manage athletic fields without the use of traditional synthetic pesticides so playing quality is maximized.

**Speaker:** Eric Lyons, Ph.D.

### What's New in Warm Season Grass Management

**Wed., Jan. 12, 2 - 4 p.m.**

**CEUs:** STMA, TTA, ASBA, TNLA, NRPA, GCSAA

This presentation will provide sports turf managers with answers to the most common turfgrass management questions regarding selection and management of warm-season turfgrasses. The workshop will cover current technologies and considerations for better sports turf management. This session will:

- Provide a forum to openly ask questions and get answers based on science with input from audience experienced in subject;
- Cover a wide range of subjects to the level and depth that will provide appropriate answers for sports field managers.

**Speakers:** Grady Miller, Ph.D., John Sorochoan, Ph.D.

### Native Soil Field Improvement and Construction: Making the Best of What You Have

**Wed., Jan. 12, 2 - 4 p.m.**

**CEUs:** STMA, TTA, ASBA, TNLA, NRPA, ASLA, GCSAA

This presentation will identify the benefits and challenges associated with native soil field construction. Current field conditions will be evaluated along with criteria for identifying and evaluating problematic native soil fields. Construction and renovation techniques will be presented to inform attendees on how to modify soils, renovation options, equipment, and techniques, and cost effective ways to make improvements. The presentation will emphasize:

- A matrix for evaluating problematic native soil fields.
- An understanding of construction and renovation techniques, equipment, costs and pitfalls.
- How to make better decisions regarding field renovations and new construction projects to improve their playing surfaces.

**Speakers:** Jason Henderson, Ph.D., Chad Price, CSFM

### New Technology: Gadgets and Gizmos

**Wed., Jan. 12, 2 - 4 p.m.**

**CEUs:** STMA, TTA, ASBA, TNLA, NRPA, GCSAA

This presentation will cover several technologies that may be used by field managers to more accurately monitor issues such as soil moisture, salinity, light levels, and nutrient levels. Students completing this course will be able to:

- Present spatial data to management such that decisions can be implemented.
- Develop cost estimates for implementing each technology.
- Improve decision-making at their facility by using the latest technologies to monitor potential environmental problems

**Speakers:** Doug Karcher, Ph.D., Michael Richardson, Ph.D.

**Wed., Jan. 12, 4:30 - 5:45 p.m.**

### STMA Networking Sessions

**Wed., Jan. 12, 4:30 - 5:45 p.m.**

**CEUs:** STMA, TTA, ASBA, TNLA, NRPA, GCSAA

Network with professionals from facilities similar to your own! The forum is split by the different segments of our membership. Attend the one specific to your employment situation: Schools K-12, Higher Education, Academics, Students, Parks & Recreation, and Facilities used by Professional Athletes.

#### Session Topic Legend



Sustainability



Construction



Water



Agronomic



Professional Development



Industry Developments



Money Saving



Synthetic



# Conference Learning Sessions

## Thursday, January 13

**Thurs., Jan. 13, 8 - 9 a.m.**

### Sports Turf Management: Past, Present and Future

**Thurs., Jan. 13, 8 - 9 a.m.**

**CEUs:** STMA, TTA, ASBA, TNLA, NRPA, GCSAA

The twentieth century conditions, problems and advances in turfgrass culture for sports fields will be reviewed, followed by the current status and developments in the technologies of sports field culture. Perspectives concerning future challenges and developments will prepare sports turf managers for what's next in turfgrass management.

**Speaker:** James Beard, Ph.D.

**Thurs., Jan. 13, 10:30 - 11:45 a.m.**

### Sight Turfing: Use Your Turf Eyes to Take Your Field Management Skills to the Next Level

**Thurs., Jan. 13, 10:30 - 11:45 a.m.**

**CEUs:** STMA, TTA, ASBA, TNLA, NRPA, GCSAA

Deciding which treatments our sports fields need can be a challenge. A more efficient, "read and react" form of sports field management that not only maximizes field quality, performance and revenue potential, but also minimizes resource input and reduces waste will be presented. The methods covered that can lead to successful athletic fields will include:

- How to recognize problems on your sports field using just your eyes so you can maximize the effectiveness of your field treatments, improve field quality, and increase use/revenue potential.
- Using tissue testing in a more diagnostic way
- Case studies that assess field damage, turf recovery potential
- Using the other senses to diagnose problems
- Determining treatments for the field
- Recordkeeping

**Speaker:** Ross Kurcab, CSFM

### Sustainability 101 – Just What is Carbon Sequestration?

**Thurs., Jan., 13, 10:30 - 11:45 a.m.**

**CEUs:** STMA, TTA, ASBA, TNLA, NRPA, ASLA, GCSAA

Sustainability has become a strategic goal in the private and public sectors. Sports turf managers are challenged to understand the role of the fields and properties under their care in the use, conservation and protection of resources as well as the achievement of sustainability. Basic to this understanding is the knowledge of how the turfgrass plant obtains, processes, and stores carbon in the turf/soil system. This presentation addresses:

- The carbon cycle on a global scale.
- Carbon fixation and metabolic processes in the turfgrass plant and the environmental factors that influence carbon fixation.
- The production, storage and depletion of organic matter in turf systems.
- How management strategies influence carbon sequestration and the relationship between sports turf and greenhouse gases.
- Understanding and implementing specific BMPs that will enhance the ability of turfgrasses to contribute to sustainable systems

**Speaker:** Mary Owen

### Topdressing with Compost, A More Sustainable and Affordable Alternative

**Thursday, January 13, 10:30 – 11:45 am**

**CEUs:** STMA, TTA, ASBA, TNLA, NRPA, ASLA, GCSAA

Compost can be used as topdressing for athletic fields due to its various nutritional benefits and environmentally friendly characteristics. Research at Ohio State University evaluated the use of biosolid compost, yard waste compost, and a sand compost mix as topdressing on athletic fields and its effects on playability and overall turf performance. Attendees will learn:

- How compost contributes to sustainability and playability of a sports field by providing compaction relief, overall turf quality improvement, improved soil-plant environment, and soil health improvement.

- How compost can be used as an affordable alternative on low and moderate maintenance sports fields.
- How to choose the best composting materials and effective application rates and timing to match program needs.
- About the value to the community by using compost and how to communicate this alternative.

**Speaker:** Marcela Munoz

### The Spartan Cap Athletic Field System

**Thurs., Jan. 13, 10:30 -11:45 a.m.**

**CEUs:** STMA, TTA, ASBA, TNLA, NRPA, GCSAA

Extensive feasibility testing conducted by the turfgrass scientists at Michigan State University has determined that drain tile installation and sand topdressing applications can be used to develop a built-up sand-capped system over time, which is now known as the Spartan Cap Athletic Field System. This presentation will focus on:

- Training experienced athletic field contractors to install the innovative system on a national level, providing municipalities across the U.S. with a cost effective athletic field renovation technique that does not remove the field from play and provides a sustainable playing surface.
- Delivering the original university research that was used to develop the renovation process and the ongoing feasibility testing and case study analysis that is constantly being used to improve the renovation process.
- The system specifications, material analysis and testing, training, and technical support necessary to make this system successful.

**Speaker:** Alexander Kowalewski

### Infill Maintenance from the Beginning

**Thurs., Jan. 13, 10:30 -11:45 a.m.**

**CEUs:** STMA, TTA, ASBA, TNLA, NRPA, GCSAA

It is now widely understood that new infill synthetic fields are not "maintenance free". Some maintenance is required from the first day the field is used through the day it is replaced. This presentation suggests solutions to common infill maintenance issues. Discussion includes:



- Understanding considerations for new field installation;
- Understanding maintenance issues that arise over the life of the field, ranging from regular maintenance needs to maintenance needed after years of use;
- Care for the very expensive infill field systems that are being installed around the world for use by players of all levels from community leagues to professionals.

**Speaker:** Shawn Mahonski

## Market Yourself and Your Facility

**Thurs., Jan. 13, 10:30 - 11:45 a.m.**

**CEUs:** STMA, TTA, ASBA, TNLA, NRPA, GCSAA

A large percentage of the population is unaware of what Sports Turf Managers do on a daily basis. By taking a proactive approach in marketing yourself and your facility and using proper techniques, you can professionally showcase yourself, your facility and your organization to a larger percentage of people via radio, print and television. Learn how to change the public's perception of sports turf managers by:

- Defining a platform or mission on which to educate and inform people in the workplace, community, and even nationally;
- Executing better information distribution to people within the workplace, i.e. staff, coaches, players and administrators;
- Using strategies to showcase names and facilities to a national audience;
- Learning how to leverage your professionalism for higher wages, less scrutiny when things are bad and greater recognition when things are good.

**Speaker:** Eric Fasbender, CSFM

## Implementing an Environmental Stewardship Program for your Sports Facility

**Thurs., Jan. 14, 10:30 - 11:45 a.m.**

**CEUs:** STMA, TTA, ASBA, TNLA, NRPA, ASLA, GCSAA

Currently there are only two Certified Audubon Cooperative Sanctuary Programs at sports facilities in the United States. The goal is to implement an Environmental Stewardship program that encompasses the entire sports facility, i.e. parking lot, shop, buffer areas, streams and water containment areas, natural areas, surface and subsurface drainage, that extends beyond just the playing field area. This presentation will focus on:

- How to implement a multifaceted Environmental Stewardship Program at a sports facility;
- Demonstrate the business value that a sports facility gains from an Environmental Stewardship Program and how it can be used to build partnerships with other green programs in the community.
- How this program promotes professionalism and encourages certification that ultimately provides value and credibility to Sports Turf Managers.

**Speakers:** David Minner, Ph.D., Jim Sluiter

## Weather 101

**Thurs., Jan. 13, 10:30 - 11:45 a.m.**

**CEUs:** STMA, TTA, ASBA, TNLA, NRPA, GCSAA

Weather conditions impact turf managers on a daily basis. By better understanding weather patterns and concepts, turf managers can make better management decisions and provide more consistent field conditions. This interactive workshop introduces fundamental weather concepts and provides turf managers with the tools to interpret daily weather reports, maps, and forecasts, which can then be applied to daily turfgrass management practices. Turf managers will learn:

- Fundamental concepts of meteorology including dewpoint, humidity and daily temperature ranges, barometric pressure, air masses and fronts;
- How to interpret daily weather graphs and weather station data;
- To apply meteorological information to turfgrass management especially with how it may impact game scheduling, disease management, and regular management scheduling.

**Speaker:** Brad Jakubowski

**Thurs., Jan. 13, 11 a.m. - 2 p.m.**

## Student Session: So You Want to be an NFL Sports Field Manager?

**Thurs., Jan. 13, 11 - 11:45 a.m.**

**CEUs:** STMA, TTA, ASBA, TNLA, NRPA, GCSAA

NFL Sports Field Managers are responsible for management of their fields, planning for events, numerous and odd events that owners host to increase revenues, as well as office duties. If you think you want to be an NFL Sports Turf Manager, come to learn about the numerous and unique duties that an NFL Sports Field Manager goes through to have a well maintained and safe playing surface for our players.

**Speaker:** Darian Daily

## Student Session: Field Maintenance is Only a Third of your Job

**Thurs., Jan. 13, 11:45 a.m. - 12:30 p.m.**

**CEUs:** STMA, TTA, ASBA, TNLA, NRPA, GCSAA

When it comes to being a successful sports turf manager, maintaining the field is only a fraction of what is required for your job. This session will discuss the additional professional skills necessary to excel in your position on and off the field. This includes communication, coaching, listening skills, teaching and training, negotiating, planning, organizing and presenting yourself as a professional.

**Speaker:** Amy Fouty, CSFM

## Student Session: 25 Years as a Sports Turf Manager – What I Wish I Had Known

**Thurs., Jan. 13, 1 - 2 p.m.**

**CEUs:** STMA, TTA, ASBA, TNLA, NRPA, GCSAA

This presentation will cover the changes in the sports turf industry during the past twenty five years from the perspective of a sports turf manager and a member of both a state and national organization. It will also cover the sports turf management program at the University of Tennessee during those years and the mistakes I made and what I learned from them. It will provide students the opportunity to examine their future and challenge them to grow professionally while at the same time finding more enjoyment along the way.

**Speaker:** Bob Campbell, CSFM

**Thurs., Jan. 13, 1:30 - 2:30 p.m.**

## New Fertilizer Technology

**Thurs., Jan. 13, 1:30 - 2:30 p.m.**

**CEUs:** STMA, TTA, ASBA, TNLA, NRPA, GCSAA

This presentation will cover the newer fertilizers that are on the sports turf market, including slow-release and stabilized nitrogen technologies. Attendees will:

- Learn how newer fertilizer products affect nitrogen fate in the environment.
- Understand turfgrass response to new fertilizer products.

**Speaker:** Elizabeth Guertal, Ph.D.

# Conference Learning Sessions

## Managing a Multi-Purpose Field: Turf Health in a High Traffic Environment

**Thurs., Jan. 13, 1:30 - 2:30 p.m.**

**CEUs:** STMA, TTA, ASBA, TNLA, NRPA, GCSAA

The presentation will compare the goals of a sports field from three different perspectives: Turf Manager, Coach/Athlete, and General Manager/Athletic Director. Sound agronomics and constructive coach/turf manager relationships are imperative to maintain a multi-use athletic field under high traffic conditions. Learn how to:

- Take sound agronomic practices and apply them to existing fertility and maintenance programs;
- Develop a maintenance plan for worn turf;
- Develop, maintain, or enhance healthy working relationships with coaches and user groups;
- Develop and implement a personalized "turf healthcare" program to protect the company's investment in the field and build sustainability for the future.

**Speaker:** Joshua Koss

## Irrigating Turf with Effluent/Salt Water

**Thurs., Jan. 13, 1:30 - 2:30 p.m.**

**CEUs:** STMA, TTA, ASBA, TNLA, NRPA, GCSAA

Effluent water is becoming a common alternate source of water available to irrigate sports fields. Although there are many positives associated with using effluent water on sports fields, there are many problems that need to be addressed. Conducting an irrigation water quality analysis and interpreting results, changes needed for the irrigation system to apply effluent water and best management practices for soil when using water medium to high in salts and/or sodium will be covered. Attendees will learn:

- How to recognize effluent water as a potential source of irrigation water on sports fields as potable water becomes less available and/or more expensive.
- About the importance of having effluent water tested before using it as a source of irrigation water to make sure it is suitable for use on fields.
- The importance of using best management practices, especially irrigation, aeration and fertility, when using an irrigation water source that is medium to high in salts and sodium.

**Speaker:** Jim McAfee, Ph.D.

## Using Turf Colorants for Green Turf

**Thurs., Jan. 13, 1:30 - 2:30 p.m.**

**CEUs:** STMA, TTA, ASBA, TNLA, NRPA, GCSAA

This presentation will provide an overview of using turf colorants along with specific research results following the evaluation of twelve colorant products. The performance of the products with an economic analysis will also be included. There will be a focus on:

- Becoming familiar with colorant options;
- Understanding the differences in products;
- Understanding the varying effects of rates, and dilutions;
- Understanding the limitations of using these products.

**Speaker:** Grady Miller, Ph.D.

## The Sports Turf Managers Role in Planning, Design and Construction of a Sports Complex

**Thurs., Jan. 13, 1:30 - 2:30 p.m.**

**CEUs:** STMA, TTA, ASBA, TNLA, NRPA, ASLA, GCSAA

The Sports Turf Manager is a critical member of the team throughout the planning, design and construction of a sports complex. This presentation will prepare the Sports Turf Manager to positively influence the process of planning, designing and constructing a sports complex so the complex can be properly maintained and managed without excessive use of labor, equipment and materials. The presentation will focus on:

- Understanding the process involved in the planning, design and implementation of a sports complex, including the roles of key individuals;
- Understanding the content and timing of input from the Sports Turf Manager throughout the process to influence positive outcomes;
- Observing the constructed outcomes using case studies to see first-hand how these outcomes have had both intended and unintended consequences on the maintenance and management of the sports complex.

**Speakers:** Mike Trigg, CSFM, Paul Weise

## Reality Bites – What Organic Turf Management Regulations Would Mean

**Thurs., Jan. 13, 1:30 - 2:30 p.m.**

**CEUs:** STMA, TTA, ASBA, TNLA, NRPA, GCSAA

Organic turf management is on the horizon and sports turf managers need to be alerted to what is happening on the national scene, how they can influence future regulations, and how they can develop a management plan that will meet organic standards. In this presentation, learn about:

- The current USDA regulations involving organic food production and applying the Organic Food Production Act standards to turf management.
- Various government and non-government efforts to require organic approaches for turf management and the legal requirements of an organic program.
- Various products, including those that will be removed from the market and the effectiveness of products that are allowed for use.
- Costs and practices associated with implementing legally-enforceable organic standards into a turf management program.

**Speaker:** John Stier, Ph.D.

## Benefits of Turf in the Landscape

**Thurs., Jan. 13, 1:30 - 2:30 p.m.**

**CEUs:** STMA, TTA, ASBA, TNLA, NRPA, GCSAA

This presentation will review how turf benefits the environment and contributes to quality of life. Environmental benefits include soil erosion control, storm water reduction, air pollution control, oxygen production, carbon storage, and heat dissipation. Turf improves the community and human health by providing a natural setting for recreation, aiding in stress reduction, reducing allergy problems and beautifying properties. The presentation will focus on:

- The numerous environmental, human health, economic and community benefits of having turf in the landscape.
- How to present this information to clients, administrators and end users with research based information to quantify the benefits.

**Speaker:** Joann Gruttadauro

### Session Topic Legend

 Sustainability

 Water

 Professional Development

 Money Saving

 Construction

 Agronomic

 Industry Developments

 Synthetic



## Synthetic Turf Baseball Fields: The Pros, Cons, and Maintenance of Next Generation Artificial

**Thurs., Jan. 13, 1:30 - 2:30 p.m.**

**CEUs:** STMA, TTA, ASBA, TNLA, NRPA, GCSAA

Learn about the installation and aging of a second generation synthetic turf baseball field, and companion indoor practice facility at Kansas State University. Those who take care of their own baseball fields as well as those interested in constructing a synthetic baseball field will learn about the unique care these fields require. There will be a focus on:

- The different types of synthetic baseball fields available, and the pros and cons of each style;
- How to maintain a synthetic baseball field including budgeting and time management;
- How to communicate with superiors;
- How to provide an informed voice in the surrounding area on synthetic baseball field matters.

**Speaker:** Robert Ralston

**Thurs., Jan. 13, 2:45 - 4:15 p.m.**

## Warm Season Turf: Professors and Practitioners

**Thurs., Jan. 13, 2:45 - 4:15 p.m.**

**CEUs:** STMA, TTA, ASBA, TNLA, NRPA, GCSAA

This panel discussion offers attendees the chance to bring specific questions and issues to the attention of warm season turfgrass experts. Come prepared to discuss pertinent issues, hear opinions, and have your questions answered.

**Speakers:** Clint Waltz, Ph.D., John Sorochoan, Ph.D., Michael Tarantino, Craig Potts, Bob Marcotte

## Cool Season Turf: Professors and Practitioners

**Thurs., Jan. 13, 2:45 - 4:15 p.m.**

**CEUs:** STMA, TTA, ASBA, TNLA, NRPA, GCSAA

This panel discussion offers attendees the chance to bring specific questions and issues to the attention of cool season turfgrass experts. Come prepared to discuss pertinent issues, hear opinions, and have your questions answered.

**Speakers:** Andrew McNitt, Ph.D., John Stier, Ph.D., Dave Shetlar, Ph.D., Amy Fouty, CSFM, Kevin Shipman

## Synthetic Turf Update

**Thurs., Jan. 13, 2:45 - 4:15 p.m.**

**CEUs:** STMA, TTA, ASBA, TNLA, NRPA, GCSAA

This panel discussion offers attendees the chance to bring specific questions and issues to the attention of synthetic turfgrass experts.

Come prepared to discuss pertinent issues, hear opinions, and have your questions answered.

**Speakers:** Tom Serensits, Webb Cook, Shawn Mahonski, Darian Daily

## Doing More with What You Have (Or Less) for Sports Field Management

**Thurs., Jan. 13, 2:45 - 4:15 p.m.**

**CEUs:** STMA, TTA, ASBA, TNLA, NRPA, GCSAA

Due to the recent economic recession, sports field managers are facing decreasing or static budgets while expenses are increasing. The demand for sports field performance is increasing, too. This presentation will:

- Provide a cost-benefit analysis to compare different strategies for mowing, fertilization, overseeding, core cultivation and other strategies.
- Discuss warm and cool season sports field strategies.
- Aid the sports field manager with ideas to complement his/her strategy to potentially reduce costs, improve efficiency and playability of the sports field.

**Speaker:** Tim Vanini, Ph.D.

## A Campus Moving Towards Sustainability

**Thurs., Jan. 13, 2:45 - 4:15 p.m.**

**CEUs:** STMA, TTA, ASBA, TNLA, NRPA, ASLA, GCSAA

University of Wisconsin – Stevens Point is striving to become more sustainable and reduce its carbon footprint. Utilizing compost for field topdressing, compost tea for grass and perennial beds, electric vehicles, rain gardens, green roofs, solar panels, lighting and recycling are just some of the ways the campus is becoming more sustainable. Learn how your facility can:

- Implement sustainable practices including water management, composting, and utilizing solar energy.
- Create opportunities to initiate ideas.
- Develop alternative options to the way it is normally maintained so the carbon footprint can be reduced.

**Speakers:** Chris Brindley, John Wicker

## How Two NFL Organizations Approached New Technology in Field Surfaces

**Thurs., Jan. 13, 2:45 - 4:15 p.m.**

**CEUs:** STMA, TTA, ASBA, TNLA, NRPA, GCSAA

Two sports turf managers will discuss their professional experiences with the reconstruction of their fields. Beginning with the original condition of the fields, each sports turf manager will outline why the fields needed to be reconstructed and the process they used to convince their organization to invest in a change. The presentation will conclude with how each manager adapted their management style to achieve successful fields. Attendees will learn:

- The importance of making a good impression and recognizing opportunities;
- How to influence and navigate organizational decision-makers so the facility can succeed;
- How having an open mind to change can be beneficial.

**Speakers:** Nick Fedewa, Allen Johnson, CSFM

**Thurs., Jan. 13, 5:30 p.m.**

## Trade Show Demonstration – Sports Turfgrasses, Pros and Cons

**Thurs., Jan., 13, 5:30 p.m.**

**CEUs:** STMA, TTA, ASBA, TNLA, NRPA, GCSAA

Although there are no 'perfect grasses' for sports fields, there are cultivars that may be considered prima donnas. Some may be 'just' pretty and some may be 'just' tough or robust. This discussion and demonstration will include cool and warm season grass species and their selection depending upon cost, season for establishment and ultimate use, ease of renovation, aesthetics vs. wear tolerance, heat and cold tolerance, disease susceptibility as altered by management, overseeding, overseed removal, etc. This presentation will help one determine the authenticity of advertised claims for turfgrass cultivars as judged by non-biased university research personnel. The main concern is whether a new cultivar will offer better quality and be equally as frugal as our existing grass cultivar. Grass specimens will be displayed.

**Speaker:** A.J. Powell, Jr., Ph.D.

# Conference Learning Sessions

## Friday, January 14

**Fri., Jan. 14, 7 - 7:45 a.m.**

### Growing Sod in a Parking Lot

**Fri., Jan. 14, 7 - 7:15 am**

**CEUs:** STMA, TTA, ASBA, TNLA, NRPA, GCSAA

If you have limited or no turfgrass nursery space, learn how to maintain sod in marginal areas such as parking lots and storage pads. The presentation is based on a situation at Haymarket Park in Lincoln, NE during the summer of 2009. Discussion will cover:

- Longevity, mowing, irrigation, and fertility practices;
- How sod can be maintained for extended time periods on hard surfaces;
- Successes and failures that were encountered.

**Speaker:** Brad Jakubowski

### Research You Can Use: Seedbanking, Seeding Rates, and Increased Nitrogen Fertility

**Fri., Jan. 14, 7:15 - 7:30 a.m.**

**CEUs:** STMA, TTA, ASBA, TNLA, NRPA, GCSAA

Research at Iowa State University is exploring increased seeding rates, increased fertility rates, and the potential of Kentucky bluegrass and perennial ryegrass to form transient seedbanks in athletic fields. Seeding once versus seeding multiple times through the season and how these schedules affect turf cover will also be discussed. This presentation will help turf managers:

- Understand the nature of the 'continual seeding to form a seedbank' recommendation;
- Justify seeding their high traffic areas with higher than normal seeding rates;
- Understand the fate of Kentucky bluegrass and perennial ryegrass seed once it is sown into soil;
- Break away from established norms when seeding and fertilizing turf.

**Speaker:** Andrew Hoiberg

### Sports Turf Injury Research

**Fri., Jan. 14, 7:30 - 7:45 a.m.**

**CEUs:** STMA, TTA, ASBA, TNLA, NRPA, GCSAA

Numerous studies have been conducted comparing injury rates and types occurring on synthetic turf and natural turfgrass. A summary of these studies will be presented to the audience. The audience will gain an understanding of how injury studies are conducted and how each surface impacts the potential for injury in a variety of sports, such as soccer and football. Attendees will:

- Gain an understanding of how the type of playing surface influences injuries;
- Gain an understanding of how certain injuries are more common on one surface than another;
- Learn maintenance techniques to minimize the potential for field-related injuries.

**Speaker:** Tom Serensits

**Fri., Jan. 14, 8 - 10 a.m.**

### Poa annua Control in Warm and Cool Season Turfgrass

**Fri., Jan. 14, 8 - 10 a.m.**

**CEUs:** STMA, TTA, ASBA, TNLA, NRPA, GCSAA

The basics of annual bluegrass biology will be presented to help attendees learn why this weed is so problematic in turf. Using research conducted at the University of Tennessee, the presentation will focus on:

- Annual bluegrass control strategies for warm- and cool-season athletic fields that integrate cultural practices with chemical applications to provide acceptable control;
- Programs evaluating the use of herbicides and plant growth regulators (PGRs);
- The newest herbicides being evaluated for annual bluegrass control in turf.

**Speaker:** James Brosnan, Ph.D.

### The Good, the Bad, and the Dirty: Anatomy of an Infield Skin

**Fri., Jan. 14, 8 - 10 a.m.**

**CEUs:** STMA, TTA, ASBA, TNLA, NRPA, ASLA, GCSAA

Using a bottom-to-top approach, the anatomy and management of infield skins will be examined. An overview of the base soil will cover the function and relationships of different particles that make up the soil. How to amend failing or problem infield soils will be discussed using case studies that demonstrate how those fields were repaired. The purpose and functions of topdressing products will be presented. Management practices necessary to maintain an optimal surface will also be discussed. Turf managers will learn:

- How to choose an appropriate mix as a base soil for the type of facility they are building/maintaining;
- How to make educated decisions regarding the infield mix and/or amendment products they use on their infields;
- Available topdressing materials and how to choose product(s) that will best suit their needs;
- The tenets of proper infield skin maintenance, especially the significance of maintaining a proper surface grade.

**Speakers:** Paul Zwaska, Grant McKnight, Tom Burns

### Turf on the Frozen Tundra – Building Fields for the Green Bay Packers

**Fri., Jan. 14, 8 - 10 a.m.**

**CEUs:** STMA, TTA, ASBA, TNLA, NRPA, ASLA, GCSAA

A panel composed of the architect, contractor, sports field manager and material suppliers will discuss the renovation and construction of state-of-the-art practice and game-day fields for the Green Bay Packers. Fields include Ray Nitschke Field, Clarke Hinkle Field and Lambeau Field. Processes, strategies and design considerations for successful field renovation and building will be discussed. Attendees will:



- Be better able to understand and plan for full field renovations to include contractor and material selections to improve player safety and field management practices;
- Be better equipped to plan for and implement communication strategies across the various constituent groups in the project;
- Have the opportunity to interact with industry professionals to discuss key construction and maintenance considerations and the impact of decisions on other parts of the project.

**Speakers:** Ellen Davis, Allen Johnson, CSFM, Andrew McNitt, Ph.D., Brian Storm, David Anderson

## Water Reduction 101 – An Audit Competition

**Fri., Jan. 14, 8 - 10 a.m.**

**CEUs:** STMA, TTA, ASBA, TNLA, NRPA, ASLA, GCSAA

Portland Parks & Recreation Irrigation Services along with its four Service Zones found a way to further reduce water consumption in its park system. Based on past Portland Parks and Recreation research, the best water efficiency and related cost savings can be gained by conducting irrigation audits, followed by doing a system tune-up. Portland has been following the recommendations of the Irrigation Association and the (EPA) Water Sense Program. This involves a combination of training and irrigation system tune-ups. This session will discuss:

- The value of irrigation system maintenance on a regular basis;
- That water management and water conservation are part of the sports turf managers job, and to be part of this industry, practitioners need to understand it;
- What Portland Parks & Recreation has been doing to manage its system.

**Speakers:** Michael Carr, Gordon Kunkle

## Sports Turf Diagnostics

**Fri., Jan. 14, 8 - 10:00 a.m.**

**CEUs:** STMA, TTA, ASBA, TNLA, NRPA, GCSAA

This presentation will focus on specific steps, tools, resources, documentation and communication needed to effectively deal with any turfgrass related issue or problem. These issues include any turfgrass problems related to insects, diseases, nutrient deficiencies, shade and compaction. After attending this session, participants will understand:

- How to apply a systematic and science based approach to diagnosing turfgrass related issues and problems;

- How to develop more effective short-term strategies to correct problems;
- How to adopt management strategies that minimize limitations to plant health and prevent reoccurrence of such issues or problems in the future while minimizing risk to the environment.

**Speaker:** Richard White, Ph.D.

## Managing Sports Fields in the Transition Zone

**Fri., Jan. 14, 8-10 a.m.**

**CEUs:** STMA, TTA, ASBA, TNLA, NRPA, GCSAA

This panel discussion will provide sports turf managers with answers to questions about managing turfgrass in the transition zone. Industry experts will discuss pertinent issues, opinions, current research and management considerations that will contribute to improved sports field management. Attendees will:

- Have the opportunity to openly ask questions and receive answers based on science and experience.
- Learn the latest techniques that may help improve efficiency and reduce costs at their facility.

**Speakers:** Mike Goatley, Ph.D., A.J. Powell, Jr., Ph.D., Abby McNeal, CSFM, Martin Kaufman, CSFM

**Friday, January 14, 11:30 a.m.**

## Trade Show Demonstration – Sports Turfgrasses, Pros and Cons

**Fri., Jan. 14, 11:30 a.m.**

REPEATED SESSION - See Thurs., Jan. 13, 5:30 p.m. (Page 9)

**Fri., Jan. 14, 2:45 - 3:45 p.m.**

## Integrating Seeded Bermudagrasses in Transition Zone Sports Turf Programs

**Fri., Jan. 14, 2:45 - 3:45 p.m.**

**CEUs:** STMA, TTA, ASBA, TNLA, NRPA, GCSAA

This presentation will cover over a decade of seeded bermudagrass research, including improved cultivars that are available, methods to convert existing fields to seeded bermudagrass, and methods to improve the conditions of existing fields with seeded bermudagrass. Students completing this course will be able to:

- Implement money saving management practices.
- Improve playability at their facility by integrating improved seeded bermudagrasses into their management program.

**Speaker:** Michael Richardson, Ph.D.

## How to be More Efficient and Effective in this Economy \$

**Fri., Jan. 14, 2:45- 3:45 p.m.**

**CEUs:** STMA, TTA, ASBA, TNLA, NRPA, GCSAA

This session will examine efficiency in all aspects of our operations. Ways to cut, save and possibly earn money throughout the year will be addressed. Participants will learn:

- Tips that will result in savings of time, labor and budget dollars
- How to assess your facility's operation for efficiency and effectiveness while maintaining safe and playable fields;
- How to adapt these ideas to their facility or operation, regardless of the level.

**Speaker:** David Rulli

## The First Year of the Philadelphia Union Field

**Fri., Jan. 14, 2:45 - 3:45 pm**

**CEUs:** STMA, TTA, ASBA, TNLA, NRPA, ASLA, GCSAA

Upon being hired on February 15, no field work had begun on the Philadelphia Union Field. Hear one turf manager's experience with building a field and maintenance shop from scratch. Topics covered will include:

- The challenges of growing Patriot bermudagrass in the Philadelphia area;
- Environmental aspects of being located on the Delaware River;
- Expectations regarding facility construction.

**Speaker:** Jason Bowers, CSFM

# Conference Learning Sessions

## Maximizing Employee Relations

Fri., Jan. 14, 2:45 - 3:45 p.m.

**CEUs:** STMA, TTA, ASBA, TNLA, NRPA, GCSAA  
Managing and motivating employees and subordinates can be one of the most challenging parts of being a Sports Turf Manager. In this presentation, attendees will learn specific skills in effective employee relations and people management skills. These skills will assist the Sports Turf Manager in cultivating a more productive team, maximizing one of their most valuable resources, their employees, and potentially reducing turnover and the costs associated with unproductive and unmotivated employees. The presentation will cover the following points:

- The use of self as an effective manager.
- Strategies for getting a good start with employees.
- Supervisory skills, including an identification of the ineffective traits of supervisors (in order to avoid these) and the effective traits of supervisors (in order to cultivate these).
- Twenty-two specific ways to motivate your employees.
- Monitoring one's performance as a manager.

**Speaker:** Lisa Goatley, MS, LPC

## Your Sports Field from Finance to Maintenance

Fri., Jan. 14, 2:45 - 3:45 p.m.

**CEUs:** STMA, TTA, ASBA, TNLA, NRPA, ASLA, GCSAA  
With budgets becoming tighter, this presentation will offer new ideas in funding and field construction. Discussion will include selecting a delivery method, design, field type selection, specification, irrigation selection and turf selection. A case study of a failed project will be discussed to determine why it failed and what has been done to correct the failure. Focus will be on:

- The different finance, design and construction methods needed for a maintainable sports field;
- The tools needed to construct a sports field from the manager's perspective based on their particular needs;
- Understanding the different delivery methods that may fit their needs in securing funding and achieving what they need for their sports field.

**Speaker:** Michael Tarantino

## Turfgrass Strategies in a High School Economy

Fri., Jan. 14, 2:45 - 3:45 p.m.

**CEUs:** STMA, TTA, ASBA, TNLA, NRPA, GCSAA  
As many school budgets decrease, Sports Turf Managers are forced to readjust management practices such as pesticide control, fertilization, and seeding techniques. They are expected to provide the same quality playing surfaces in a more cost effective way. Learn how to work with these demands by:

- Learning cost-effective ways of fertilizing and pest control;
- Learning about grass seed applications and amendments that keep goal mouths of soccer, field hockey, and lacrosse filled in;
- Learning mowing techniques for healthy turf.

**Speaker:** Kevin Shipman

Fri., Jan. 14, 4 - 5 p.m.

### New - 9 Roundtables!

Wrap up your conference education with the most interactive opportunity for learning. Choose from 9 hot topics. Enjoy a reception while you ask your burning questions, meet with speakers from the previous two days and your 2010 and 2011 STMA Board of Directors. This is the perfect opportunity to network with your STMA family of peers and solve your toughest problems!

## Roundtable: Seed Banks, Seed Rates, and Nitrogen Fertility

Fri., Jan. 14, 4 - 5 p.m.

**CEUs:** STMA, TTA, ASBA, TNLA, NRPA, GCSAA  
Use this round table discussion to get up-to-date seeding research being conducted at Iowa State University. The discussion will explore increased seeding rates, increased fertility rates, and seedbanks in athletic field situations.

**Speakers:** Andrew Hoiberg, David Minner, Ph.D.

## Roundtable: Sports Field Diagnostics

Fri., Jan. 14, 4 - 5 p.m.

**CEUs:** STMA, TTA, ASBA, TNLA, NRPA, GCSAA  
Discuss best practices to diagnose and treat problems on sports fields during this round-table discussion. There will be a focus on how to recognize problems, assessing damage and turf recovery potential, and determining the best treatments.

**Speaker:** Ross Kurcab, CSFM

## Roundtable: Planning for Sustainability

Fri., Jan. 14, 4 - 5 p.m.

**CEUs:** STMA, TTA, ASBA, TNLA, NRPA, GCSAA  
During this round table we will lead the discussion and encourage dialogue around the topic of planning for and implementing techniques that lead to sustainability. We will encourage participants to share their experiences, talk about strategies they have implemented, and share their future plans. Attendees will learn from their colleagues about planning for sustainability, as well as identifying and implementing specific strategies and techniques.

**Speakers:** Mary Owen, Chris Brindley

## Roundtable: Getting Involved in STMA

Fri., Jan. 14, 4 - 5 p.m.

**CEUs:** STMA, TTA, ASBA, TNLA, NRPA, GCSAA  
This interactive round-table discussion will focus on becoming involved with a professional organization to help with education, networking and career enhancement.

**Speaker:** Troy Smith, CSFM

## Roundtable: The CSFM Process Demystified

Fri., Jan. 14, 4 - 5:00 p.m.

**CEUs:** STMA, TTA, ASBA, TNLA, NRPA, GCSAA  
Overcome the unknowns of taking the CSFM exam by attending this round table discussion. Information presented will help the sports turf manager who is entering into the CSFM process to better prepare for the exam including the exam format, question format, and studying/preparation strategies.

**Speakers:** Tony Koski, Ph.D., Leah Craig



## Roundtable: Lessons Learned Managing a Highly Visible Facility

Fri., Jan., 14, 4 - 5 p.m.

**CEUs:** STMA, TTA, ASBA, TNLA, NRPA, GCSAA

During this discussion, attendees will be encouraged to share their experiences with changes in the sports turf industry. Sports turf managers will have the opportunity to discuss mistakes they have made and what they learned from them. This session will challenge attendees to grow professionally, examine their current management program and find more enjoyment both personally and professionally.

**Speaker:** Bob Campbell, CSFM

## Roundtable: New Fertilizer Technology

Fri., Jan. 14, 4 - 5:00 p.m.

**CEUs:** STMA, TTA, ASBA, TNLA, NRPA, GCSAA

During this discussion, attendees will learn about new fertilizers that are on the sports turf market, including slow-release and stabilized nitrogen technologies. They will have the opportunity to learn how these products affect nitrogen fate in the environment and plant responses.

**Speaker:** Elizabeth Guertal, Ph.D.

## Roundtable: Women's Forum

Fri., Jan. 14, 4-5 p.m.

**CEUs:** STMA, TTA, ASBA, TNLA, NRPA, GCSAA

This popular forum has been moved from a breakfast networking format to a roundtable to allow for women and others in the industry to discuss personal and professional success strategies.

**Speaker:** Lynda Wightman

## Roundtable: Baseball and Softball Infield Management

Fri., Jan. 14, 4-5 p.m.

**CEUs:** STMA, TTA, ASBA, TNLA, NRPA, GCSAA

Industry professionals will talk about the best infield skin management practices and answer your questions.

**Speaker:** Paul Zwaska

# Exhibitors as of 8/11/2010

A Turf, Inc.	Ewing	Portafloor by Sport Court International
ACT Global Sports	First Products, Inc.	Precision Laboratories
Advanced Drainage Systems, Inc.	Flex Sand	Pro's Choice
Aer-Flo, Inc.	Floratine Products Group	Rain Bird
American Wick Drain Corp.	Graco Inc.	Redexim-Charterhouse
Ampac Seed Company	Graff's Turf Farms, Inc.	Scotts Professional Seed
Andersons, The	GreenOne Industries	Seago Intl./Atom/Allen/Hayter
Aquatrols	GreensGroomer WorldWide, Inc.	Seed Research of Oregon
Artistic Coverings Sports Venue Padding	Grigg Brothers	Signature Fencing & Flooring
AstroTurf	Gro-Power, Inc.	Smithco Inc.
Bannerman Limited	Harper Industries Inc.	Sod Solutions Inc.
Bare Spot Solutions Grass & Installation	Howard Johnson's Enterprises, Inc.	Southern Athletic Fields, Inc.
Barenbrug USA	Hunter Industries	SportsEdge
Beacon Athletics	Hydraway Drainage Systems	Sportsfield Specialties
Beam Clay/Partac Peat Corporation	Jacklin Seed by Simplot	SportsTurf Magazine
BIO S.I. Technology, LLC	Jacobsen, A Textron Company	Stabilizer Solutions, Inc.
BIO Landscape & Maintenance	John Deere Co.	STEC Equipment
Broyhill Company Inc.	John Deere Landscapes	SubAir Systems
Buffalo Turbine LLC	Johnston Seed Company	Syngenta Professional Products
Burnside Services, Inc.	Kifco Irrigation	Synthetic Turf Council
C & H Baseball, Inc.	Kochek Company	Terraplas USA
Carolina Green Corp.	Kromer Company	Titan
Colbond Inc.	Krylon Products Group	Toro Company, The
Converted Organics, Inc.	Landscapes Unlimited LLC	Tri-Tex Grass
Country Stone-Redfield/Bush Sports Turf	Laser-Grader	Turf Sewing Machines
Covermaster Inc.	Laserturf Southeast, Inc.	Turf Time Equipment, LLC/JRM
CoverSports USA	Lebanon Turf	Surface Athletics
Dakota Peat & Equipment	Louisville Slugger®Game Time Sports Systems	Turfco
Desso Sports Systems	Mid America Golf & Landscape	Turf-Tec International
Diamond Pro (TXI)	Missouri Turf Paint	Underhill
DLF International Seeds	Motz Group, The	Valent Professional Products
Dynamax Inc.	Natural Sand Company, Inc.	Varicore Technologies
Earth & Turf Products, LLC	Newstripe Inc.	Whitlam Paint Company
EarthWorks Natural Organic Products	Oakwood Sod Farm, Inc	Wiedenmann North America, LLC
ECO Chemical, Inc.	Pennington Seed, Inc.	Wood Bay Turf Technologies
	Pickseed	World Class Athletic Surfaces
	Pioneer Athletics	
	Port Industries Inc.	

## Suitcasing and Outboarding

Suitcasing is when an attendee solicits business in the aisles or other public spaces, such as a hospitality suite or restaurant, or in another company's booth. Also known as outboarded events, this type of activity is detrimental to the exhibition because it carries with it the potential to erode the exhibitor and attendee bases and anger paying exhibitors.

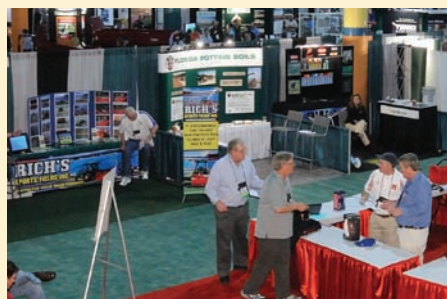
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- Physical Plant Administrators
- Directors of Parks and Recreation
- Others Involved with Athletic Field Management



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