



**FOR IMMEDIATE RELEASE:**

December 14, 2016

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**Sports Turf Managers Association Names Kenzie Jay as Sales and Marketing Manager**

(LAWRENCE, Kan.) – [Sports Turf Managers Association](#) (STMA) – the professional organization for 2,600 men and women who manage sports fields worldwide who are critical to the safety of athletes and coaches – today names Kenzie Jay as its new Sales and Marketing Manager.

Jay joins STMA with a diverse background in communications, social media and recruiting. Her responsibilities will include managing commercial partner relationships, membership growth and retention, social media management and conference / trade show support.

As a former Recruiter at Insight Global, Kenzie was responsible for sourcing, interviewing and hiring qualified candidates for sales and support IT groups. She has a Bachelor of Science from the University of Kansas in Journalism, with an emphasis in Strategic Communications.

“Kenzie will continue expanding awareness of the vital role sports field managers play in local communities across the U.S., while enhancing relationships with our commercial partners to help them achieve their business goals and objectives,” says Kim Heck, CAE, CEO of STMA. “With Kenzie’s diverse business background and strong work ethic, I am confident she will further STMA’s leadership in the industry.”

Jay previously interned at STMA during the summer of 2014 and was responsible for expanding the marketing footprint of its nonprofit organization, the SAFE Foundation. Kenzie is a lifelong sports fan and grew up playing basketball, softball and volleyball. In 2010, she won the 6A Kansas High School Softball State Championship playing catcher at Maize High School in Wichita, Kan.

For more info: [stma.org](http://stma.org), [twitter.com/fieldexperts](https://twitter.com/fieldexperts), 800.323.3875.

**About STMA**

STMA is the not-for-profit, professional association for men and women who manage sports fields worldwide and are critical to the safety of athletes and coaches. 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: [www.stma.org](http://www.stma.org), 800.323.3875.

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