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Sports Turf Managers Association Names Eric Maydew Business Development Manager

(LAWRENCE, Kan.) – [Sports Turf Managers Association](http://SportsTurfManagersAssociation.org) (STMA) – the professional association for 2,600 men and women who manage sports fields worldwide – names Eric Maydew as its new Business Development Manager.

Maydew joins STMA with a diverse background in marketing, event production and project management. His responsibilities include managing commercial partner relationships, public relations, membership growth and retention, social media, and conference and trade show support.

As a former Marketing Associate at Prairie Band Casino and Resort, Maydew was responsible for 17 percent growth in 2013 revenue and an additional 9 percent uptick in 2014. He has a Bachelor's of Arts Degree from the University of Northern Colorado (UNC) in Business Management.

"In this new position, Eric continues to expand awareness of the role of the sports field manager, while providing strong support to our commercial partners to help them achieve their business goals," says Kim Heck, CEO of STMA. "I am confident Eric's business expertise will advance STMA's leadership in the industry."

Maydew is a longtime baseball player and fan. In addition to receiving his degree from UNC, he was also an integral member of the baseball program as a right-handed pitcher. After graduation, Maydew played one year of unaffiliated professional baseball for the Yuma Scorpions in Yuma, Ariz.

For more information: www.stma.org, 800.323.3875.

About STMA

STMA is the not-for-profit, professional association for 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.

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