BEING POSITIVE ABOUT INCREASED FIELD USAGE
-ZACK HOLM, CSFM

PRESENTATION OUTLINE

- Introduce myself
- School
- Work Experience
- Overview on event/usage thoughts
- Things that have not helped in increased usage
  - Social Media
  - Angry/poor communication
  - Waiting for information
- Things that have been successful
  - Remaining positive
  - Being part of the conversation
  - Education and communication
  - Agronomic/managing wear
  - Coming up with your own ideas

ABOUT ME

EDUCATION

- B.S. in Turfgrass Management from Delaware Valley University
- Minor in Sports Management
- M.S. in Sports Management from Southern New Hampshire University
- Currently working toward M.S in Construction
- CSFM in 2018
- SFMANJ President in 2019

WORK EXPERIENCE

STATEN ISLAND YANKEES

- 51 Yankees play 38 home games in NY/Penn League
- Home to Wagner College Baseball games
- High School Graduation
- Commercial shoots

WORK EXPERIENCE

YORK REVOLUTION

- Revolution played 72 home games in Atlantic League
- Minor League promotions
- Head Groundskeeper with York Revolution
- Training Facility Operations Manager with New York Red Bulls
- Earned a seat at the table

WORK EXPERIENCE

SI YANKEES

- Revolution played 72 home games in Atlantic League
- Minor League promotions
- Team hired “event coordinator” to run community events and feedback
- Front office feared pushback on field usage
- Earned a seat at the table
WORK EXPERIENCE
NEW YORK RED BULLS

- Home to 3 professional and 13 amateur teams
- Three grass fields, 1 synthetic
- Dramatic increase in "events":
  - 2013-188
  - 2014-656
  - 2015-934
  - 2016-1092
  - 2017-1390
  - 2018-1350
  - 2019-1780

EVENT THOUGHTS

- Extra field use frustrating
- More hours, more material, more work!
- Why did we chose this career?
- Can’t those same reasons be applied toward events?
- Small details can have lasting impressions

THINGS THAT DON’T WORK
SOCIAL MEDIA

- Waiting for information leads to emergencies and flawed decision making
- Often times can be out of our control
- Can’t all happen with proper communication but need to learn from mistakes

THINGS THAT DO NOT WORK
ANGRY/Poor Communication

- Anger is detrimental to communication in many ways. First, it makes you less logical. Anger actually affects the way your brain processes information. You’re less likely to solve problems effectively, and you’re more likely to reject suggestions and solutions from others (even when they’re right).

- Second, anger tends to cause a strong reaction from those around you. Whether the person you’re directing your anger at ends up feeling hurt, scared, or defensive, chances are, the conversation isn’t going to end up going as productively as it could have.

THINGS THAT DON’T WORK
WAITING FOR INFORMATION

- Have the same mentality as our day in day out tasks
- Don’t be swampy
- Lead by example, be mindful of other people’s thoughts

THINGS THAT CAN LEAD TO SUCCESS
REMAINING POSITIVE!

- Waiting for information leads to emergencies and flawed decision making
- Often times can be out of our control
- Can’t all happen with proper communication but need to learn from mistakes
• Often times event planners or front office haven’t thought of effect on the field
• Being part of the conversation puts you in better spot when problems arise
• Bring parties that have a stake in the field together

THINGS THAT CAN LEAD TO SUCCESS
BE A PART OF THE CONVERSATION/SEEK THE INFORMATION

THINGS THAT CAN LEAD TO SUCCESS
EDUCATION AND COMMUNICATION

• Start communication early
• Educate management and end user why things are done the way they are when things are good and when they are bad
• Education and communication help when a “no” is resisted
• Show a genuine interest in the parties goals/success

THINGS THAT CAN LEAD TO SUCCESS
PROPER AGRONOMICS

Aerification
• Heavy usage = heavy compaction
• Soil bio-core whenever possible
• Getting more aggressive with core aerification

Topdressing
• Topdress every 23-28 days
• Ahead of heavy usage

Proper fertilizer/fungicide programs
• Fall fort every other week
• Mini during growing season
• Variety of fungicides
• Spring, Late Spring, Summer, Fall

THINGS THAT CAN LEAD TO SUCCESS
AGRONOMICS CONTINUED

THINGS THAT CAN LEAD TO SUCCESS
MANAGING WEAR

• Biggest key to success at RBNY
• Insure all parts of field are used as equally as possible
• Start with proper communication and education

THINGS THAT CAN LEAD TO SUCCESS
KEEP A RECORD

• Use stats to justify increased budgets, equipment, labor etc
• When possible gather revenue information to show value to organization

Number of games/practices

Chart Title

0 50,000 100,000 150,000 200,000 250,000 300,000

Revenue
Cost Savings

0 2016 2017 2018 2019

COMING UP WITH YOUR OWN IDEAS

- Find events that are low impact but can provide high value
- Helps show interest in facility and team goals/success
- Can be used as tool to get a seat at the table
- By showing interest in user/managements goals/success help justify "no" and lead to better working relationship

COMING UP WITH YOUR OWN IDEAS

- RBNY:
  - Youth Tournaments
  - High School Tournaments
  - Facility Rentals (other sports)
- Other ideas:
  - Tournaments
  - Youth/High school or college
  - Kickball
  - Wiffleball

THINGS CAN LEAD TO SUCCESS

SUMMARY

- Communication is biggest factor
- Management/end users don't respond well to negativity
- Execute extra events and usage like everyday task

QUESTIONS?
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