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### 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
  - Agronomics/managing wear
- Coming up with your own ideas

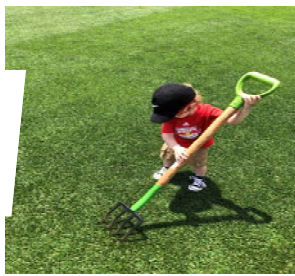


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### ABOUT ME

#### 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 Management w/ concentration in Construction
- CSFM in 2018
- SFMANJ President in 2019



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### ABOUT ME

#### WORK EXPERIENCE




- Internships with:
  - City of Peoria, AZ
  - Scranton/Wilkes-Barre Yankees
  - San Diego Chargers
  - Boston Red Sox
- Assistant with Staten Island Yankees
- Head Groundskeeper with York Revolution
- Training Facility Operations Manager with New York Red Bulls

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### WORK EXPERIENCE

#### STATEN ISLAND YANKEES



- SI Yankees play 38 home games in NY/Penn League
- Home to Wagner College Baseball
- Several high school baseball games
- High School graduation
- Commercial shoots

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### WORK EXPERIENCE

#### YORK REVOLUTION




- Revolution played 72 home games in Atlantic League
- Camps and clinics
- Minor League promotions
- Team hired "event coordinator" to run community events and festivals
- Front office feared pushback on field usage
- Earned a seat at the table

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## WORK EXPERIENCE

### NEW YORK RED BULLS



- RBIF 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- 1350
  - 2018-1365
  - 2019-1780

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## EVENT THOUGHTS




- Extra field use is 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

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## THINGS THAT DON'T WORK

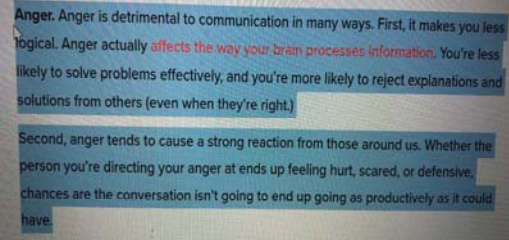
### SOCIAL MEDIA



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## THINGS THAT DON'T WORK

### ANGRY/POOR COMMUNICATION




Anger. 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 explanations and solutions from others (even when they're right).

Second, anger tends to cause a strong reaction from those around us. 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.

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## THINGS THAT DON'T WORK

### WAITING FOR INFORMATION




- Waiting for information leads to emergencies and flawed decision making
- Often times can be out of our control
- Can still happen with proper communication but need to learn from mistakes

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## THINGS THAT CAN LEAD TO SUCCESS

### REMAINING POSITIVE!



- Have the same mentality as our day in day out tasks
- Don't always say no
- Lead by example, be mindful of other persons thoughts

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### THINGS THAT CAN LEAD TO SUCCESS

BE APART OF THE CONVERSATION/SEEK THE INFORMATION



- 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

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### THINGS THAT CAN LEAD TO SUCCESS

EDUCATION AND COMMUNICATION



- Start communication early
- Educate management/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 needed
- Show a genuine interest in the parties goals/success

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### THINGS THAT CAN LEAD TO SUCCESS

PROPER AGRONOMICS



**Aerification**

- Heavy usage = heavy compaction
- Solid tires/vent whenever possible
- Getting more aggressive with core aerification

**Topdressing**

- Topdress every 21-28 days
- Ahead of heavy usage

**Proper fertilizer/fungicide programs**

- Fall/fert every other week
- Primo during growing season
- Variety of fungicide sprays for summer patch, gray leaf spot, and Pythium

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### THINGS CAN LEAD TO SUCCESS

AGRONOMICS CONTINUED



**Grow Tarps**

- Extends playing season
- Allows for more usage
- Requires labor

**Synthetic Turf Maintenance**

- Heavy turf usage needs more grooming
- Infill levels
- Snow plowing

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### THINGS THAT CAN LEAD TO SUCCESS

MANAGING WEAR



- Biggest key to success at RBNY
- Insures all parts of the field are used as equally as possible
- Starts with proper communication and education

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### 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

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## 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 users/managements goals/success it helps justify "no" and lead to better working relationship

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## COMING UP WITH YOUR OWN IDEAS

Revenue:		Ticket Rev.:	
	150,420		198,000
Expenses:		Expenses:	
Security Guard	9100	Donation	66,000
Security Supervisor	3528	Referee	15,400
Cleaner	2954	Security	8,000
Shuttle Buses	8000	EMT	10,000
Field Coordinators	5500	Total	99,400
EMT	7500	Profit	98,600
Goals	19,600		
Medals	2880		
Parking	2400		
Referees	14,400		
Portable Toilets	1000		
Profit	71952		
	22,258		

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

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## 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 tasks

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QUESTIONS?

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