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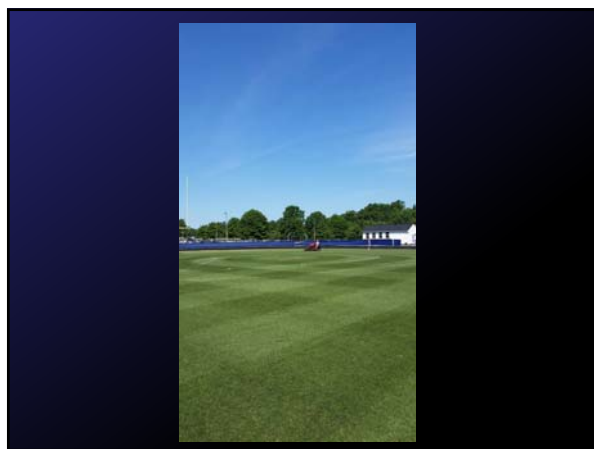
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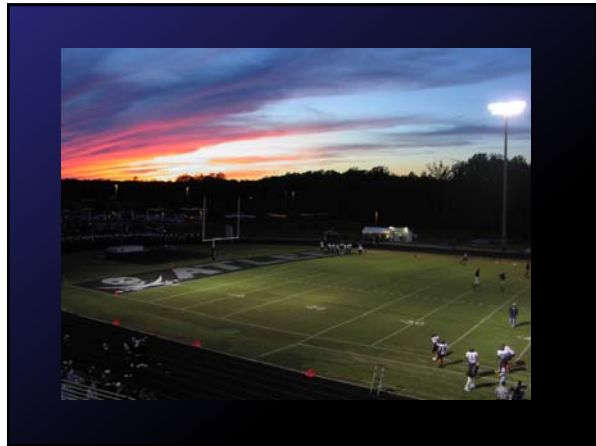
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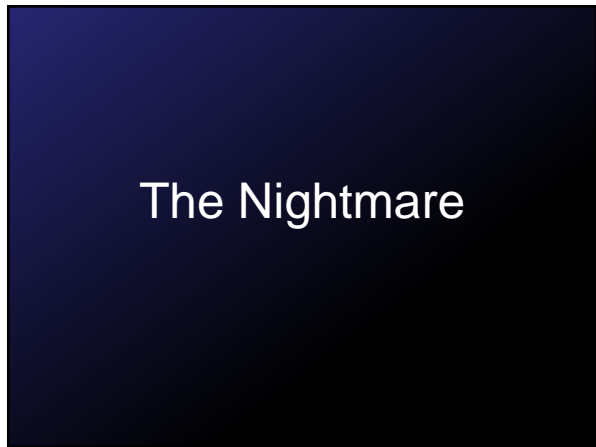
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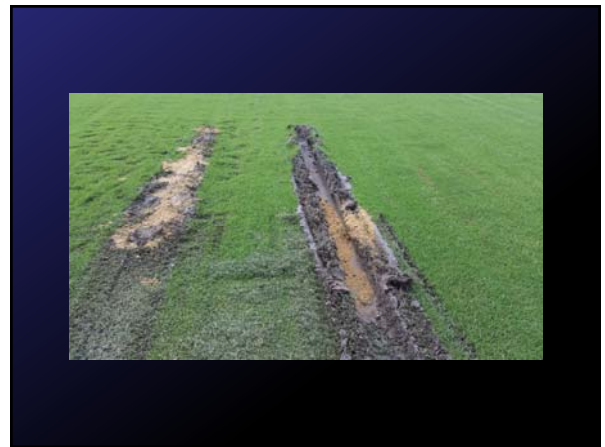
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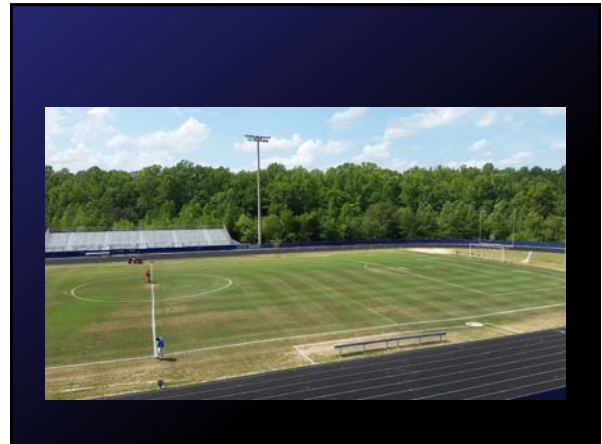
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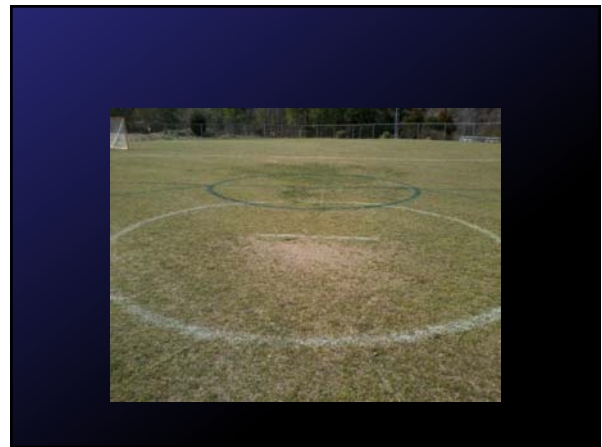
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What Creates Challenges?

- Habits Of Coaches
 - “Always Have Done It This Way”
- Agronomy vs. Athletics
- Poor Construction/Layout Of Facilities
 - Space Limitations
- Our Goals vs. Their Goals
- Hands-On vs. Hands-Off Coaches
- Budgets

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Communication

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Be Effective. Not Everyone Has Experience.



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Communication

- Have An Open Dialog With Coaches and Administrators
- Gauge Their Expectations
- Every Conversation Is An Opportunity To Teach or Create Change
- Include Them In The Solution
 - We Know They Are The Problem, How Can We Get Them To Realize It Too??

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Communication

- Be Genuine
- Keep Emotion Out Of The Conversation
- Begin Every Conversation By Asking How The Team Is Doing.

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Communication

- Be Involved In Their Success
- Place Ego And “Your Field” On The Back Burner
- Understand Why You Do What You Do
 - Know Your Role

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Coaches vs. Administrators

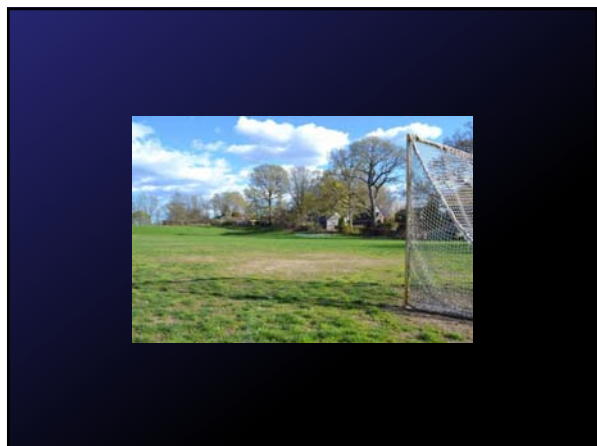
- Do Coaches and Administrators Communicate??
- Do they have common long term goals?
- Do they communicate those with the Sports Turf Manager?
- Are you the one with the goals?

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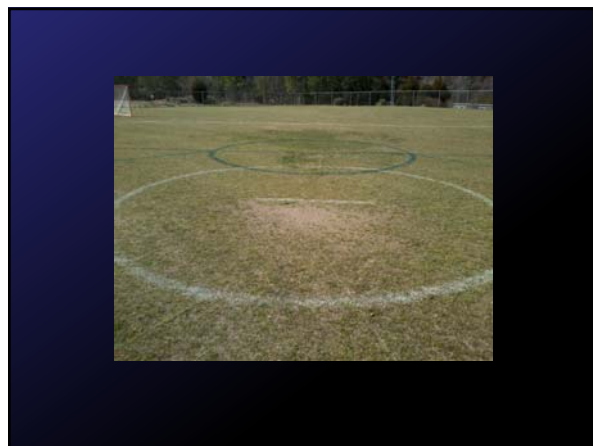
Educate!

- Keep The Core In Your Loop Of Info
 - Administrators
 - Coaches
 - Workers
 - Etc.
 - These Folks Can Answer The Questions Before A Lot Are Sent To You.

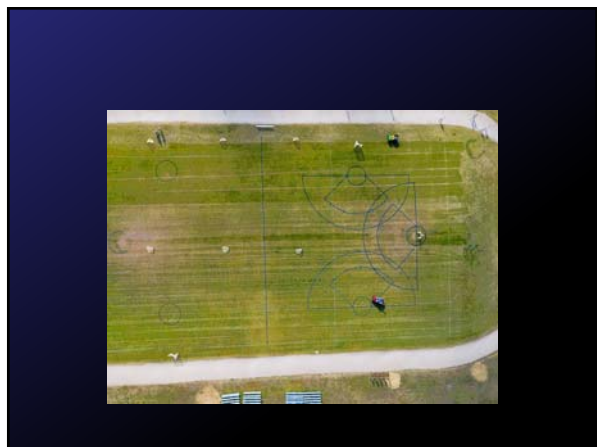
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Innovate

- Help Coaches Learn to Coach...again.
 - Practice Ideas
 - Alternative Markings
 - New Technology

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Rethinking Practice



A collection of colorful cones (orange, yellow, green, blue, purple) and a photograph of a practice setup with tall poles and cones on a green field.

29

Practice Tools



A photograph of a soccer goal and a portable orange cone.

30

Practice Tools



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Organize

- Keep accurate records
- Have a detailed plan
- Use a Calendar
 - SHARE!!

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Buy In

- Explain to Coaches your plans
 - Show them results
 - Use industry contacts for support
- Build a Plan and Commit to the plan
- Make them a part of the solution
 - Hard for any coach to say no when you include them in the success.

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Physical Improvements

- Traffic Zone renovations
 - Aeration
 - Manual “Pitch Fork”
 - Core Aeration
 - “Air Spike”
 - Topdressing
 - Wetting Agents
 - Cultivar Selection and Improvements

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36

Follow Through

- Deliver!!
- Do what you say you are going to do.
- Do not be afraid to be bold!

37

A Team Approach

- Win by using a team approach.
- Make it a Team Solution
- Thank them!
 - The Coaches
 - The Players
 - Your Staff

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Do The Unexpected

- At least Once Season, Do something No one expects.
- If you can, tell no one.
- Showcase your capabilities
- As Disney Says, "Plus It"

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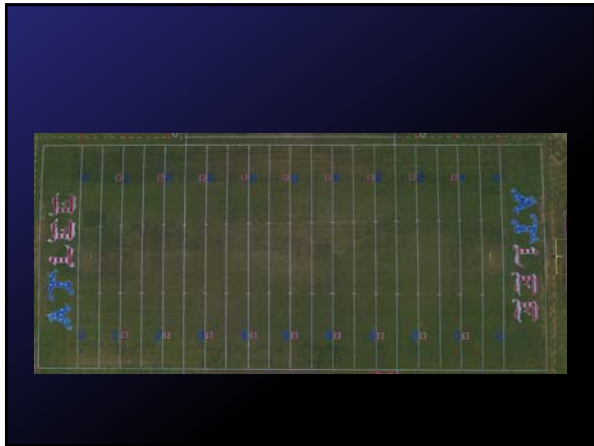
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Questions?

Marc Moran
mmoran@hcps.us
804-467-4000
@AtleeTurf (Twitter)
Atlee High School Horticulture (Facebook)

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