

Hotel & Travel

Welcome to Orlando

We invite you to attend the industry's largest event dedicated to sports field management. The 21st Annual STMA Conference and Exhibition combines a rich educational program – our most comprehensive yet – with an exhibition that focuses on emerging technology. Be sure to take advantage of the exclusive networking time scheduled throughout the conference to share your ideas with friends and make new contacts.

– The STMA Conference Committees

Hotel

Disney's Coronado Springs Resort & Convention Center

1000 W. Buena Vista Drive, Lake Buena Vista, FL 32830

Room rate: \$141 per night single or double occupancy. For reservations call 1-407-939-1020 ask for the Sports Turf Managers Assoc. Rate, or book online at www.disneyurl.com/STMA2010

Rates do not include the 12.5% tax. The cut off date to receive the show rate is Dec. 16. Make your reservations early, the hotels may sell out prior to that date.

The hotel offers a health club, 9-mile walking/jogging trail, 4 pools, 2 arcades, playgrounds, concierge desk, child care services, laundry services, free



self-parking, business center, wireless internet access (with an additional fee), facilities for guests with disabilities, and a barber and beauty shop.

Students can take advantage of the discounted hotel rate at the All Star Hotel, themed with gigantic icons from movies, sports, and music. This hotel is located a short distance away from the Conference Center and is accessible by complimentary shuttle service.

For Student Hotel rates, contact STMA Headquarters at 1-800-323-3875.

The hotels offer these rates three days in advance of and three days after the conference, so you can easily extend your stay into a vacation!

Airports

Orlando International Airport (MCO) and Orlando Sanford International Airport (SFB), which is 18 miles northeast of Orlando, serve the Orlando area. Disney's FREE Magical Express serves MCO; fee based shuttles, taxis and rental cars are available at SFB.

Travel

**Call WorldTek Travel to assist you with your travel needs
1-800-233-5989**

Ground Transportation

FREE Transportation is available from the Orlando International Airport to the Hotel via Disney's Magical Express® Transportation. You must book your hotel reservations first, and then call 1-407-939-1020, or go on line, www.disneyurl.com/STMA2010. Advance reservations are required (30 days in advance requested). You are not able to book this transfer upon arrival at the airport.

STMA has also secured special rental car rates.

Avis Rent A Car

For reservations call 1-800-331-1600 and reference the Avis Worldwide Discount (AWD) Number J947511.

Hertz

For reservations call 1-800-654-2240 or go to www.Hertz.com/enter/mention/CV#04GV0001.

Thrifty Rental Car

For reservations call 1-800-847-4389, or go to www.Thrifty.com/enter/mention/promotion/code/STMA.



Weather

January's average high temperature: 70.8 degrees. Average low temperature: 48.6 degrees. Mornings, evenings and meeting rooms can be cool, so pack a light jacket or sweater.



Orlando/Orange CVB, Inc.®

Extend Your Stay & Play

Walt Disney World® Resort Attractions

The resort is conveniently connected to all Walt Disney World® Resort attractions by complimentary shuttle bus service. Enjoy all Walt Disney World®



© Disney

Resort has to offer with various theme parks including Magic Kingdom®, Epcot®, Disney's Hollywood Studios®, Disney's Animal Kingdom®, Disney's Typhoon Lagoon Water Park®, and Disney's Blizzard Beach Water Park®.

Downtown Disney® offers great shopping and entertainment including La Nouba™ Cirque du Soleil®, DisneyQuest® House of Blues®, Wolfgang Puck® Cafe, Planet Hollywood®, LEGO Imagination Center®, Rainforest Cafe®, and Team Mickey Athletic Club. The resort is also a short distance to Disney's Wide World of Sports® Complex. For dining arrangements at Walt Disney World® Resort, call 407-939-3463.

For Walt Disney World® Resort discount tickets, information or multi-day passes call 407-939-1020 or go to www.disneyurl.com/STMA2010

Other Attractions to Consider

Just minutes away are Universal Studios Florida® and Universal City Walk. At CityWalk guests will find Bob Marley's™, Pat O'Brien's®, Jimmy Buffet's®, NBA Sports Cafe, Margaritaville®, NASCAR Cafe™, and Hard Rock Cafe®.

Conference Attire

Business casual (slacks and a collared shirt for men and comparable attire for women) is the preferred daytime attire for the educational sessions. Coat and tie are recommended for the Awards Banquet. Spikeless golf shoes are required for the golf tournament.

Tuesday, January 12

7:00AM - 8:00AM	Continental Breakfast
7:00AM - 9:00AM	Registration Open
8:00AM - 3:00PM	Optional: Seminar on Wheels I* ^o
3:00PM - 7:00PM	Registration Open
3:30PM - 7:30PM	STMA Certification Exam* ^o
6:00PM - 9:00PM	Chapter Officers Training (COTS)*

Wednesday, January 13

6:30AM - 8:00AM	Continental Breakfast
6:30AM - 7:00PM	Registration & Merchandise Open
7:00AM - 4:00PM	Optional: SAFE Golf Tournament* ^o
8:00AM - 3:00PM	Optional: Seminar on Wheels II* ^o
8:00AM - 12:15PM	Preconference Workshops
2:00PM - 4:00PM	Preconference Workshops
4:30PM - 6:30PM	Networking Sessions
7:00PM - 7:30PM	First Time Attendees Reception
7:30PM - 10:00PM	Welcome Reception

Thursday, January 14

6:30AM - 8:00AM	Continental Breakfast
6:30AM - 7:00PM	Registration & Merchandise Open
6:45AM - 7:45AM	CSFM Breakfast
8:00AM - 10:00AM	General Session: Keynote address by Joe Posnanski
10:30AM - 11:45AM	Educational Sessions
11:00AM - 2:00PM	Student Track with Lunch
12:00PM - 1:15PM	STMA Annual Meeting and Lunch
1:30PM - 4:15PM	Educational Sessions
4:15PM - 7:45PM	Opening of the Trade Show

Friday, January 15

6:30AM - 8:00AM	Continental Breakfast
6:30AM - 3:00PM	Registration Open
6:45AM - 7:45AM	Special Breakfasts: Past Presidents', Women's Networking
7:00AM - 7:45AM	Innovative Sessions
7:30AM - 9:30AM	Commercial Member Workshop & Business Meeting
8:00AM - 10:00AM	Educational Sessions
8:00AM - 10:30AM	6 th Annual Student Collegiate Challenge*
10:00AM - 2:45PM	Trade Show Open with Lunch
3:00PM - 5:15PM	Educational Sessions
6:30PM - 10:00PM	Awards Reception & Banquet*

Saturday, January 16

7:00AM - 9:00AM	Registration Open
8:00AM - 12:00PM	STMA Certification Exam* ^o

* Preregistration Required
^o Additional Fees Apply
 (For more information, see Optional Events and the Registration Form)

For Employers - A 1,375% ROI
 Invest in the most valuable resource available to sports facilities: your sports turf manager.

Send your sports turf manager to the
 STMA Conference & Exhibition
 and your facility will benefit in 3 ways:

1. Impressive Return on Investment

Through ideas learned and applied to field management practices, the expected ROI of attending the conference is an astounding 1,375 percent! A detailed ROI of the 2009 conference was developed and provides a realistic forecast for 2010. To view the case study, go to www.STMA.org and click on the Conference Tab - 2010.

2. Athlete Safety

Nothing is more important than the safety of the athletes who use your fields - whether they are pee wee or professional players. Continuing education helps your sports turf manager provide safe field conditions.

3. Environmental Leadership

Sports turf managers have always been stewards of the environment. Now more than ever, communities, schools, and businesses are being challenged to show a commitment to the environment. This conference has many sessions dedicated to advanced environmental protection strategies, which can help you promote your efforts.

COSTS to Attend

Complete conference package	\$735
Includes meals and preconference workshops	
FREE ground transportation	\$0
Via the Disney Magical Express [®] Transportation	
Misc. Meals - Wednesday lunch and travel days	\$40
Tips	\$20
Hotel 3 nights, Single room \$141/night + 12.5% tax	\$476
(share a room for \$238)	
Air Transportation - Average	\$325

Total Cost **\$1,236**
 (if sharing a room \$998)
 (Save even more with early airline booking)

Easy Payment

STMA accepts purchase orders, checks, and credit cards, or we can invoice for registration. Need a payment plan? No problem. Contact our office for more information, 1-800-323-3875. Many members find it efficient to pay STMA dues, chapter dues and conference registration fees all at once with one check or purchase order.



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To Register go to www.STMA.org

Schedule of a Conference

Tuesday, January 12

- 6:00AM - 7:00AM** **Continental Breakfast**
- 6:00AM - 9:00AM** **Registration Open**
- 8:00AM - 3:00PM** **Optional: Seminar on Wheels I** *° (Lunch included. Buses depart at 7:00am)
(For more information, see Optional Events and the Registration Form).
- 3:00PM - 7:00PM** **Registration Open**
- 3:30PM - 7:30PM** **Optional STMA Certification Exam** *° *For more information see Optional Events page 8. (pre-qualification and pre-registration required)*
- 6:00PM - 9:00PM** **Chapter Officers Training** *
Chapter Board members are invited to share ideas and network. Dinner provided.



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JOHN DEERE



The Irrigation Innovators



stabilizer SOLUTIONS



Wednesday, January 13

- 6:30AM - 8:00AM** **Continental Breakfast**
- 6:30AM - 7:00PM** **Registration Open**
- 7:00AM - 4:00PM** **Optional: SAFE Golf Tournament** *° *sponsored by Jacobsen, A Textron Company*
For the 10th year in a row, Jacobsen is proud to sponsor the annual fundraising golf tournament. This year's event will be held at the National Course at ChampionsGate. For more details see the Optional Events on page 8. (Buses depart 7:00am)



- 8:00AM - 3:00PM** **Optional: Seminar on Wheels II** *° (Lunch included. Buses depart 7:00am)
- 8:00AM - 10:00AM** **Pre Conference Workshop - Getting the Most Out of Your Water: Managing Athletic Fields with Reduced or No Irrigation**
Doug Karcher, Ph.D., University of Arkansas
As freshwater irrigation resources and athletic facility budgets become more limiting, many athletic field managers must maintain acceptable sports turf with limited water resources. Under such conditions, field managers can utilize several resources to help maximize turf quality. The implementation of drought tolerant cultivars, wetting agent application, and capacitance probes for scheduling irrigation can significantly reduce the amount of water necessary to produce a high-quality sports turf. Recent research on these resources and how they can be best utilized in athletic field management will be discussed.

- 10:15AM - 12:15PM** **Pre Conference Workshop - Athletic Field Drainage - Subsurface Water Flow Made Visible**
Ed McCoy, Ph.D., Ohio State University
Because natural athletic fields can contain a wide variety of soils and soil profiles, there is no 'one size fits all' approach to field drainage. Consequently, it is best to understand the principles of drainage for a variety of soil and soil profile conditions, and then to choose the best design for the situation at hand. This talk will cover some of the basic principles of water flow to drainage elements and illustrate, via water flow animations of selected systems, how these principles lead to effective drainage.

Included in Full Conference Registration

Lunch on Your Own

* pre-registration required; ° Additional fees apply. (For more information, see Optional Events and the Registration Form).



2:00PM - 4:00PM Pre Conference Workshops - Choose One:

Included in Full Conference Registration

Grass Art: Mowing Patterns & Beyond
Matt Anderson, Lansing Lugnuts
Greg Salyer, West Michigan Whitecaps

Find out how to create patterns and designs on turf without using paint. Mowing patterns will be briefly discussed, with an in-depth "How-to" session on creating detailed designs on turf. You'll understand how to lay-out and maintain logos and shapes on outfield turf using simple techniques of brushing, rolling and brooming. Step-by-step instructions will be given with many example pictures.

Management Q&A for Warm-Season Athletic Fields
Grady Miller, Ph.D., NC State University,
John Sorochan, Ph.D., University of Tennessee

Find out answers to the most common turfgrass management questions as it relates to warm-season turfgrasses. This guided discussion will cover current technologies and considerations for better sports turfgrass management and incorporates audience interaction.

Weather 101
Brad Jakubowski, Doane College
Larry DiVito, Minnesota Twins

Through this interactive workshop sports turf managers will understand fundamental weather concepts. Learn how to interpret daily weather reports, maps, and forecasts, which can then be applied to daily turfgrass management practices.

Field of the Year: What Makes a Strong FOY Candidate

Past winners and Awards Committee Members will share their insight into a winning Field of the Year entry.

4:30PM - 6:30PM Sports Turf Networking Sessions - by Membership Segment: Attend the session specific to your employment situation

Networking 1: K-12	Networking 2: Higher Education	Networking 3: Facilities Used by Professional Athletes	Networking 4: Parks & Rec	Networking 5: Academics	Networking 6: Students
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7:00PM - 7:30PM First Time Attendees Reception

7:30PM - 10:00PM Welcome Reception sponsored by the Toro Company and Covermaster



Thursday, January 14

6:30AM - 8:00AM Continental Breakfast

6:30AM - 7:00PM Registration Open

6:45AM - 7:45AM CSFM Breakfast

GENERAL SESSION 8:00AM - 10:00AM sponsored by World Class Athletic Surfaces

Communicating Effectively to Achieve Safer, More Sustainable Playing Surfaces - by Dr. Clint Waltz

Learn how to communicate effectively with administrators, county managers and elected officials associated with your facility to achieve a safer and more sustainable playing surface. Helping these individuals understand proper agronomics related to initiating field use and routine maintenance will help build valuable relationships and increase the success of your facility over the long term. Topics covered will include effective presentation of money saving methods, informing the public on the safety of pesticide and fertilizer applications, and how water conservation can lead to safer playing surfaces.



Keynote Address - Joe Posnanski Joe Posnanski is a Senior Writer at Sports Illustrated. He was sports columnist at The Kansas City Star from 1996 to 2009, and during that time he was twice named the best sports columnist in America by The Associated Press Sports Editors. He was also nominated for twenty-one awards by the APSE, and won additional first place national awards in feature and project writing. As his mother says, that and about four bucks could get him a Grande Mocha at Starbucks. He has authored "Soul of Baseball: A Road Trip Through Buck O'Neil's America," winner of the prestigious 2007 Casey Award as baseball book of the year, and one of the ten best sports books of 2007 by Booklist. His newest book, "The Machine: The Story of the 1975 Cincinnati Reds," was released on 09/09/09. He has written essays for several books, including "The Hardball Times Annual," ESPN's best-selling College Football Encyclopedia and "Football and Philosophy." His work twice has been anthologized in "The Best American Sportswriting."

Thursday, January 14

Breakout Sessions:

10:30AM - 11:45AM

11:00AM - 2:00PM • Student Sessions & Lunch

What I Wish I Learned as a Student

Hear about things to learn while you are still in school or participating in an internship. Advice will be offered on how to be a good student and employee, and achieve a quality life/work balance.

Josh McPherson, DC Dept. of Parks & Recreation

Student-to-Intern-to-Head Groundskeeper in 1 Year

This will talk about the ins & outs of every level in a Sports Turf career. It will give ideas and advice of what to expect and what to ask.

Joey Stevenson, Indianapolis Indians

12:00PM - 1:15PM

Breakout Sessions:

1:30PM - 2:45PM

2:45PM - 3:00PM

3:00PM - 4:15PM

4:15PM - 7:45PM

5:30PM

ED. 1

Going Deep: Aerification Frequency and Timing for Compacted Athletic Fields

(repeated 1/15-2:45-4:00pm)
This presentation will cover the basics of soil compaction - how it happens, what are primary causes, and how to alleviate it. Compaction as affected by soil type, equipment and method of aerification will be discussed.

Elizabeth Guertal, Ph.D., Auburn University

ED. 2

Making Time for Maintenance

Find out how to create a yearly renovation schedule that will get it placed as the top priority at your facility and how to develop a long term approach to maintenance planning that will always meet with success.

Ron Hostick, CSFM, San Diego State University

ED. 3

Research You Can Use

This talk will look at some of the practical research undertaken at Ohio State, including using fungicides to accelerate turfgrass establishment, effects of trinexapac-ethyl on sports turf and grass selection for maximum results.

Pamela Sherratt, Ohio State University

Lunch and STMA Annual Meeting

Selling Your Budget to Administration

Understand tried and true methods of up-selling your budget to administrators. Learn how to design a budget that tracks costs and can become a powerful tool in your presentation process.

George Bernardon, CSFM, GCA Services

Warm Season Grass Management for Athletic Fields

Hear about the pros/cons, successes/challenges and general management strategies for maintaining paspalum turf.

Jason Kruse, Ph.D., University of Florida

Maintenance Practices for Synthetic Grasses: Why These Fields are Far from Maintenance Free

View different maintenance procedures and equipment used on synthetic grass fields. Learn about snow removal, covering of the field for concerts, etc. A key focus will be on maintenance items to be performed on a regular basis to keep the field in top condition and prolong the life of the system.

Webb Cook, A-Turf

Break

How to Find Information to Solve Your Problems

With information overload hovering, sports turf managers need viable strategies to obtain relevant and timely information. Learn the basics of using experience, hard references, online resources, and people resources to diagnose and solve problems encountered in day-to-day management of sports fields.

Grady Miller, Ph.D., NC State University

A Guide to Outsourcing Grounds Maintenance Services

Outsourcing certain grounds maintenance tasks is another management tool Facility Managers use for meeting goals, improving service and managing financial performance. Hear an overview of outsourcing, when to use it, its advantages, disadvantages and tips on how to effectively manage the process. Specification writing, contract administration and contractor selection will also be covered.

Don Savard, CSFM, Salesianum School

Managing Sports Fields and Water Restrictions: Short and Long-Term Approaches

The key to managing water restrictions is pro activity in field management with political and regulatory bodies. Topics include: a) impacts of drought restrictions; b) proactive responses to drought restrictions and water conservation; and c) site-specific BMPs for individual sports fields.

Robert Carrow, Ph.D., University of Georgia

Trade Show Open

Sprayer/Spreader Calibration Demonstration Moderators: Aaron Patton Ph.D.,

ED. 4	ED. 5	ED. 6	ED. 7	ED. 8
<p>Top 10 Do's & Don'ts in Sports Field Construction <i>Hear from a sports field contractor on the foremost "thou shall" and "thou shall not" processes in field construction methods. A focus will be on the entire construction process including planning, design, materials selection, pre-bid qualification, bid/RFP, and construction. We will look at pitfalls, similarities and differences, new trends, proven winners and how it all relates to maintenance and field performance. Q&A time will be dedicated and considered an important component of the discussion.</i></p> <p>Chad Price, CSFM, Carolina Green, Inc.</p>	<p>Controlling Weeds in Cool-Season Athletic Fields <i>Learn about currently-registered herbicides for use on fescue, Kentucky bluegrass, and perennial ryegrass athletic fields and the weeds they control. A focus will be on herbicides that can be used during seeding, including new-to-the-market products. Issues relating to the loss of MSMA will be discussed, and alternative herbicides and management approaches will be provided.</i></p> <p>Shawn Askew, Virginia Tech</p>	<p>Bermudagrass Traffic Tolerance <i>Hear about how to reduce damage from traffic on bermudagrass athletic fields. Topics will include: Cultivar selection, crumb rubber topdressing, fertilization, traffic management, irrigation, and cultivation among others.</i></p> <p>Aaron Patton, Ph.D., University of Arkansas</p>	<p>The Skinny on Skins <i>Learn the goals for a successful infield skin. Soil selection, proper construction of the skin profile, the many different types of topdressings and soil amendments (tools) available, and how to select the right tool(s) to make the field perform better. See real-life examples of how sub-par infield skins can be improved by using the right tool(s) from the soil amendment/topdressing toolbox.</i></p> <p>Paul Zwaska, Beacon Athletics</p>	<p>How to Speak Design <i>Learn to speak "architect" so that you can get what you need in your upcoming construction project.</i></p> <p>Dave Hieronymus, DLH Architecture, LLC</p>
<p>Fact and Fiction of Fertilization in Turfgrass <i>(repeated 1/15-2:45-4:00pm)</i> <i>In times of shrinking budgets, raised environmental awareness, and increased demand for highly functional/aesthetic turf, managers need to know how to efficiently fertilize based on field needs. Learn fundamental principles of soil and nutrient chemistry, assessment tools, cutting edge products and techniques, and two case studies.</i></p> <p>Bryan Hopkins, Ph.D., BYU</p>	<p>Sports Fields: Selecting the Best Grasses <i>Selection of species of grass can influence money spent for maintenance and durability of sports fields. Turfgrass breeders and managers are developing species for better wear tolerance, inputs required and repair times. Often the choice of species/blends is based more on what has been done rather than current knowledge. Price is often in the final decision but superior performance may save money long term.</i></p> <p>Leah Brilman, Ph.D., Seed Research of Oregon</p>	<p>GREEN Acres: Environmentalism and the Sports Turf Manager? <i>Explore the role of the sports turf manager in the context of 21st century ecorealism (environmentalism "as if people mattered.") The session will promote the development and implementation of science-based stewardship programs that reduce our ecological footprints while balancing social and economic considerations, for the good of our environment and our industry.</i></p> <p>Kevin Trotta, Global Sports Alliance</p>	<p>What is a Field Club? <i>This presentation will define a Field Club and how it relates to sports turf management. Learn about bentgrass sports turf maintenance of lawn tennis, croquet, badminton and lawn bowling. Other topics included will be: tennis and bocce ball maintenance on American clay surfaces, flooring bentgrass for a concert, issues from construction, surviving the inaugural year, and various unique and challenging experiences maintaining a Field Club.</i></p> <p>Nathan Salmore, The Boathouse</p>	<p>The CSFM Process Demystified <i>Overcome the unknowns of taking the CSFM exam. Information presented will help the sports turf manager who is entering into the CSFM process to better prepare for the exam including the exam format, question format, and studying/preparation strategies.</i></p> <p>Tony Koski, Ph.D., Colorado State University</p>
<p>Sports Turf Weed Control on a Budget <i>Learn about affordable strategies to control weeds on warm and cool season athletic fields, results of new herbicide studies, effects of cultural practices on herbicide performance and an emphasis on providing strategies to prepare for the loss of MSMA at the end of 2010.</i></p> <p>Jim Brosnan, Ph.D., University of Tennessee</p>	<p>Organic Fertilizer and Phosphite Usage <i>This will include a first hand experience of an organic fertilizer program - Benefits vs. Drawbacks. Also I'll talk about the use of phosphites to reduce disease in a transition zone at a professional baseball stadium.</i></p> <p>Joey Stevenson, Indianapolis Indians</p>	<p>Managing Infields in the Transition Zone <i>This talk will be geared towards getting infields ready for baseball and softball practices that start in January, all while battling Mother Nature. It will highlight maintenance practices, successes, and failures. Sometimes no matter what you do, Mother Nature always wins.</i></p> <p>Marcus Dean, CSFM, University of Kentucky</p>	<p>Alternative Grasses for Overseeding Athletic Fields to Promote Better Surfaces for Late and Early-Season Play <i>Understand how to incorporate the use of intermediate ryegrasses as part of late season or early season seeding. This will jump start grass coverage for better traction before perennial ryegrass or other grasses have begun to grow.</i></p> <p>Gwen Stahnke, Ph.D., Washington State University</p>	<p>University Updates on Synthetic Turf Research <i>Synthetic turf continues to advance and evolve. University research provides an unbiased and timely evaluation of synthetic turf used on sports fields.</i></p> <p>Andy McNitt, Ph.D., Penn State University</p>

Friday, January 15

6:30AM - 8:00AM

Continental Breakfast

6:30AM - 3:00PM

Registration Open

6:45AM - 7:45AM

Past Presidents' Breakfast

7:00AM - 7:45AM

Women's Networking Breakfast

Innovative Sessions (3 consecutive fast-paced sessions)

- **Pre-germinating Turfgrass Seed** David Schlotthauer, BYU
- **Taking Used Equipment and Making it New Again** Marc Moran, Atlee High School
- **Taking Golf Course Practices to the Game Fields** Andrea Bakalyar, Eden Turfgrass/McDonough School

7:30AM - 9:30AM

Commercial Member Workshop and Business Meeting: Looking Outside the USA at Sports Turf Opportunities

Murray Cook, Brickman Group

8:00AM - 10:00AM

Educational Workshops

Dealing with Difficult People

Lisa Goatley MS, LPC,
Blacksburg, VA &
Bill Griffith, Walla
Walla CC

Preparing for and Recovering from Special Events

Nick Fedewa,
SMG/Jacksonville
Jaguars & Jeff Salmond,
CSFM, University of
Oklahoma

Cool Season Traffic Tolerance

Scott Ebdon, Ph.D.,
UMass/Amherst &
William Dest, Ph.D.,
Univ. of Connecticut

Q&A Panel: Field Construction

Andy McNitt, Ph.D.,
Penn State Univ.,
Larry DiVito,
Minnesota Twins,
Chad Price, CSFM,
Carolina Green, Inc.,
Dave Hieronymus,
DLH Architecture

Q&A Panel: Organic Approaches to Turf Management

Mary Owen, UMass
Richard Miller,
Blackhawk Technical
College, Kevin Mercer,
St. Mary's College of
Maryland, Kevin Trotta
Global Sports Alliance

Q&A Panel: Football/Soccer

Sports Turf Managers
from MLS, NFL, and
high schools

8:00AM - 10:30AM

Student Collegiate Challenge

10:00AM - 2:45PM

Trade Show Open with Lunch

11:30AM

Sprayer/Spreader Calibration Demonstration Moderators: Aaron Patton Ph.D., Univ. of Arkansas & Richard Miller, Blackhawk Technical College

Educational Sessions:

2:45PM - 4:00PM

Session 1

A Poa annua Control Plan that Works

Hear how a 20-year problem with Poa annua in a Kentucky bluegrass native soil field was defeated and a management plan implemented that is keeping the field clean with excellent results.

Dan Douglas,
Reading Phillies

Session 2

Design and Construction Components of Synthetic Fields

Find out about the factors you must consider to have a safe and playable synthetic field, from design to site preparation to installation to cleanup.

Mark Nicholls,
Turf Industry, Inc.

Session 3

Assessing Sports Fields for Soil Physical Problems Relating to Player Safety

Approaches will be discussed for conducting a comprehensive assessment of community sports fields for many factors including player safety, field playability, irrigation system effectiveness, and turfgrass management issues.

Robert Carrow Ph.D.,
University of Georgia

4:15PM - 5:15PM

Sustainability Solutions for Athletic Fields

This presentation will provide turf managers with green ideas and solutions through a ten-step program that will result in environmentally friendly practices for sports complexes, from the shop to the athletic field. It will also provide guidance on how to obtain Audubon certification through Audubon International.

Kevin Mercer,
St. Mary's College of Maryland

Points to Consider on a Northern Native Soil Sports Field

Carroll College fields have native western soils with a short growing season that are used by NAIA national contender teams in football and soccer. Discussion will include field use/wintertime play, irrigation and maintenance practices, budgets, and communication strategies.

Gerald Landby,
Carroll College

Yes, It's Possible! Reducing Fungicide Use on Cool Season Turf in the Transition Zone

"Are you doing all you can to lower your need for fungicides?" Find out how to re-examine your entire management plan from watering practices, nutrient management, and cultural practices to reduce fungicide use.

Jerad Minnick,
Maryland Soccerplex/
Maryland Soccer Foundation

Earn CEUs!

Continuing Education Points (CEU's) and Pesticide Recertification Credits are offered by the following organizations.

- GCSAA - 1.95 CEUs
- FNGLA - 14 CEUs
- NRPA - 1.5 CEUs
- NIAAA - 3 CEUs
- ASLA - CEUs to be determined
- Florida Pesticide Recertification Credits - 12

Stop by Registration or see your session moderator to pick up the necessary forms needed to report earning CEUs.

Suitcasing and Outboarding

As defined by the International Assoc. of Exhibitions and Events, suitcasing is a practice on the part of any attendee who is observed to be soliciting business in the public spaces or in another company's booth.

Suitcasing may also take the form of commercial activity conducted from a hotel guest room or hospitality suite, a restaurant, or any other public place. Also known as outboarded events, this type of activity diminishes the size and diffuses the quality of the audience that event organizers work very hard to gather, and reduces the value of an event for exhibitors and event organizers who likewise have significant resources invested in the event.

Suitcasing and outboarding are unethical business practices. It is detrimental to the exhibition because it carries with it the potential to erode exhibitor and attendee bases and anger paying exhibitors.

In order to distribute information to and conduct business with attendees, you must have a booth on the trade show floor.

Seminar on Wheels 1*

Tuesday, January 12 - 8:00AM-3:00PM

We'll be touring the athletic facilities at the University of Central Florida including Bright House Network Stadium, completed in 2007, football practice fields, softball and baseball stadiums, a track and soccer complex and the only full length indoor football practice facility in Florida. The tour also includes a comprehensive, behind-the-scenes agricultural/horticultural tour of Disney World.

Seminar on Wheels 2*

Wednesday, January 13 - 8:00AM-3:00PM

We'll be spending the majority of the day at Disney's Wide World of Sports complex. This #1 site for youth sporting events in the U.S. has hosted 1.7 million athletes since opening in 1997. Competitors have included AAU, Pop Warner, Atlanta Braves, Tampa Bay Buccaneers and USSSA. Also planned is a stop at a top turf care/maintenance facility at a nearby environmentally-friendly golf course.

STMA Certification Exam

Tuesday, January 12 - 3:30PM-7:30PM & Saturday, January 16 - 8:00AM-12:00PM

The certification exam will be offered two times at the conference. Pre qualification and preregistration by December 15 is required. If you take the test on Tuesday and do not pass all sections, you may be able to retest on those sections on Saturday. To find out if you qualify for the Certification program, contact STMA.

* Includes bus transportation, and lunch. Buses depart from and return to the Coronado Springs. Please sign up using the general Registration Form.

Jacobsen, A Textron Company SAFE Golf Tournament*

Wednesday, January 13 - 7:00AM-4:00PM

(Buses depart 7:00am - Additional fee and pre-registration required)

The tenth annual Jacobsen-Sponsored SAFE Golf Tournament will be played at the National Course at ChampionsGate. ChampionsGate is a "must play golf experience."

Greg Norman blended tradition and modern elements to create a unique golf experience.

The National Course at ChampionsGate is a classic layout of America's finest destinations. A pleasure to play, the ChampionsGate National Course

is a cut above the rest with its majestic greens and long ranges. Tee time is 7:30am with a Shot Gun start. Continental breakfast prior to departure and lunch following the tournament included. Proceeds will support the SAFE scholarship, education and research fund. (Attendance limited to the first 120 participants to register.) See Registration Form.



SAFE
The Foundation for Sustainable Sports Turf

JACOBSEN
A Textron Company
When Performance Matters™

National Events

Session 4

Fact and Fiction of Fertilization in Turfgrass

(repeated presentation first given 1/14 - 1:30-2:45pm)

In times of shrinking budgets, raised environmental awareness, and increased demand for highly functional/aesthetic turf, managers need to know how to efficiently fertilize based on specific field needs. This presentation will cover fundamental principles of soil and nutrient chemistry, assessment tools, cutting edge products and techniques, and two case studies.

Bryan Hopkins, Ph.D., BYU

Session 5

Going Deep: Aerification Frequency/Timing for Compacted Athletic Fields

(repeated presentation first given 1/14 - 10:30-11:45am)

Learn how soil type, water content and traffic affect compaction, how to measure compaction, and how and when to aerify. Understand the types of aerification equipment available and hear about new research.

Elizabeth Guertal, Ph.D., Auburn University

Session 6

Workshop: Weed ID and Management

Learn how to correctly identify turfgrass species, weedy grasses, and broadleaf weeds using botanical characteristics and structures of the plants. Participants will understand the importance of being able to properly identify broadleaf weeds, desirable turfgrass species, and weedy grasses after attending this workshop. Participants will also learn how to use hardcopy and web-based keys to assist in the identification process.

Shawn Askew, Virginia Tech,
Jim Brosnan, Ph.D., University of Tennessee,
Tony Koski, Ph.D., Colorado State University,
Joann Gruttadauro, Cornell University

Session 7

Workshop: Selecting, Testing, and Constructing Sports Turf Root Zones

During this workshop attendees will receive hands on experience evaluating the physical and engineering properties of various native soils and root zone mixes for the purposes of constructing and/or maintaining athletic fields. Attendees will help conduct laboratory performance testing procedures and interpret results to assess the materials' suitability for root zone construction and/or topdressing material.

Jason Henderson, Ph.D., University of Connecticut,
John Sorochan, Ph.D., University of Tennessee

Session 8

Q&A Panel: Skinned Area Management

Industry professionals collaborate to answer your questions about the best infield skin management practices. This discussion allows audience members to interact and discuss solutions to common problems sports turf managers may be facing with their infields.

Dan Bergstrom, Houston Astros,
Marcus Dean, CSFM, University of Kentucky,
Paul Zwaska, Beacon Athletics

Recruiting for the Future: Tomorrow's Field Mgrs.

As the industry continues to grow, more qualified sports turf managers are needed. Through industry partnership and university collaboration, sports turf programs can be developed. Learn about opportunities to work with school systems and groups to help young men and women to enter a career in sports turf management.

Marc Moran, Ailee High School & Martin Kaufman, CSFM, Ensworth Schools

Rolling Along

What is rolling? What type of equipment is needed? Hear about the benefits, drawbacks and current practices of rolling an athletic field. Data will be presented on optimum soil and grass conditions for successful experience.

Barry Stewart, Mississippi State University

Friday, January 15 cont'd

6:30PM - 7:30PM

Pre-Awards Banquet Reception

7:30PM - 10:00PM

Awards Banquet (pre-registration and ticket required. See Registration Form)

Saturday, January 16

7:00AM - 9:00AM

Registration Open

8:00AM - 12:00PM

STMA Certification Exam (pre-qualification and pre-registration required) (For more information see Optional Events page 8)

Student Activities

Students are welcome and encouraged to attend all that the conference offers! In addition, STMA has designed several student-only activities. These include:

Student Networking Session

Wednesday, January 13 - 4:30PM-6:30PM

Student Educational Sessions & Lunch

Thursday, January 14 - 11:00AM-2:00PM

Hear two presentations and enjoy lunch (see sessions' descriptions on page 5). These sessions are timed so that students can take a short break from studying for Friday's Student Challenge Exam, and after taking the exam, can relax and enjoy the trade show. In prior years, these sessions followed the exam.

Student Collegiate Challenge

Participants Receive FREE Conference Registration!

Friday, January 15 - 8:00AM-10:30AM

Win \$4,000 for your turf program. Teams of two-to-four students (undergraduates only) compete on a team test covering agronomics, sports turf and athletic field management. Awards will be given to winning teams from a two-year program and from a four-year program. Pre-registration is required. Online registration is not available for student challenge participants. See Registration form.



SAFE

The Foundation for Safer Athletic Fields

Exciting New Raffles, Auctions

You have many opportunities to win money and prizes during the Conference while helping to fund scholarships, education and research through the SAFE Foundation!

NEW Pull - Tab CASH Cards!

Purchase one for \$2 for the opportunity to win cash! Two people will win \$100 each, four will win \$50 each, eight will win \$25 each, 16 will win \$10 each, and 100 people will win back their \$2 investment!

Exciting Raffle Items!

Buy raffle tickets throughout the Conference to win valuable prizes! Winners announced prior to the start of the Annual Awards Banquet on Friday night.

Silent Auction - New items each day!

Open during the trade show hours only, this fun event allows you to take home team gear, sports memorabilia and more at the price you want to pay.

Live Auction - Select Items

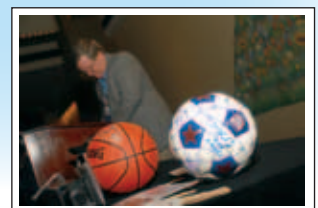
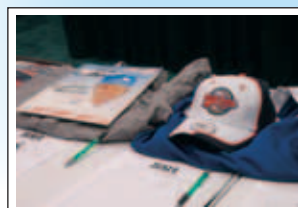
Bid on these select items during the Pre-Banquet Reception on Friday night.

Please Donate to our Auctions & Raffles!

We need your help

Any donation is appreciated - team gear, products, equipment, tickets to sporting events, wine, restaurant gift certificates...whatever you wish to donate will be a welcome addition to our fundraising efforts.

Please send your donations to:
STMA Headquarters, or you are welcome to bring your donations to the conference.
Thank you!



A-C

A-G Sod Farms
 A-Turf (a Division of Surface America, Inc.)
 Advanced Drainage Systems
 Aer-Flo, Inc.
 American Wick Drain Corp.
 Ampac Seed Co.
 The Andersons
 Aquatrols Corp.
 Bannerman Ltd.
 Barenbrug USA
 Beacon Athletics
 Beam Clay/Partac Peat Corp.
 BIO S.I. Technology, LLC
 BLEC USA, Inc.
 Buffalo Turbine, LLC
 Burnside Services, Inc.
 C & H Baseball, Inc.
 Carolina Green Corporation
 Charles Williams & Associates
 CLI-Clear Water Construction
 Colbond, Inc.
 Country Stone - Redfield
 Covermaster, Inc.
 Coversports USA

D-G

DLF International Seeds
 Dakota Peat & Equipment
 Delta Bluegrass Company
 Desso Sports Systems
 Diamond Pro (TXI)
 Eagle Golf & Landscape Products, LLC
 Earth & Turf Products, LLC
 EarthWorks
 Ewing Irrigation, Golf, Industrial
 FieldTurf USA
 First Products, Inc.
 Floratine Products Group
 Gail Materials
 Game Time Sports Systems, LLC
 Geo Safe Play
 Graco, Inc.
 Graden
 Graff's Turf Farms, Inc.
 Gravely Turf, an Ariens Brand
 GreenOne Industries
 GreensGroomer WorldWide, Inc.
 Grigg Brothers
 Gro-Power, Inc.

H-M

Harper Industries, Inc.
 Howard Johnson's Enterprises
 Hunter Industries
 Hydraway Drainage Systems
 Jacklin Seed by Simplot
 Jacobsen, A Textron Company
 John Deere Co.
 John Deere Landscapes
 Johnston Seed Co.
 Kifco Irrigation
 Klawog-Klacon by Wessco, Inc.
 Kocheck Company
 Kromer Company LLC
 Krylon Products Group
 Landscapes Unlimited, LLC
 Laser-Grader Manufacturing
 Laserturf Southeast, Inc.
 Lebanon Turf Products
 Mid America Golf & Landscape
 Millcreek Manufacturing Co.
 Mineral Visions, Inc. - A Fairmount Minerals Subsidiary
 Missouri Turf Paint
 The Motz Group

N-R

Natural Sand Company
 Newstripe, Inc.
 Oakwood Sod Farm, Inc.
 Par Aide Professional Fieldcare
 Parks & Rec Business/Northstar Publishing
 Peat, Inc.
 Pennington Seed, Inc.
 Pickseed
 Pioneer Athletics
 Portafloor by Sport Court Int'l.
 Port Industries Inc. & Sheltons Drainage
 Precision Laboratories Inc.
 Pro's Choice Sports Field Products
 Quali-Pro
 Rain Bird Corporation
 Redexim-Charterhouse
 Richs Sportsfields, Inc.
 Ross Sportsfield Builders
 RotaDairon Emrex, Inc.



S-T

Scotts Turf-Seed
 Seago, Inc./Atom/Allen/Hayter
 Seed Research of Oregon
 Signature (Fencing & Flooring) Systems
 Smithco/Turfco/Aerway
 Sod Solutions
 Southern Athletic Fields
 Sportsfield Mgt./Moose River Publishing
 Sportsfield Specialties, Inc.
 SportsEdge
 Sports Graphics
 SportsTurf Magazine/M2Media 360
 Sports Turf One
 Stabilizer Solutions, Inc.
 SubAir Systems, LLC
 Sustane Natural Fertilizer of America, Inc.
 Syngenta
 Synthetic Turf Council
 Terraplas USA, LLC
 The Toro Company
 3-Tier Technologies, LLC
 Titan Tool Inc./Spee Flo
 Tri-Tex Grass
 Turface Athletics
 Turf Specialties, Inc.
 Turf-Tec International
 Turf Sewing Machines
 Ty-Crop Manufacturing Ltd.

U-Z

Underhill
 Univ. of Georgia Ctr. for Continuing Ed.
 Valent Professional Products
 Varicore Technologies, Inc.
 WaterWick, Inc.
 Western Pozzolan Corp.
 Whitlam Paint Company
 Wiedenmann North America, LLC
 Wood Bay Turf Technologies
 World Class Athletic Surfaces, Inc.

as of 9/8/09



Exhibition First

