

Sideline Report

Iowa Sports Turf Managers Association

October 2010

What Does Networking Mean To Me?

--Jay Warnick, CSFM

It was my first “real” job out of college: Sports Turf Manager at the University of Utah. All of the outdoor athletics facilities were my responsibility including the replacement of the football stadium’s aged AstroTurf field with Sport Grass, a construction project that had just begun upon my hire. *Note: Sport Grass is a combination natural grass and synthetic system; visualize natural grass growing in and amongst today’s rubber infill synthetic turf and you have a picture of Sport Grass.*

The Sport Grass field that the Runnin’ Utes football team would be playing on was the first of its kind in the nation, and was drawing quite a bit of attention as a possible solution for creating a more durable, consistent surface even under heavy use. Associated with this project, the owners of Sport Grass had invited turfgrass professors, and sports turf managers from around the country to travel to Salt Lake City to observe and consult on this project.

I was so wide-eyed, busy, and loving my new job that it never really dawned on me that I really didn’t know what I was doing. As the summer progressed I noticed a trend developing: each of these wise and experienced titans of the industry would come into my stadium, and rather than cast the rookie aside they sought me out; they wanted to get to know me; they wanted to share their experience with me.

It was during this time that a lunch appointment was made (my first business lunch ever). Dave Ashman, who at the time was the Sports Turf Manager at the Rose Bowl in Pasadena, CA. said “tomorrow we will go to lunch. You can ask me anything you would like.” The next day we sat at our lunch table, and even before we ordered and in my anxiousness I pulled out my note pad on which I had scribed more than 20 questions and began to fire away at Dave. I really don’t remember eating anything, although we stayed at that table for two hours. We talked about painting, mowing, pre-germinating seed and many other topics common to our industry. Finally, Dave could sense that I was at the end of my lengthy list when he said “above all of this, the most important thing you can do is join the Sports Turf Managers

Association. Remember that we in this industry are professionals and we need to conduct ourselves accordingly and convey that to all who we come in contact with. You are just as important to the success of this athletics program and the university, as anyone.” He continued, “It is ok to have muddy knees and dirty hands; that is what we do, but have a change of clothes on hand for when you enter into offices of coaches and administrators. You are far more than ‘just’ a lawnmower”.

I have to admit that at the time Dave’s counsel about professionalism and uniting with my peers in the industry really didn’t mean much to me, and seemed a little out of place. I wanted to know more about how to make my mow pattern pop on TV, and how to paint crisp, bright lines than what to wear when I talk to a coach.

However, as the years have passed those parting words kept coming back to me, and I found myself realizing more and more how true Dave was. Of course, I implemented and have used the countless tips and tricks that Dave and all of those who visited my field that year graciously imparted to me, but now I have realized that it is not just about my seed, and my paint and my budget. That first year of my first job I gathered far more than just “how-to’s”, I gathered friendships, I gained a network.

What does networking mean to me? It means that I can have the assurance that I can call any number of people around the country and share a problem, and receive thoughtful input and experience-sharing. It means that I am the beneficiary of years of association with people who are generous with their wisdom and are as forthcoming in times of failure as in time of success. It means strength; strength in understanding, overcoming challenges, and advancing together as a group of professionals; a group who has selflessly shared of themselves with others just like a Rose Bowl veteran shared with a wide-eyed rookie all those years ago.

The difficulty in having the privilege of writing a column in this newsletter is in having a deadline. A printed newsletter properly arriving in your mailbox in October means the articles and columns must be delivered to our editor on September 1st – or as close to that date as we can manage. So, though it's mid football season as you read this; it's a couple days into September as I write and the fall competition seasons are just now underway. A move by ISTMA toward offering an electronic newsletter will give you more current information and – frankly – redirect association dollars to other member benefits! Our monthly Quicknotes has proven to be a great asset in this quest. There are issues to work through but, “we're going down that electronic path, folks”. If the Iowa Turfgrass Office doesn't have your email address; you're missing out. Please email or call the Office to maximize your membership, 515.232.8222.

Will the brutality of this year's weather ever end? From record snows to record flows, the moisture we've dealt with all over this state has made the 2010 growing season one to forget. And summer didn't forget to bring the heat this year! We've all been challenged to help provide some much appreciated normality to teams and leagues – no small feat! Keep hanging on. As you heal the bruises from this season and you dig deeply to invoke your sense of optimism for a normal one ahead; remember to focus on the sunshine you brought to your customers lives this chaotic year. For the kid whose home may have been flooded, you provided fields to get him away from his troubles. The certainty he had that his ballgame would be played – as long as the rain wasn't coming down at the time - gave him hope and assurance that things would get back to normal again, hopefully soon. His shyness and his excitement to play won't allow him to say thanks. His parent's focus on their daily struggles is reason enough to forget to tell you thanks. “Good” happened all

around you this year and I hope you take some time to sit back and realize it. Sometimes our job isn't to provide our customers a Wrigley Field experience; sometimes simply providing a safe outlet for some good clean fun and competition is worth its weight in gold.

Our ISTMA Awards Program is interesting. The winners come from a pool of Sports Turf Managers names and facilities, submitted by you. I swear, if you'd look up “humble” in the Thesaurus, a Sports Turf Manager would be identified as synonymous. Knowing this, I challenge you to nominate a deserving colleague and his or her fields for one of our annually given awards. Each of us is worthy of recognition in front of our peers. An ISTMA award is important peer recognition for a job-well-done. We don't host a beauty contest. Submit your own facilities because no one can tell this year's story better than you who lived it! Deadline to submit your own or someone else's name or facilities to the Awards Committee is October 31 - by going to www.iowaturfgrass/istmaawards.org We help people have fun and to feel good every other day of the year. Let's use the Annual Meeting to reward some of our own members and make them feel good about this profession...and thank them for being the people they are.

Let's work our tails off to put 2010 away and plan for a rewarding – and maybe just a little less stressful – 2011.

Thanks to each of you for being a member of ISTMA.

STMA Headquarters

STMA moved its headquarters from Council Bluffs, Iowa to Lawrence, Kansas in Oct. 2004. The Headquarters is housed in a historic stone building that is the oldest existing warehouse in the state of Kansas. The original stone and wood construction was built in 1857 and was destroyed during Quantrill's Raid during the Kansas/Missouri border wars. After it was rebuilt, the building was home to the Kansas Seed

House from 1875 until 1962. It was renovated in 1998, and in addition to STMA houses an advertising agency, a law firm and a real estate agency.

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The end of the season is just a couple of days away and I can't wait!! The summers are great don't get me wrong, there is nothing I would rather be doing than working in Minor League Baseball!! But the days do get long and when the team isn't winning the season seems to drag on (you Cub fans should know what I am talking about). We had been very fortunate here in Burlington in 2008 & 2009 with great growing conditions timely rains and two trips to the League championship series with one Championship! Basically the last two years had been spent in cruise control, everything going as planned the grass dark green and lush, the team winning games, and then we ran into the brick wall called 2010!!

This year has been a big challenge. Our team has been embarrassing, not our whole team, mainly our relief pitching. Those guys would come in and blow a seven run lead, it got to the point I thought they were just doing it to prove that they could, but no, they were just terrible. Enough about our team that almost lost 100 games and on to the field they almost did it on. I usually don't brag about my field, it's not my style, but I will take this moment! You guys should have seen it! You all would have been impressed! I have a small budget for Minor League Baseball, it includes enough money for one insecticide, two preventative fungicide apps, and a much needed ½lb. to ¾lb. per 1000ft² nitrogen applications with a 1:1 ratio N:K per month. This year my insecticide must have leached through and out after a couple of weeks and my 20 to 30 days of a preventative broad spectrum disease control was just not enough! Disease started hitting me in late May and I still have some dollar spot activity as I write this in the end of August. Oh yeah, I forgot to mention that my aerifier broke down in May and I just got the parts to fix it on the last day of August. Okay, so the point of this article isn't about how bad this season was or how good the last two were it is about what I am going to do with my field this fall.

I want you to know that I didn't just waste your time making you read this, I added it for a little background on where my field is and where plans are coming from. I have holes in my turf where disease or compaction smothered it out. I have thin turf over

90% of the field. I believe this has a lot to do with the compaction, the amount of rain we had, and the extreme temperatures. I also have a severe lack of roots for all of the reasons above, so for this reason my sole goal this year is to grow the grass plant above and below ground. My plans as of right now are to get my aerifier fixed (first step), aerify the heck out of it (maybe four times over it with ½" coring tines on 3" centers), collect the cores, heavy over seeding, a nice topdressing of about 45 tons over my 110,000ft² field, spoon feeding with a balanced fertilizer until it gets just a little too cold, then finally after it stops growing above ground hit it with one last shot to help it bounce out of winter for our April 9th 2011 opener. Hopefully we have a good growing fall like we did last year and a somewhat early spring in 2011 to help my efforts.

Now to the most important part of baseball, as most of you know that 99% of baseball isn't even played on the grass. I have to get my skinned areas ready for winter too. I usually start with my game mound and bullpens measuring them and bringing their slopes back to regulation. When I cover my mounds for the last time in the fall I want to have them ready for a game.

Continued on page 5



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Don't take this the wrong way, I will re-check them in the spring and do a considerable amount of work to get them ready, but this way I can think of myself as one step ahead. I do the same thing with my home plate area, having it ready for a game when I cover it up for winter.

The biggest chore is the skin. I have been fighting my skin since I have been here (5 years now) and actually think I have just about got it right. At the end of the season I will blow out my transitions with high pressure water to eliminate any lips. I will then remove most of the conditioner from the clay surface to keep it from getting washed into the grass in rains or blown in by the wind. Once I have it off I will apply about 10 tons of sand over the clay surface and roto-till it in about 8" deep. The reason for the sand is to increase the sand content of my skin to increase drainage and stability in wet conditions and rainy games. I have been amending my skin with sand for

the last four years now and really like how it has responded allowing me to get more water into the base and staying wet even on those stingy day games in late July and August. Another good thing is that it is even more stable with the higher sand content and my infielders really like how it plays.

The final thing that I am thinking about doing this fall is trying to get rid of my *Poa annua*. I am not sure yet, after a hard summer I am more focused on growing grass than killing it. I will decide about the first of October what I am going to do, if anything. It will really depend on the weather and how my Kentucky Bluegrass is doing at that time. Now that you know what I am planning on doing this fall, I am excited to see how it actually goes. Everyone knows that in this industry even the best laid out plans never come to be due to weather, equipment, labor, or god only knows what. Good luck to you all this fall putting your fields to bed. I hope all goes as planned!!

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The first step for landscape designing and recreating a new area is defining the objective for recreating this new area. There can be many different reasons for making changes to a given location. It can be to change the flow of traffic, attract more wildlife, decrease maintenance, add to aesthetics, attract people to a location, and many more. Once these objectives are understood they will act as a guide for determining what kinds of plants are needed, as well as getting you underway to the landscape design.

When getting ready to design or change a given area it is important to remember there are professionals who can give you advice on achieving your specific goals. Depending on the facility, hiring a professional designer could be the best option. Often times the local college or University may have Landscape Design students looking to develop their portfolio and would be willing to do a design at a reduced rate. If you prefer to try designing things yourself, I would encourage people to use the internet or landscape books and articles to find images to use as inspiration. Many times gardening centers will help you pick out low maintenance plants that fit well together.

Converting mowed turf into prairie area could be a recreation solution. This would decrease mowing time, chemical usage, and spending costs, associated with a new landscape design project. The land will start to replenish nutrients that had been stripped from the soil and provide habitat and food for wildlife. Once established, the area would need to be burned only once every 3 years. Burning would eliminate mowing and chemical usage in the prairie area, as well as spending costs on labor, products used, etc.

If your objective is to disrupt or change the flow of traffic, creating a raised flower bed may be a good alternative. With most ground beds, people have a tendency to create trails through the bed, however, giving the bed an Indian mound or raised block will help discourage people from cattle trailing through the bed. Over-planting the bed, in order to cover as much of the ground as possible, will help to discourage traffic. As plants become established you can relocate the extras to sparse areas in order to spread plants and cover more ground surface.

Using perennials instead of annuals will decrease labor and time in the long run. These plants can then

be divided and used to create new beds without having to spend money on new plants. When planting flower beds, plant the tallest plants near the back of the bed and plant the shorter ones near the front. This creates a stair step affect and a more aesthetically pleasing flower bed. The height of the plants may be based on trying to hide, disguise, or even to draw people's attention to a given location.

When selecting your plants it is important to identify what season the plants will be in bloom. Ideally, each bed should have color for all three seasons. When planting, place the plants in groups of odd numbers- groups of three, five or seven. Once these plants blend it will help make the bed look more intentional and less like a mass of weeds.

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ISTMA Conference Social

The Iowa Sports Turf Managers Association will host an exciting opportunity to socialize with your peers and vendors during the 2011 Iowa Turfgrass Conference & Trade Show. On Tuesday evening following the all day workshop and trade-show opening, ISTMA will be having a Social at Principal Parks CUB CLUB. The evening will include heavy hors d'oeuvres, cash bar, and a great chance to look back at a wild 2010 season. A short and exciting program will be announced in the upcoming months.

We invite you to bring along someone who might be interested in joining ISTMA.

ISTMA Conference Social – Tuesday, January 18th, 2011
Cub Club at Principal Park - 1 Line Drive - Des Moines, IA 50309-4697
6:30 – 10:30 PM
Please RSVP on your conference registration or email to:
jeff@iowaturfgrass.org

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Thanks to Adam Neate & DuPont for sponsoring lunch!

77th Annual Iowa Turfgrass Conference & Trade Show —Jeff Wendel

2011 Iowa Turfgrass Conference & Trade Show

2011 Keynote Speaker Charles Marshall will present his program on Wednesday, January 19th, 2011 at 9:30 AM. Check out Charles' demonstration video at:

<http://www.charlesmarshall.net/Demonstration-Video.htm>

- The Wednesday morning program begins at 8:00 AM with the ITI Awards Program & the ITI Scholarship presentations. Dr. Brian Horgan of the University of Minnesota presents his extremely important Phosphorus runoff research at 8:45 AM. Please support the Awards and Scholarship winners by getting to the session early Wednesday morning.
- The Tuesday Sports Turf Workshop features Jody Gill, CSFM of Kansas City, Jesse Cuevas of Omaha and Dr. Brian Horgan of the University of Minnesota. Tim VanLoo, CSFM, Mike Andresen, CSFM and the Poa Annuu Control and Sustainability/Technology Workshops round out the Tuesday Workshop.
- Other scheduled speakers include Dr. Gene Takle of ISU on Climate Change – Implications for Turfgrass Managers; Dr. Christians; Dr. Minner; and Marcus Jones of ISU Turfgrass. Troy McQuillen of Kirkwood CC will be among those speaking, as well as many other ISU speakers.

The Tuesday Workshops are in the Marriott Hotel and lunch will be included as part of your workshop registration. Find complete conference information at www.iowaturfgrass.org/iticonference.htm

Conference Hotel

Iowa Turfgrass Institute has reserved a block of rooms in the Downtown Marriott Hotel. You can reserve rooms by calling 515-245-5500 or by visiting: <http://www.marriott.com/hotels/travel/dsmia?groupCode=itgitga&app=resvlink&fromDate=12/1/10&toDate=12/4/10>

The room block cut-off date is always very close to January 1st, so make your reservation early. The hotel will not charge your credit card until your actual stay. If you would like to share a room and need help finding someone please call the Iowa Turfgrass Office at 515-232-8222.

2010 Weather

No comment, except to say Thanks very much to everyone who survived the summer and is still working to recover.

**Iowa Sports Turf
Managers Association**
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Presidents of the STMA's 33 affiliated chapters were invited to participate in a series of conference calls in late spring to review association programs and to share ideas. STMA reinstated Chapter Presidents' calls in 2009 after a five year hiatus, and the calls were endorsed as an excellent way for chapter leadership to connect with each other. The Presidents will again be invited to participate on a series of calls in late fall.

During the spring calls, Presidents from more than half of the chapters were able to participate including Iowa's President Andresen. The Presidents discussed how state funding is affecting attendance at chapter events and shared several strategies on how to drive attendance.

These include:

- Location - hold the events at high profile, 'big name' sports facilities;
- Cost - price the event very low so that the attendee can pay for it him/herself, and count on the employer giving the time off to attend;
- CEUs - secure CEUs and pesticide recertification credits;
- Go local - take the education very local, in some cases by facility type such as school districts, and have a small, local meeting with roundtables that addresses those attendees' concerns.

The Presidents also heard about STMA programs including the opportunity for chapters to co-host a regional conference, the \$500 in funds available from STMA for each chapter to use, the upcoming COTS program at the STMA conference for Chapter Board Members, and the offer of a complimentary conference registration for each chapter to use as it wishes.

STMA's annual conference is set and registration opens mid-September. The conference is Jan. 11-15, 2011, and will be held in Austin, TX. It features more than 60 speakers, four days of education, two excellent tours to sports facilities and much more. New this year is a reduced fee for more than one attendee from the same facility. For those who register by Dec. 15, the first person's fee is \$375 (unchanged from the previous two years) and the second person's price is \$50 less. STMA accepts purchase or-

ders and can also set up a payment plan for those who need the payments spread out.

The conference's educational focus is on strategies to succeed in 2011 with a spotlight on innovative management practices. Written Best Management Practices (BMPs) will be available for attendees to take home and implement and share with staff and employers. Sessions are grouped and noted for:

- Sustainability
- Construction
- Water
- Agronomics
- Professional Development
- Industry Developments
- Money Savings, and
- Synthetic surfaces.

Also new this year is the Innovative Awards Program, which are awards given to commercial companies that advance the profession of sports turf management. The conference finale features nine highly interactive round-tables. During this closing event, attendees will be able to network with speakers, the 2010 and 2011 Board of Directors, ask questions and solve problems. There will be a reception during this time and a great way to end the education portion before going to the annual awards banquet. STMA's national conference has been proven to bring an excellent ROI for attendees.

For more information go to www.STMA.org or call headquarters at 1-800-323-3875.

Kim Heck, CEO STMA

STMA Contact Information:

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Plant growth regulators (PGR) have become a popular and effective tool for all facets of Horticulture, including sports field management. Plant growth regulators basically do as their name states regulate growth.

Advantages of using PGR'S include potential economic savings; reduced mowing equates to reduction in labor, fuel, and reduced equipment depreciation. Turf health is also improved. A strong compact more efficient plant with less clipping yield sends more energy to the root system, increasing your plant's wear tolerance. Another advantage is it will provide pre stress conditioning, improved color, and increased consistency of your fields. Fields will improve due to less surging top growth, possible seed head reduction and potential removal of undesirable grass species. Painting is another avenue PGR'S can be used, lines will stay longer, saving labor and paint costs. Difficult areas to mow or trim are another excellent area to incorporate PGR'S. With the use of PGR'S, work scheduling improves. Long weekends, occasional days off and extending rain events are less of an issue.

There are two main classes of PGR'S used in turf grass management type I and type II. Type I tend to be the older products that inhibit cell division, and are often used to suppress seed head production, timing of application is critical before seed head emergence. Example products are Embark (mefluidide), Limit (amidochlor).

Type II PGR'S are most commonly used in turf grass by suppressing vertical shoot growth, example products Primo (Trinexapac-ethyl), Trimmit (paclobutrazol), Cutless (flurprimidol). Primo is a very popular product for effective growth reduction and plant health promotion. Trimmit and Cutless have been used in renovation applications to suppress out undesirable grass species, such as Poa Annua.

Rates and timing are very important when using PGR'S. Research your desired product and establish your goals. Adjustment in rates may depend on weather, time of year, plant species, wear, upcoming events and field condition. Always follow label rates, talk to other field managers/product distributors and develop your plan. Keep precise records of your applications for future reference. Iron or a foliar fertilizer application may enhance PGR application, providing increased color and plant health. Using a test plot will provide an up close look at your plant growth reduction. Put down a piece of plywood or leave a section of a field untreated and compare your results. As with any application treatment calibration and proper techniques are critical.

Watch The Sideline Report and emails for updates, including a new event for the ISTMA at the 2011 Iowa Turfgrass Conference & Trade Show on the evening of January 18 2011 at the Iowa Cubs.

Websites Resources from STMA online

[Applied Turfgrass Science](http://www.plantmanagementnetwork.org/ats/) <http://www.plantmanagementnetwork.org/ats/>

[Athletic Turf](http://www.landscapemanagement.net/athletic-turf/athletic-turf) <http://www.landscapemanagement.net/athletic-turf/athletic-turf>

[Grounds Maintenance Magazine On-line](http://grounds-mag.com/) <http://grounds-mag.com/>

[Landscape Management](http://www.landscapemanagement.net/) <http://www.landscapemanagement.net/>

[Lawn and Landscape Magazine](http://www.lawnandlandlandscape.com) www.lawnandlandlandscape.com

[Modern Turf Pest Management](http://www.interactiveturf.com) www.interactiveturf.com

[Mountain West Turf Magazine](http://mountainwestturf.com) <http://mountainwestturf.com>

[Pitchcare](http://www.pitchcare.com) www.pitchcare.com

[SportsTurf Magazine On-line](http://www.sportsturfonline.com) www.sportsturfonline.com

[Turf and Recreation Magazine](http://www.turfandrec.com) www.turfandrec.com

[Turfgrass Trends](http://www.turfgrasstrends.com) www.turfgrasstrends.com

As our busy 2010 season is drawing to a close, it is time to start looking forward to the first big event on next year's turfgrass calendar: The 2011 Iowa Turfgrass Conference and Trade Show which will be held January 18th thru the 20th in Des Moines.

One of the great traditions of the conference is the ISTMA Silent Auction that is held during the course of the event at the ISTMA booth on the trade show floor. In the past, we have been fortunate to procure a wide array of items for conference attendees to bid on. The items vary from turf tools, equipment or products to sports apparel and signed memorabilia and everything in between. They have been graciously provided by generous turf vendors and individual turf managers and conference attendees alike.

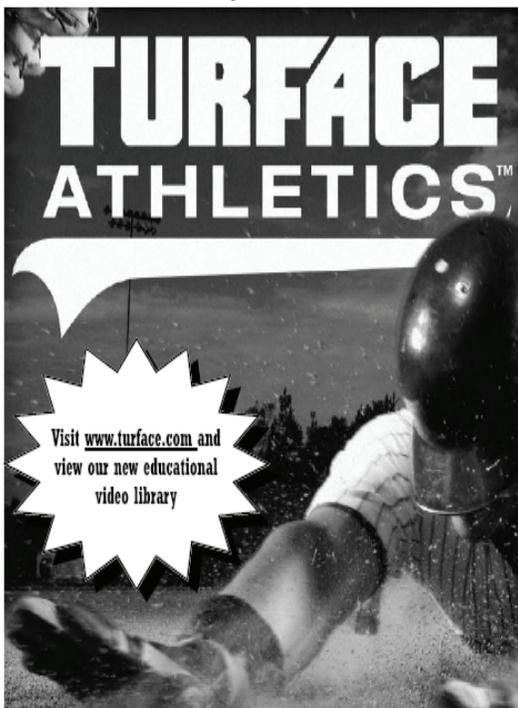
In the past, the Silent Auction has served as one of the many focal points on the trade show floor that helps serve as an informal meeting ground to catch up with old friends and professional peers while tak-

ing a rest from making the rounds on the rest of the trade show floor. But most importantly, the proceeds raised from the event go entirely into the ISTMA Scholarship Fund which allows our organization to assist some of our future professional associates to fund their educational experience.

In order to keep this great tradition alive and help it grow in size we need your help! Please make it a goal as an ISTMA member to procure at least one item to donate for the 2011 Silent Auction. No item is too large or small. The variety of auction items is only limited by your imagination. If you have any questions about the Silent Auction, please contact Jeff at the Turf Office.

To those that have contributed to the Silent Auction in the past, a big thanks for your contributions and we hope you will continue to participate in this great event!

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Upcoming Events

The deadline to submit your application for 2010 STMA Field of the Year is Fri., Oct. 15, 2010.

Please see the Suggestions from the Awards Committee below for tips on getting your application started early.

Each Field of the Year Winner is provided with outstanding recognition. This recognition includes; an Award Plaque, STMA apparel, STMA Annual Conference registration, Conference Travel/Lodging assistance, and an Article in SportsTurf magazine.

STMA Field of the Year Awards may be presented in baseball, softball, football, soccer, or sporting grounds and all entry materials must be submitted in accordance with the procedures outlined for each award. All award recipients will be selected by the STMA Awards Committee made up of highly-regarded STMA professionals. Award winners will be notified in November via phone and email.

2011 Iowa Turfgrass Conference & Trade Show

January 18-20, 2011

Polk County Convention Complex & Marriott Hotel
Des Moines, IA

It's time for a Contact Check-Up

If you have not recently reviewed your contact information in the STMA membership database, log in at www.STMA.org. You will be taken to your personal home page where you can update your information. Accurate contact information will help STMA provide the most timely and direct services to you and will help us to prepare an accurate Membership Directory. The Directory should have been mailed to you in July.



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O.K., so you don't like to write and you didn't go to turf school to focus on writing. However, good written communication skills are critical to your job success. Being able to communicate well in writing can help you in a myriad of ways. A well-written memo can persuade your employer to authorize budget dollars for products, equipment, personnel and training. Or, an e-mail that confirms your understanding of a discussion with a coach or athletic director can make the difference between success and failure.

Effective written communication in the workplace will position you as a professional to your peers, your employer and your staff. To extend that recognition to a broader audience, consider writing articles for your chapter newsletter, regional turf publication or the STMA SPORTSTURF Magazine. You have excellent experiences to share about your work and help others learn.

Use these five easy tips to help you put together the right message for strong writing.

5 Tips to Write it Right

1) Use the three “S” structure. Keep your sentences Simple, Short and Succinct. Shorter sentences are easier to read and understand.

2) Use “Active” voice rather than passive. **Better** - Ex: Our field management program uses IPM to provide healthy turf and safe playing conditions. **Not as good:** Ex: IPM was used as a management program to provide healthy turf and safe playing conditions.

3) When possible, use “Action” verbs, which communicate authority, a solution orientation, and allow you to highlight accomplishments.

40 verbs for stronger writing include: Accomplish, Achieve, Advise, Analyze, Complete, Control, Create, Conduct, Design, Develop, Direct, Evaluate, Execute, Facilitate, Generate, Identify, Implement, Improve, Increase, Innovate, Introduce, Launch, Manage, Monitor, Negotiate, Organized, Overhaul, Plan, Prepare, Prioritize, Recommend, Research, Resolve, Restructure, Specify, Streamline, Strengthen, Supervise, Train, Upgrade.

4) Write down the three specific messages you want to communicate through your writing at the top of your document. Three is a magic number. People can remember and comprehend messages and ideas in groups of three. Make certain that each sentence you write supports one of the messages, and that you are not including miscellaneous, non essential information. Be sure to delete your outline before you send your document.

5) Set your memo, article or other written communication aside for at least an hour -- a day if possible. Go back and reread it to catch errors in spelling and grammar and rework weak sentences.

The advertisement features a black background with a white wave-like shape at the top. Inside the wave is the 'FLORATINE' logo with 'CENTRAL TURF PRODUCTS' underneath. Below the wave, the text 'Your TURF STRENGTH Provider' is written in a mix of green script and black serif fonts. A strip of green grass is shown below the text. At the bottom, there are three logos: 'FLORATINE' in a green box, 'Phoenix ENVIRONMENTAL CARE' in white, and 'GRO POWER.' in white. Below these logos, contact information is provided for Jason Allen and Brent Smith, including phone numbers and email addresses.



**Iowa Sports Turf
Managers Association**

Iowa Turfgrass Office
17017 US Highway 69
Ames, IA 50010-9294

(P) (800)605-0420 or (515)232-8222
(F) (515)232-8228

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Ames, IA
(P) 515-294-2983
mandrese@iastate.edu

At-Large Director

**Vice President
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Iowa City, IA
(P) 319-430-5333
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(P) 515-202-8847
jeff.bosworth@drake.edu

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Des Moines, IA
(P) 515-243-6111
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Milan, IL
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steve@bushturf.com

At-Large Director

Mark Heick
City of Iowa City
Iowa City, IA
(P) 319-643-5095
markjheick@yahoo.com

Iowa Turfgrass Institute

ITI Director

Joe Wagner
City of Iowa City
Iowa City, IA
(P) 319-356-5107
Joe-wagner@iowa-city.org

ITI Director

Rick Simpson
Marshalltown Schools, Blgs/Grds
Marshalltown, IA
(P) 641-754-1090 Ext 6071
rsimpson@marshalltown.k12.ia.us

Iowa Turfgrass Office

Executive Director

Jeff Wendel, CGCS
Iowa Sports Turf Managers
Association
17017 US Highway 69
Ames, IA 50010-9294
(P) 515-232-8222
(F) 515-232-8228
jeff@iowaturfgrass.org

Newsletter Editor

Allison Taylor
allison@iowaturfgrass.org
(P) 515-509-6798
Please direct any questions or con-
cerns regarding the newsletter to
Allison Taylor