

## **Promote Your Credentials in Your Facility's Sports Program**

To gain higher visibility for the work that you do, be sure to include a short news brief or promotion in your facility's sports program. If you aren't asked for this information on an annual or bi-annual basis, be sure to let your facility know that you have relevant information for the sports program that would be of interest to fans.

When writing a brief article include your name, title, experience, education and a short summary of the management of the field, including irrigation, mowing frequency, fertilization schedules, painting practices, etc. Also include any unique facts about the field's history, when it was built, type of turfgrass and its characteristics, and other pertinent information. Be sure to give credit to your crew for the work that they do.

If your employer is receptive to placing an advertisement in the facility's program that highlights your work on the field, contact STMA headquarters. We can easily put together a customized ad for you. [Click here](#) for samples of "thank you/congratulatory" ads that STMA has created. This service is provided to you at no charge as a benefit of membership.