

# SFMA Trip Report

SFMA recommends that you prepare a trip report upon your return from the conference to share with your employer and your staff. Developing a trip report of actionable ideas to implement at your facility will provide a tangible return on investment (ROI) to your facility. It can also help support future requests to attend SFMA's annual conferences and exhibitions.

**Conference Report**  
**2023 SFMA Conference & Exhibition**  
January 16-19, 2023  
Salt Lake City, Utah

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Your Name

Your Facility

## **Conference Overview:**

This conference, held at the Salt Palace Convention Center, was hosted by the national Sports Field Management Association. It is the largest in the U.S. dedicated to athletic field and facility management, attracting more than a thousand professionals from around the world. The conference focused on providing more value to conference attendees through an extensive variety of in-depth educational opportunities and a more valuable trade show experience. There were over 60 well-known speakers from academia and sports field management. The sessions were very diverse and were coded by programmatic areas: turfgrass management, research/technology, pest control, synthetic, professional development, DEI, baseball, and water. The teaching methods of the more than 65 hours of education was also varied and included hands-on, demonstrations, classroom, roundtables, panel discussions, general sessions and in-depth workshops. Many organizations awarded CEUs for attending including SFMA, GCSAA, NRPA, ASBA, NALP, PGMS, and pesticide recertification credits from Utah.

In addition to the conference sessions, the chance to network with other sports field managers in similar situations was a very valuable experience. The exhibition was also an integral element to this conference. The trade show did not compete with other learning opportunities. This allowed me to visit with suppliers and developers of the latest products, equipment and technology for ways our field management program can lessen the impacts on the environment and cut costs.

The conference has an excellent reputation for providing information at the lowest cost in the industry. The registration fee includes all conference materials, breakfast each morning, lunch on two days, a reception style dinner on Wednesday and Thursday, and a full course dinner on Friday, which helped defray the costs of attendance.

# Executive Summary

## Goals Met

Identify specifically what was brought back to the facility relevant to your business goals as a return on the continuing education investment.

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## Cost Summary

	Budget	Actual
Conference Fee	\$	\$
Airfare	\$	\$
Transportation	\$	\$
Hotel	\$	\$
Meals & Parking	\$	\$
Total	\$	\$

## Education Value

*Please reference your notes and materials to complete this worksheet.*

<b>Day One:</b>	
<b>Session Summary</b>	
<b>Major Takeaways</b>	
<b>Action Items Identified</b>	
<b>Estimated Impact</b>	
<b>Day Two:</b>	
<b>Session Summary</b>	
<b>Major Takeaways</b>	
<b>Action Items Identified</b>	
<b>Estimated Impact</b>	
<b>Day Three:</b>	
<b>Session Summary</b>	
<b>Major Takeaways</b>	
<b>Action Items Identified</b>	

<b>Estimated Impact</b>	
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**Networking/Sharing Best Practices Benefits**

*Reference any peer discussions you had during the conference.*

<b>Met With</b>	
<b>Discussion Focus</b>	
<b>Major Takeaways</b>	
<b>Action Items Identified</b>	
<b>Estimated Impact</b>	