

SYNTHETIC TURF AND THE FUTURE OF SPORTS

Scott Campbell

WHO AM I AND WHY DOES IT MATTER?

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Dallas Cowboys 2015-2022

Founded Pinnacle Turf Services

2018

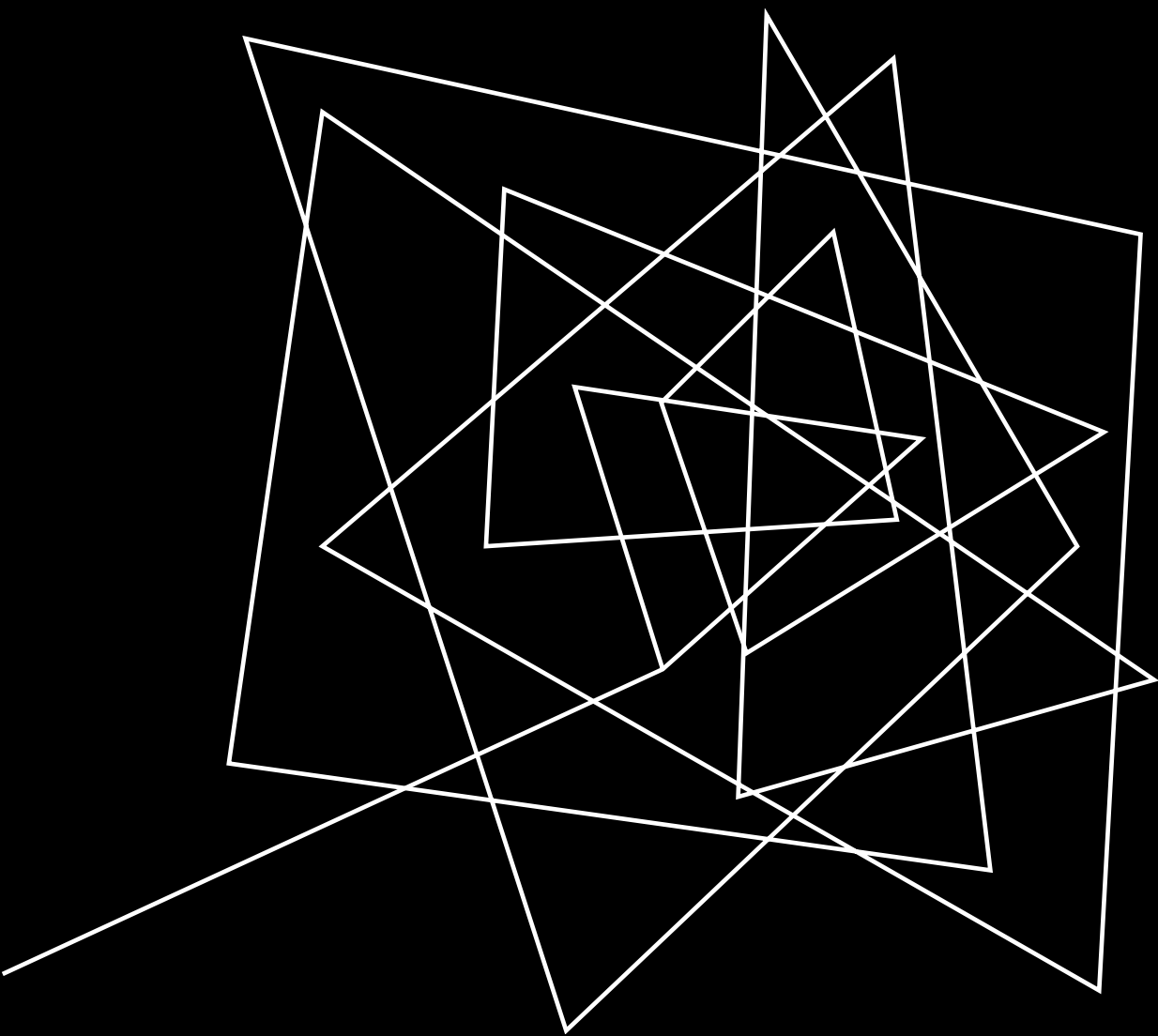
QUESTIONS TO ASK

Where are we headed?

How does this impact us?

How do we do it?

Why should we care?



WHERE ARE WE
HEADED?

INCREASE IN SYNTHETIC TURF MANUFACTURERS

INCREASE IN TURF INSTALLERS

Increase in demand equates to an increase in competition

Why the increase in demand?



REVENUE OPPORTUNITY AND SCHEDULING

Perceived
Maintenance Savings

Concerts

Unique Experiences

Field Rental

Expanded Playability

Multi-sport Fields

Increased Calendar
Days

Tournaments

HOW DOES THIS IMPACT US?

Educate Ourselves	Resources	Practices	Educate Others	Expertise
General characteristics Environment specific characteristics	What tools do we use? What tools CAN we use?	What rules need to be in place? Which processes improve our fields?	Who are the decision makers and what do they know? Ally or Adversary?	Be great at the fundamentals Adapt to change Teach while learning



HOW DO WE DO IT?

Data

- Decrease the learning curve
- Get the right info
- Verify its accuracy



HOW DO WE DO IT?

Manufacturers & Installers

- Largest source of knowledge
- Develop your Fundamental Practices



HOW DO WE DO IT?

Vendors and Suppliers

- Supplement Techniques
- Learn short cuts



HOW DO WE DO IT?

Colleagues

- Verify Data
- Adapting to Changes



HOW DO WE DO IT?

Research and Development

- Testing ideas, recommendations, etc.
- Test new techniques when older methods return less favorable results
- Tinker



WHY SHOULD WE CARE?



PLAYER SAFETY

We have been entrusted with the responsibility to the participants first. Everything else is secondary.



ITS OUR JOB.

We accepted a role of responsibility to an organization to perform to a standard.



INTEGRITY

A reputation is built on SHOWING we did the best we could with the tools we have.

Pride in our work affects others and develops the best possible staff over time.



DOORS OF OPPORTUNITY

These only exist when we respect the first three reasons to care. Giving respect earns respect.

Our success is linked to the fields we manage.

Today's preparation is tomorrow's prosperity.



THANK YOU

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