

Registration opens Oct 16th

#SFMA2024



SPORTS FIELD

MANAGEMENT ASSOCIATION
WHERE THE GAME BEGINS

35TH ANNUAL CONFERENCE & EXHIBITION

Daytona Beach, FL

January 22nd - January 25th, 2024

Over 65 hours of education

*Celebrating 35 years of
Success & Longevity*

WELCOME!

Welcome to SFMA's premier event for education and networking. Thank you to our generous Sponsors and Exhibitors! To view all conference information including registration, optional events, and a complete list of Exhibitors, visit SportsFieldManagement.org/Conference.

Schedule at a Glance & Education Sessions

View detailed descriptions at SportsFieldManagement.org.

Sunday, January 21

1-5 pm **Volunteer Field Rebuild** – Palm Terrace Elementary School, Volusia County Florida.

Monday, January 22

6:45 am-3 pm **SAFE Golf Tournament** – A fundraiser for the SAFE Foundation being held at LPGA International.

6:45 am-5 pm **Seminar on Wheels** – Visit TIAA Bank Field/Jacksonville Jaguars, Flagler College, and more.

10 am-1 pm **SAFE Cornhole Tournament** – A fundraiser for the SAFE Foundation.

1:15-5 pm **Pre-Conference Education - Turfgrass Basics**

6-9 pm **SAFE Bowling** – SAFE Foundation fundraiser at GameTime Daytona.

Tuesday, January 23

8-9:30 am **General Session – Expert Baseball Panel: Player Perspectives, Special Events, Rule Changes, and More!** – Phil Bradley, Murray Cook, Ryan Woodley, Matt Brown, Jeffrey Fowler

9:30-10:45 am **Conference Education**

Starting From Scratch: Complete MiLB Field Renovation – Keith Winter

Parks and Recreation: Situations Encountered in a Municipal Setting – Derek Hollanitsch

Embracing Diversity in Sports Turf Management: Why it Matters – Alpha Jones, CSFM, Maritza Martinez

Quantifying How Natural Grass Sequesters Carbon – Scott Bills, CSFM, Cindy Code

Optimizing Rootzone Conditions: Warmed Air, Air Consistency and Pipe Technology – Mark Heinlein, MSc, CFB, Amy Fouty, CSFM

Soil Testing Interpretation and Application – Travis Shaddox, Ph.D.

11 am-12 pm **Conference Education**

Practical Applications for Testing in Turfgrass Systems – Kyle Foreman

Turfgrass Irrigation: Water Quality, Quantity and Lack Thereof – Marco Schiavon, Ph.D.

New Approaches for Testing Sports Field Safety and Performance – Gerald Henry, Ph.D., Erick Begitschke

Smart Team Project: Unlocking Secrets Behind Athlete Performance and Safety – Thayne Munce, Ph.D., FACSM

Sustainability in Turfgrass Management – Crystal Rose-Fricker

Athletic Administration: Learning to Speak Their Language – Marc Moran, CSFM, Ryan Molloy

12-2 pm **F.I.E.L.D. Forum (formerly the Women's Forum) - Inclusion on the Turf: Fostering Space Where All Can Grow** – Brandon Bell, M.Ed.

2-3:15 pm **Conference Education**

Sustainable Turfgrass Management for Municipalities and ISDs – Phil Lozano

Let's Talk About Mental Health – Lisa Goatley, MS, LPC, Jason Bowers, CSFM, Willis Coulson

Soils 201: Athletic Field Soils and How to Manage Them – Barry Stewart, Ph.D., Cale Bigelow, Ph.D.

Back to Basics: Infield Edging and Renovation – Trevor Warner

Developing a Shallow-Profile Playing System for the 2026 FIFA World Cup – Ryan Bearss, Jackie Guevara

Back to Basics: Understanding Weather Concepts and Making Weather-Based Decisions – Brad Jakubowski, MS, CIT, Matt Neri

3:30-5 pm **Conference Education**

Prevention Beats Intervention in Sports Field Management – Mike Goatley, Ph.D., Jim Puhalla

Basamid for Athletic Field Renovations – Travis Gannon, Ph.D., Fred Yelverton, Ph.D.

Common Pitfalls to Avoid During Field Construction Projects – Michael Boekholder, Chris McGill, Jamie Mehringer

Synthetic Baseball Infields: Research and Real Game Impacts – Kyle Dickson, Ph.D., Jody Gill, CSFM, Kennie Holmes

What's New in Bermudagrass Winter Overseeding – Cale Bigelow, Ph.D., Jada Powlen, Ph.D.

Total Toolbox Troubleshooting for Irrigation: Sights, Sounds, Shovels and Circuits – Brad Jakubowski, MS, CIT, Matt Neri

5:30-6:30 pm **First Timers/International/CSFM Reception**

6:45-10 pm **Live Auction and Welcome Reception**

Wednesday, January 24

8-9:15 am **Conference Education**

The ABCs of PGRs for Turfgrass – Aaron Hathaway

Organizational Shift: Changing the Culture of the Workplace – Eric Harshman, CGM, Josh Koss, CSFM

Rejuvenating Your Baseball Field for a New Season – Paul Cushing

Potentially Reduce Fertilizer and Irrigation Inputs on Athletic Fields – AJ Lindsey, Ph.D.

How Branding Can Impact Your Crew, Career and Community – Meg Kruger

Pushing the Limits: Sprigging Bermudagrass North of Chicago – Zach Simons

9:30-10:45 am **Conference Education**

You Want to Put What on the Field? – Rob Sikma

Learning by Failing – Kevin Mercer, CSFM, CGM, LICM

Fixing Florida's Largest Sports Field System – Greg Brown

Keeping Tools in the Toolbox: How to Talk About Pesticides – Megan Provost

The Pesticide Timeline: From Lab to Shelf – Chrissie Segars, Ph.D., Jeff Marvin, Ph.D.

Using A Robotic Mower on a High-Level Professional Field – Wes Ganobcik

11 am-12 pm **Keynote - Beyond the Field: Utilizing History, Technology and Mentorship to Define the Future of Sports Field Management** – Mike Goatley, Ph.D., Abby McNeal, CSFM, Chad Price, CSFM, CFB, Leah Withrow, Travis Hogan, Drew Miller

12-1:15 pm **SFMA Annual Meeting and Lunch**

1:30-6:30 pm **Trade Show**

2-4:30 pm **Student Challenge**

Thursday, January 25

8-10 am **Conference Education Panel Discussions**

Why Schools Should Invest in Athletic Fields: A CFO's Perspective – Barry Gardner, Jamie Mehringer

Ballfields on a Budget: Get More Bling for Less Cha-Ching – Travis Shaddox, Ph.D., Ryan DeMay, CSFM

Hybrid Turf and What the Data Tells Us – Kieran O'Donnell, John Sorochan, Ph.D., Kyley Dickson, Ph.D., Ian Craig

Synthetic Turf Expert Panel – Jason DeMink, CSFM, Cody Gustafson, Ryan Hillert, Wade Radde

Future of Sports Field Management Panel – Drew Miller, Ryan Bjorn, Leah Withrow

10 am-1 pm **Trade Show**

12-1 pm **Student Luncheon**

12:45-5 pm **Half-Day Seminar on Wheels** – Visit Stetson University, the City of DeLand, and more.

1:30-3 pm **Conference Education (Repeat Sessions)**

Parks and Recreation: Situations Encountered in a Municipal Setting – Derek Hollanitsch

Keeping Tools in the Toolbox: How to Talk About Pesticides – Megan Provost

Let's Talk About Mental Health – Lisa Goatley, MS, LPC, Jason Bowers, CSFM, Willis Coulson

3:15-4:15 pm **NEW DAY & TIME - Chapter Officers Training**

6:30-10 pm **Reception, Awards Banquet**

Conference Education will continue for four weeks post-conference via webinar: January 30 - February 20. These will consist of eight virtual sessions included with a full conference registration! Visit SportsFieldManagement.org/Conference for more information.



Logistics

Air Travel: Daytona Beach is served by two airports.

Daytona Beach International (DAB) - 5 miles from the hotel.

Orlando International Airport (MCO) - 70 miles from the hotel.

Attire: Business casual (slacks and a collared shirt for men and comparable attire for women) is the preferred attire. Coat and tie are requested for the Awards Banquet.

Hotel Information - \$199 per night

Hilton Daytona Beach Oceanfront Resort

100 N Atlantic Ave., Daytona Beach, FL 32118

800-HILTONS or 386-254-8200 (*group code STMA24*)

Rate available until December 30, 2023, or until room block is sold out.

Convention Center

Ocean Center Daytona Beach

101 N Atlantic Ave.,

Daytona Beach, FL 32118

Registration Information – Registration opens October 16, 2023

Take advantage of exclusive early registration savings!

Discounted rates are only available online through December 15!

Full Conference Registration Rates: <i>(Includes all Education Sessions, Welcome Reception, Trade Show, Awards Banquet, and all meals provided during the conference).</i>	Online Early Bird	Online After 12/15
SFMA National Member	\$475	\$550
Additional Member - reduced rate for additional members from same facility <i>(Must register all facility members together to receive reduced rate)</i>	\$425	\$500

- **Any registration, member or non-member, submitted by mail/fax - \$625**
- **Any registration after 01/12/2024 will be at the onsite registration rate of \$700**

View all registration options and optional activities at SportsFieldManagement.org/Conference.

Registration Hours

Sunday, January 21 6:30-9 pm

Monday, January 22 6:30 am-5 pm

Tuesday, January 23 7 am-5 pm

Wednesday, January 24 7 am-5 pm

Thursday, January 25 7 am-12 pm

Exhibition Hours

Wednesday, January 24 1:30-6:30 pm

Thursday, January 25 10 am-1 pm

To Exhibit, contact David Rosenberg at 401-662-3001 or davidnewportevents@gmail.com.

To Register for the Conference, visit SportsFieldManagement.org/Conference.

Sponsorship Opportunities, visit SportsFieldManagement.org/Sponsorship-Opportunities.

For Questions, email SFMAInfo@SportsFieldManagement.org or call 800-323-3875.