



SPORTS FIELD
MANAGEMENT ASSOCIATION

Visibility Matters: How Branding Can Impact Your Crew, Career & Community

Please scan the QR code below if you require CEU credit for this session.



This session is sponsored by



JOHN DEERE

Visibility Matters: How Branding Can Impact Your Crew, Your Career and Your Community

Meg Kruger,
Content Lead with Pioneer Athletics

Hiya, Nice to Meet Me

- Host of Groundskeeper Chat Series
- Mastermind behind the Pioneer Athletics and Women in Turf Team social media accounts
- Ghost writer behind all things Pioneer.





Branding 101

Getting Started. How can visibility impact your goals as groundskeeper?

- **Career**
Living Resume & Justifying Your Bottom Line
- **Crew**
Community presence
- **Community/Turf Industry**
Labor Shortage & Misconceptions

Social Media: Your Living, Breathing Groundskeeper Portfolio



Steal this idea

Looking to apply for a new gig? Include the link to your social accounts so the hiring team gets a visual of exactly what you can do.

Leah Withrow with the Reno Aces said her social media serves as a validation of her skills. The higher ups need prove something happened? Check out my latest TikTok.

Jakob Scales: Aspiring Sports Field Manager



Jakob "Bobber" Scales @Jakob_Scales · Oct 29, 2023

First week in the NFL ✓
#blessed



2

5

80

6.3K



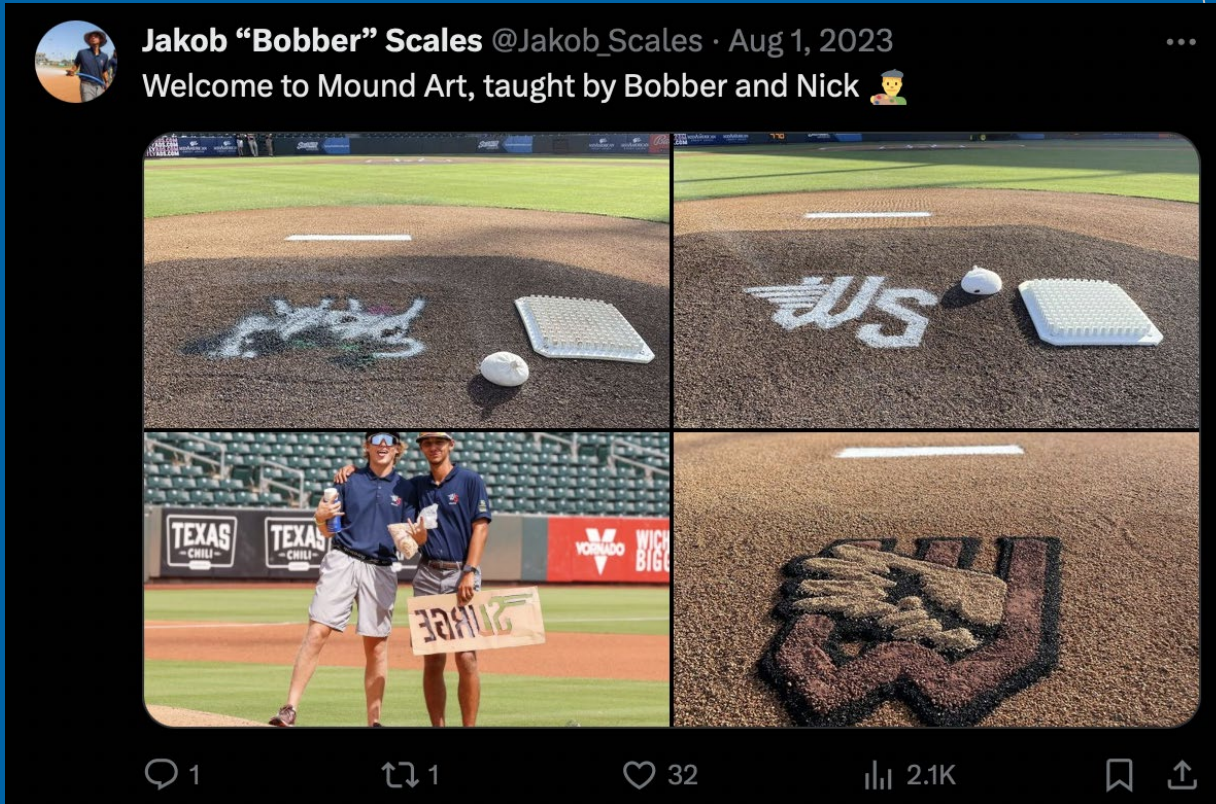
Jakob "Bobber" Scales @Jakob_Scales · Oct 22, 2023

Got to try out an ABI for the first time today. I can see why there is so much hype around it, these things are sweet!



ABI Attachments

Jakob Scales: Aspiring Sports Field Manager



Jakob Scales: Aspiring Sports Field Manager



Ben Hartman @hartmanboy7 · Aug 15, 2023

A tough guy to lose. Nothing but excited for this young man's career. Turf industry be on the lookout for him. He's going to have nothing but success.



Jakob "Bobber" Scales @Jakob_Scales · Aug 15, 2023

Thank you, @WindSurgeCT, for three life-changing seasons. Incredibly thankful. Bobber out 🙏



1



31

3.1K



Jakob "Bobber" Scales @Jakob_Scales · Jun 4, 2023

As I was mowing the field today, I wondered how many turf managers can say they've mowed a golf course green and a baseball field on the same day?

Checked that box today 🙏✅



7



3

99

10K



Aaron Fink: Field Maintenance Manager at Lynn Family Stadium



Aaron Fink @AaronFink4 · Sep 1, 2023

In 2022 we hosted a concert & replaced 13k ft of grass at the stadium. Rather than throw away the old material, it was spread out on an academy field & grown in. This year thousands of kids used it w/o realizing they are on the same grass as @loucityfc & @RacingLouFC once played.



4 10 146 9.6K



Aaron Fink @AaronFink4 · Sep 1, 2023

Excellent job by @JR_The_Mac who maintains our academy fields at Thurman-Hutchins park on a daily basis.

8 577



Aaron Fink @AaronFink4 · Jul 17, 2023

One big family #2023GroundsCrew



2 10 109 10K

Aaron Fink: Field Maintenance Manager at Lynn Family Stadium



Aaron Fink @AaronFink4 · Sep 20, 2023

Grow light season. A little later than we expected but up and running for the playoff push.



1 48 2.4K



Aaron Fink @AaronFink4 · Dec 8, 2023

A look below the surface tonight. A cool and damp week, field temperatures have sat between 45-55 degrees. Thankful for [@SubAirSystems](#) for the ability to manipulate our moisture content. Rain incoming tomorrow, we are running the vacuum system in preparation for Monday.



1 3 89 7.8K

Aaron Fink: Field Maintenance Manager at Lynn Family Stadium



Aaron Fink @AaronFink4 · Oct 10, 2023

Humbled to be named a "Rising Star" by SportsField Management Magazine.

Check out my article on pg.20

"We have an awesome industry that wants to help each other out, and I just want to be a part of that... the awards are awesome, but the people are what I want my legacy to be".

SportsField Management Magazin @SportsField_Ma · Oct 5, 2023

Congratulations to the inaugural class of SportsField Management magazine Rising Star Award winners! Read all about them in this month's digital edition or be on the lookout for the physical copy in your mailbox.



Aaron Fink @AaronFink4 · Dec 6, 2023

Preparations are under way for the 2023 NCAA Men's College Cup at @lynnfmlystadium .

Photographed from left to right: Bob Ross, Vince Van Gogh, Picasso, and Leo Di Vinci



3

6

77

5.1K





Corey Levine @levineturf · Sep 6, 2023

Appreciate you coach. We are ready for @FSUSoccer's visit to the 904 tomorrow...

Eric Faulconer @CoachEFaulconer · Sep 6, 2023

The best in the biz @levineturf putting the finishing touches on the match field. The Ospreys and the Noles tomorrow at 6pm. Admission is free. Swoop!



2 1 19 1.9K



Corey Levine @levineturf · Nov 8, 2023

It's been a busy fall for us... #Swoop

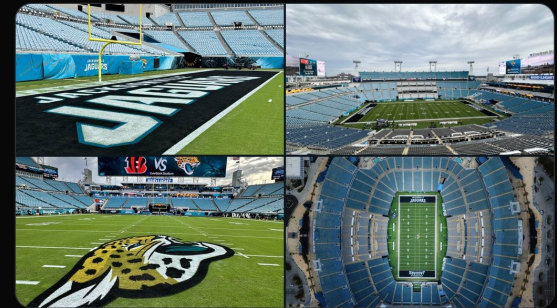


2 47 1.9K



Corey Levine @levineturf · Dec 4, 2023

Fun one this week getting the bank ready with the boys. #MNF #Blackout



11 18 162 7.2K



Andy Hebrard @LinesAndLogos · Sep 9

That's us! Thanks for having us out. Great W last night

Eastmark High School Athletics @ehs_firebirds · Sep 9

Another shout out to Lines and Logos for painting our logo and end zone design for our game last night! You both always do great work!
@eastmarkhs @LinesAndLogos

#goeastmark #firebirds #comeflywithus #flyhigh #qcleads
#welcometothenest



Andy Hebrard @LinesAndLogos · Nov 19

Baseball projects commence... 🇺🇸 vs 🇺🇸 @hawkbaseballaz



Andy Hebrard @LinesAndLogos · Jun 24

Paint landed for AZHSFB season 22!!! Want on the schedule?!? Reach out!
Lego 🧱 @pioneerathletic @gridironarizona @azsfma @AZHSFB
@AZPreps365 more to come!!



Tap Into the Power of Turf Twitter (X)

- Engage in the conversation
- Become a Thought Leader



Expert Advice

Corey Levine, UNF Ospreys head GK was a student of Turf Twitter and now he's leading the conversation.

He credited a ton of opportunities to the simple habit of direct messaging leaders in the industry questions or giving them kudos for a recent accomplishment.



Brian Johnson @bermuda419s · Dec 23, 2022

I LOVE background day!! @RateBowl @BadgerFootball @CowboyFB



1



19

6.3K



Brian Johnson @bermuda419s · Dec 23, 2022



Thanks Mike, we're a dying breed (G keepers who love to do backgrounds). We used @pioneerathletic Game Day Quick Cure, just like Germany and Mexico.



1



1

4

1.1K



Tyler Morris, CSFM

@tylerm047



How do you like the QuickCure product?



ASU Grounds Crew
@ASUGroundsCrew

Great recovery in only 2 weeks time, with no fertilization either!



Jesse Ellerbee @an_arizonan · May 27, 2023

Healthy turf shouldn't need fertilizer, just water, sun, time and care... field looks phenomenal as always! Can't wait for this new era of Sun Devil Football! 🙌👍



47



Mike Hills @MHillsOnTurf · May 26, 2023

Are you back 100% to your bermuda base?



145



Chey Tor @RealCheyTor · May 27, 2023

That's impressive



38



Chris O. @ChrisOgeez0920 · May 26, 2023

What did you all do? I still have yellow spots on my grass I'm trying to recover



2



113



ASU Grounds Crew @ASUGroundsCrew · May 15, 2023

Ever wonder what Sun Devil Stadium looks like after having a stage on it for 7 days for graduation week?



8

13

122

34K



FOS

Front Office Sports 🌟 @FOS · Jan 1, 2023

Mercedes-Benz Stadium officials flipped the Peach Bowl field overnight ahead of Falcons-Cardinals today 🎂



0:02

From Atlanta Falcons 🌟

16

247

2K

402K



TCU Groundscrew @TCUFIELDCREW · Jan 2, 2023

@NPappas23 can describe much better than I could. They have it didn't to a science.

1



1

337



Nick Pappas

@NPappas23

A combo of removable synthetic turf paints & specialized removal equipment from @pioneerathletic - For removal, a "PRex" machine applies a detergent product & H2O, then scrubs, vacs & flushes the paint away. A winning combo & industry standard for similar multi-use venues.

4:07 PM · Jan 2, 2023 from Georgia, USA · 874 Views



John Thomas @JTTurf · Oct 3, 2023



Has anyone experimented/operated with staff on four 10-hour shifts versus five 8-hour shifts. Our team is trying to increase days away from work without sacrificing quality. Would love to connect with you!

Photo only for interest



17



3



65



30K





Meg Kruger @MegKruger_ · 16h



When you eat your leftover Chipotle are you eating it...

Cold

40.9%

Reheated

27.3%

Leftovers? Never happens

31.8%



Social Media: Your Recruiting Tool

Day in the life - VS - general job posting

Bring our behind the scenes gig into the spotlight

Social Media: Your Recruiting Tool

Caption: Our reputation does precede us...

If you're down for some fun, bad dance moves and aren't allergic to cats, we're looking for an intern to join us for the 2024 season! Message me with any questions!



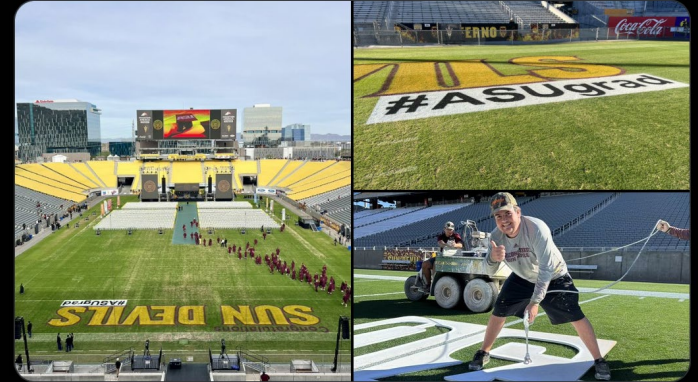
ASU Grounds Crew @ASUGroundsCrew · Apr 26, 2023
 ATTN: ASU STUDENTS !!!!!!

We are looking to hire some more student workers for this summer and/or next fall. Please apply to the link below or DM us if you're interested! Come be a part of our awesome crew!!

sjobs.brassring.com/TGnewUI/Search...



ASU Grounds Crew @ASUGroundsCrew · Dec 11, 2023
 Congrats to all the graduates this semester, including one of our own!
 Thanks for all your hard work Will!!! #ASUgrad



1 8 117 3.5K



ASU Grounds Crew @ASUGroundsCrew · Aug 11, 2023
 !!! WE ARE HIRING !!!

We are looking to hire some more student workers for this upcoming school year. Our baseball grounds crew (@ASU_GCB) is also looking to hire some students. Please apply if interested or reach out for more information. Link below! ↓

sjobs.brassring.com/TGnewUI/Search...

13 34 4.1K



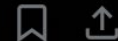
ASU Grounds Crew @ASUGroundsCrew · Oct 6, 2023



The rye is starting to pop and the field is ready for a sellout crowd. It's going to be a beautiful day for football tomorrow. [#ForksUp](#)



Sun Devil Football





ASU Grounds Crew @ASUGroundsCrew · Sep 22, 2023

4 games in 4 weeks and our crew has been CRUSHING it. Thanks to @pioneerathletic for the spot-on custom gold paint as we test out a new 'Desert' themed design.

Good luck tomorrow @ASUFootball!!
#ForksUp



Sun Devil Football and Arizona State Sun Devils

12

90

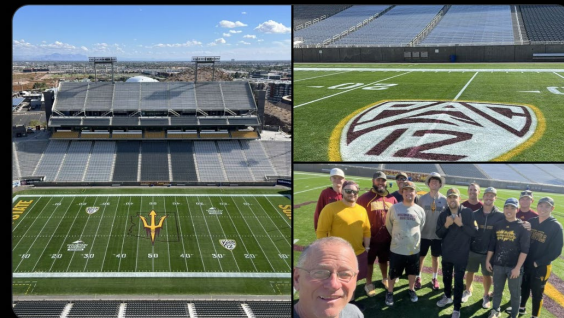
518

103K



ASU Grounds Crew @ASUGroundsCrew · Nov 24, 2023

Last game of the year and the last time you'll see the PAC12 logo on this field. Thank you to all the additional help we had today! This is a Sun Devil state! #ForksUp



Sun Devil Football

17

64

582

38K



ASU Grounds Crew @ASUGroundsCrew · Nov 18, 2023

Thank you to all the equipment, athletic training and facilities staff that helped us pull the tarp off this morning. We appreciate the help and couldn't have done it without you guys! Go Devils!!



5

124

5.2K





Justifying Your Bottom Line

Explaining the WHY

- **Data Points**
- **Real life examples**

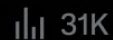
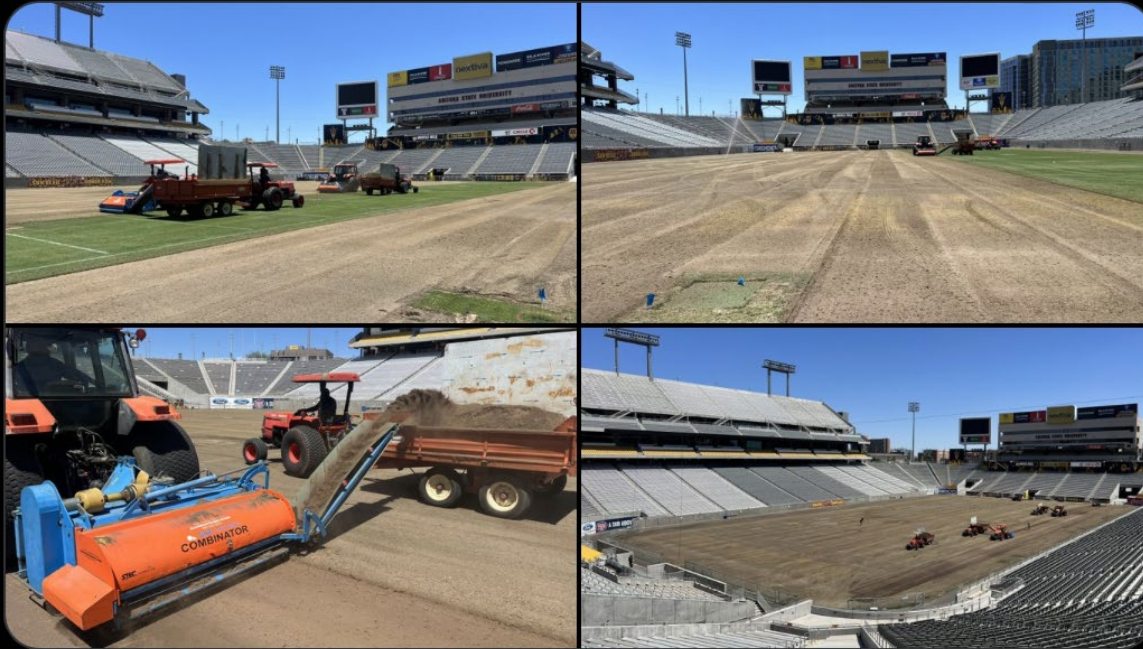


ASU Grounds Crew @ASUGroundsCrew · Jun 12, 2023



WE'RE GETTING A NEW FIELD !!

Old material coming out this week. Sod going down next week. This is the first time Frank Kush Field has been replaced since 2018.

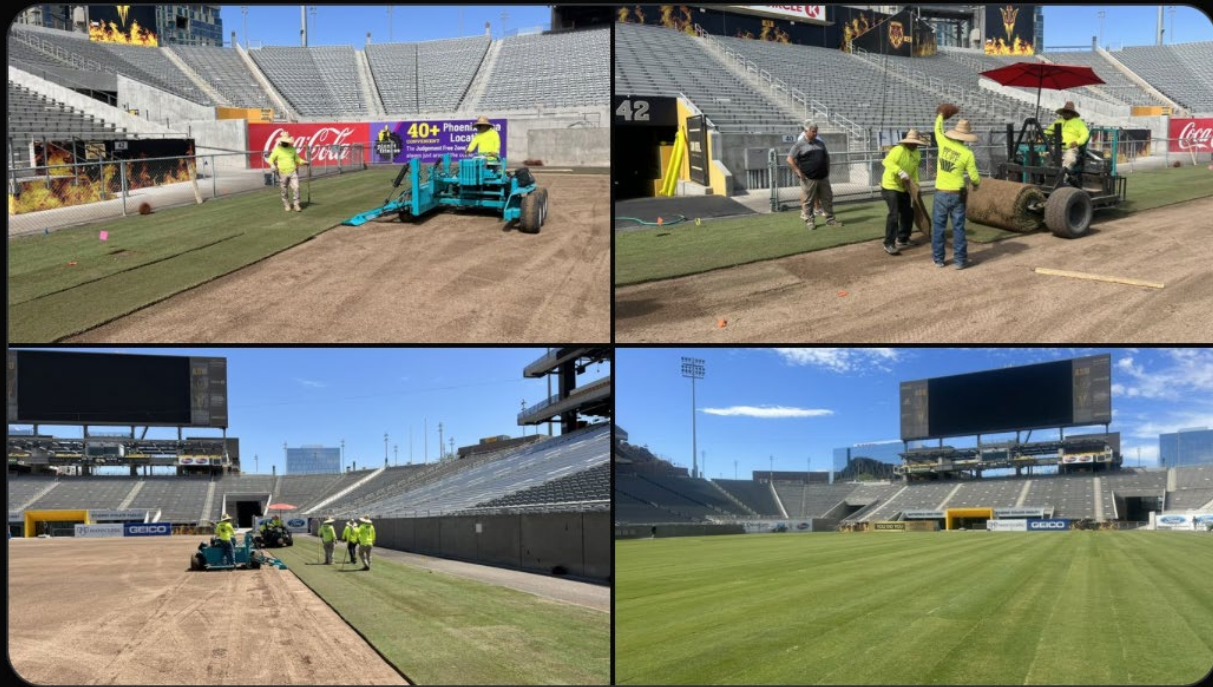




ASU Grounds Crew @ASUGroundsCrew · Jun 22, 2023



And just like that the field is in. Big thanks to West Coast Turf for supplying us with an incredible playing surface! 10 weeks till kickoff!!!



Coach Dillingham and Sun Devil Football





Nicole
@nsherry2



81 home games. 51 times the tarp covered the field to get the games in. 8 in-game tarp pulls. 7 delayed starts due to rain. Played through rain...countless times. 5 rainouts. [#WeAreThe10thMan](#) 🧡🖤 huge THANKS to this amazing team, your '22 Orioles Grounds Crew



7:41 PM · Oct 5, 2022 · Twitter for iPhone

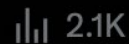
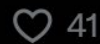
113 Retweets 19 Quote Tweets 1,836 Likes



Will Cole CTP @WillColeRSTurf · 23h



We are now a month post blanket. The growth is great! Will be excited to see the result in February when they come off.



Combatting Misconceptions

- A groundskeeper just mows the grass right?
- User group education



Steal this Idea!

Post QR code stickers/posters with link to crew page around the ballpark so the community can meet the faces behind the

EVENT & FACILITY OPERATIONS

» GUIDELINES «

- 1) IF YOU OPEN IT, CLOSE IT.
- 2) IF YOU UNLOCK IT, LOCK IT.
- 3) IF YOU TURN IT ON, TURN IT OFF.
- 4) IF YOU MOVE IT, PUT IT BACK.
- 5) IF IT'S NOT YOURS, ASK BEFORE YOU USE IT.
- 6) IF YOU BORROW IT, RETURN IT.
- 7) IF YOU USE IT, TAKE CARE OF IT.
- 8) IF YOU BREAK IT, REPAIR IT.
- 9) IF YOU CAN'T REPAIR IT, FIND SOMEONE WHO CAN.
- 10) IF YOU MAKE A MESS, CLEAN IT UP.



Visibility, on and off the field

- Put a face to the work
- Crew promotion
- Community presence



Joselyn Kent 

@MsTurfMuscle

What does a [#golfcourse](#) assistant [#superintendent](#) do, you may wonder? It's a question that, surprisingly, doesn't have a simple answer, and few take the time to inquire. In short, we are there to assist/support the superintendent in the day to day management of the golf course. I like to think of myself as the Swiss Army knife of the golf course, prepared to either take charge or join the crew in accomplishing various daily tasks.

Some days involve spraying chemicals, while others have me using a chainsaw to clear fallen trees, dragging them away with a tractor. My favorite days is simply taking care of our greens, making sure they're in excellent condition for our golfers. Lately, I've been broadening my understanding of golf course irrigation fixes, like fixing this foot valve around one of our greens as you see in the video.

I can't imagine my life any differently because I'm doing what I love. Few people truly understand the challenges we face on a golf course, and I'm here to offer you a glimpse from time to time. [#greenskeeper](#)

[#turfmanagement](#) [#coursemaintenance](#) [#irrigationqueen](#) [#turf](#)

[#gettingbettereveryday](#) [#womeninturf](#)





Travis Hogan @Twillhog75 · Oct 2, 2023



Steel still coming out after Beyoncé. Should get the field back by Wednesday morning October 4th. We'll strip the 4th, laser grade on the 5th, lay grass the 6th and 7th. We will roll, overseed and topdress on the 8th. Then paint the 10th and 11th. My crew is the best!

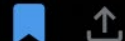


🗨️ 26

↻️ 75

❤️ 1.4K

📊 109K





Ben Hartman @hartmanboy7 · Nov 24, 2023



We had 7 high school football games = 14 teams. 3 of the 14 teams that played at Riverfront are competing for a state title tomorrow. I know that doesn't seem like a lot, but imo that is super cool. Good luck to @Andover_Central @kapauncrusaders & @DerbyPanther



1



42



2.4K





Nick Pappas @NPappas23 · Jan 9

Surface prep @AllegiantStadm for #SBLVIII is officially underway.

#FromTheField



3



21



212



18K





Parker McGlone
@realparkmcglone

Great efforts by the crew this week! Busy week but we were ready!

-12/10: @Falcons vs @Saints

-12/11-13: eleven GHSA Football Championships

-12/14: @ESPNBOTY Rehearsals

-12/15: BOTY Event

-12/16: Celebration Bowl Game

@traddjones_ggka

@tylerdalton3

@Always_Jers

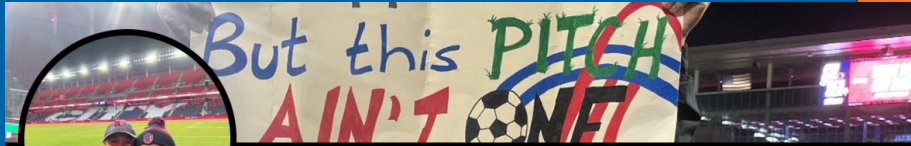
@Deanero6



Jake Moore @Gburg_Golf · 5h

This colder weather allows us to do some inside work so we're making another set of tee markers to be able to exchange and refurbish a set each year to always have a good set out.






...   **Following**


Maritza Martinez

@Maritzamows Follows you

Muh•rit•zuh |Associate Director of Grounds| @StlCITYSC  #AllForCity | MW

 Professional Sports Association  St Louis, MO
 [instagram.com/maritza_mows_g...](https://www.instagram.com/maritza_mows_g...)  Born August 11
 Joined December 2012

1,368 Following **1,850** Followers

 Followed by Addison Donahue, Meg Lay, and 339 others you follow





Visibility for One, Is Visibility for All.

- ↳ Inspiring the Next Generation
- ↳ Why do you love your job?



Ben Jackson @footyturf · Dec 10, 2023

Can not say enough about this group. Worked their tails off from January to December this year to deliver world class results. Lucky to have such a dedicated team and thrilled to experience an MLS Championship with them.



20

24

293

14K



Corey Levine @Levineturf · Jun 26, 2023

Thankful for our head @OspreyMSOC & @OspreyWSOC coaches helping fill track and field divots. It takes a village! #Swoop



Eric Faulconer



Marcus Elswick @bigcuzelswick · Oct 1, 2023

Steven is going to be a great turf manager, his attention to details, thinking outside of the box on jobs, & his dedication for the job has been nothing but outstanding

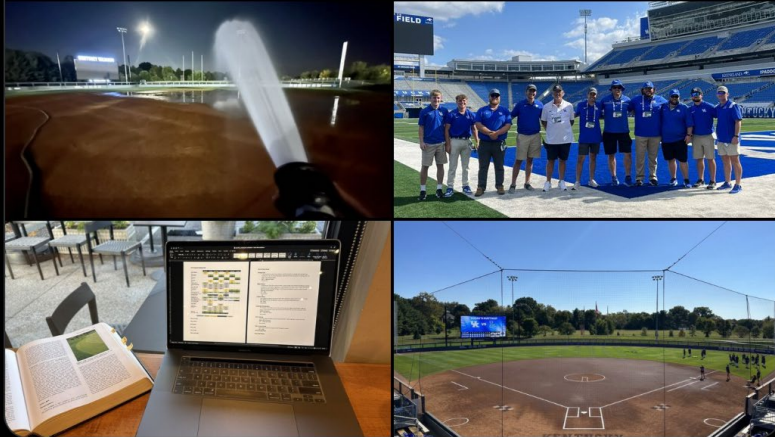
Wherever he goes that place is going to be fortunate to have him. Lucky to have him here the last 4 years!



Steven Kienle @stevenkienle · Oct 1, 2023

Average fall weekend @UKsportsturf

(🏈 double header not pictured)



1

1

40

3.8K



Maritza Martinez @Maritzamows · Jul 28, 2023

A bittersweet day! @juliekessler15 finished up her internship & she's headed back to school! I had the opportunity to teach, work with, & get to know her all summer... what an opportunity it was! Watch out everyone, she's going to shake up this industry! 🏈🔥 I'll miss you Julie!



2

4

111

8K

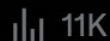




Brian Johnson @bermuda419s · Nov 4, 2023



I'm so blessed with the opportunity to paint and prepare fields with great friends who are great groundskeepers. It's been a fantastische woche in Frankfurt. #NFL  #Chiefs-Dolphins #Germany



↶ ↷ Women in Turf Team reposted



Megan Muesse @meganmuesse · Jul 12, 2023



What a week!! Thank you to everyone who helped to make the @uswomensopen so special!!



Molly and 2 others



↶ ↷ 7

♥ 105

📊 9K





Women in Turf Team reposted



Nina Oldenkamp @OldenkampNina · Aug 13, 2023



“Find a job you love, and you will never have to work a day in your life.”
Thank you @odeysfieldexp for always supporting my crazy adventures and for your continued support for the @womeninturfteam ❤️👉❤️



9

61

2K



The Bread and Butter

- Consistency
- Authentic
- Reflection of your organization



Steal this Idea

When all else fails, share a field photo or get started in the conversation by retweeting peer's work that you admire.

Should I say that?

Pioneer Athletics @pioneerathletic · Jul 20
These photos have left us speechless, talk about a glamour shot

Tennessee Titans @Titans · Jul 19
When the grounds crew paints the field 🤪



Pioneer Athletics @pioneerathletic · Oct 13
Crew culture matters 🍷

ASU Grounds Crew @ASUGroundsCrew · Oct 10
A little team bonding this morning hiking Camelback Mountain. We like to work hard and have fun!



Meg Kruger @MegKruger_ · Jun 6
Home from my week at @uswomensopen summer camp with the @womeninturfteam. Even got to share a bit of the experience with my son which was really special to me. Now to sort through all this footage, stay tuned!



Kelly Lynch and 3 others

1:01



Jill >



In labor now friend lolol

Oh jeez!!
Good luck!! 🙌👶

Mon, Jun 26 at 11:17 AM

Hahahah looking at my last message to you - what an unhinged thing for me to send you 😂😂😂



Text Message



To: Andy Hebrard

iMessage
Wed, Mar 8 at 1:41 PM



Wed, Mar 8 at 8:56 PM

Had a baby today but this picture needs to be seen! Love it 😊 I'll forward along to Twitter sphere

Whooooaaa congrats!!!!



iMessage



Put Your Phone Away

Follow Along!



@MegKruger_



@pioneerathletic



Pioneer Branding 101
Guide