



**SPORTS FIELD**  
MANAGEMENT ASSOCIATION

[www.SportsFieldManagement.org](http://www.SportsFieldManagement.org)

# Meetings/Field Days/Events

## Introduction

Meetings, field days and other events are the lifeblood of Chapters. They offer key networking as well as the ideal environment for presenting relevant and timely education – whether it is in a classroom or hand-on at a sports field.

## Ideas for Consideration

There are three practices that appear to lay the groundwork for a successful gathering.

1. **Carefully select the venue.** Professional or collegiate facilities that host field days/meetings will help to draw more attendees.
2. **Provide complimentary food.** “Food maybe the only universal thing that really has the power to bring everyone together. No matter what culture, ever ywhere around the world, people get together to eat.” -- Guy Fieri, culinary star. Having food helps to make the event appear more organized. Many Chapters provide breakfast and lunch. The food does not have to be extravagant – just simple and good.
3. **Make events free for members.** Some Chapters extend all their events at no cost to the member by setting membership dues to cover them. Others offer a free first event.

## Other ideas:

- :: Consider the timing of the event. Mid-week events usually have better attendance.
- :: CEUs:
  - Offer CEUs for pesticide licensing as well as for the STMA CSFM program. Offering continuing education to maintain certifications will help with more supervisors/employers allowing their teams to attend events and retain membership in the Chapter.
  - Manufacturer Reps will sometimes be able to offer free CEU presentations.
  - Depending on the CEUs being offered (and local requirements) put the education that awards the CEUs at the end of the event. This will require attendees to stay for the entire event to receive their credits.
- :: Consider speakers from your local university or county extension department. These usually are available at no cost.
- :: Offer Vendor/Exhibitor areas if space allows for a Trade Show-type setting.
  - Include a set block in the schedule for attendees to visit with the vendors.
  - Vendors will pay sponsorship for this space and also help to promote the event.
  - The extra event sponsorship will easily help offset any overhead and help the Chapter's bottom line
- :: The number of annual events will vary by Chapter. However, offering multiple events per year is usually better than one large annual event.



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*Contributor: Kevin Lebanik, CSFM, Past President of the Texas STMA. For more information, contact him at [klebanik@Harrells.com](mailto:klebanik@Harrells.com).*