




1

### What is a Sports Field Manager?


- Who are they?
- What is their role in Sports?
- Why do they manage athletic fields?
- How important are they?
- Who knows them?

2

### What is their Value?

- How do you portray your value?
  - Where the game begins
  - Player Safety
  - Develop a sense of Community
  - Creating Memories
- How do people know your worth?

3

### How did you find Sports Field Management?

- What was your avenue?
- Who was the person that made you fall in Love with the industry?
- Why Sports Field Management?
- What is your Story?

4

### My Story

- College Major List
- Reached out to Diamondbacks Head Groundskeeper
- Passion for Baseball Groundskeeping
- North Dakota State (Go Bison)
- Milwaukee Brewers
- Reno Aces

5

### My Story

- High School Biology Teacher
- Virginia Tech
- New York Mets
- Pittsburgh Pirates & Steelers
- Brentsville Turfgrass Management Program

6

**SFMA**  
**SPORTS FIELD MANAGERS ASSOCIATION**  
**"THE GAME BEGINS"**

### Lack of Awareness

- Who knows of Sports Field Managers?
- Athlete's awareness
- Player Safety
- Where the game begins

7

### How You Reach Those Outside The Industry

- Be informative
- Showcase your Work
- Make it interesting
- Catch their Attention
- HAVE FUN with it!

8

### Sparking Interest

9

### Reaching a Broader Audience

- Reach Those Who Do NOT know us.
- Inspire Those to Inquire
- Create Reach
- Develop a Following

**190,600 Views**      **141,300 Views**

10

### Be your Own Best Advocate

- Showcase your skills
- Share the Significance of your work
- Advocate with Employers
- Emphasize player safety
- Develop positive Relationships

11

### Educate those Around You

- Everyone knows Best
- Provide the Science-based Facts
- Provide the Solution they Need
- Highlight our Industry

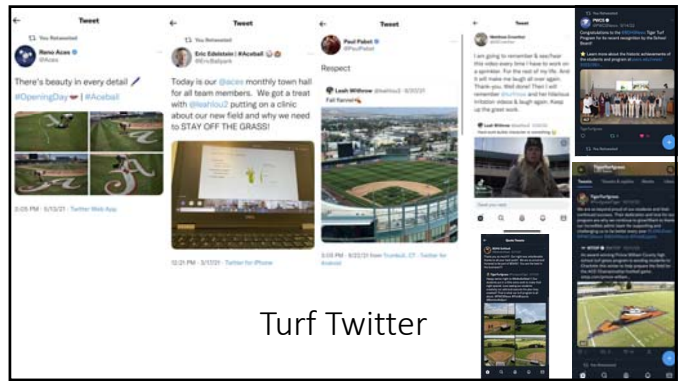
12



## We are MORE than a Labor Industry

- Showcase the Science in our Art
- Expand Others Knowledge
- Chemistry, Plant Physiology, Meteorology, Soil Science, Microclimates, Genetics, ect.
- Highlight Technological Advancements

13



## Turf Twitter

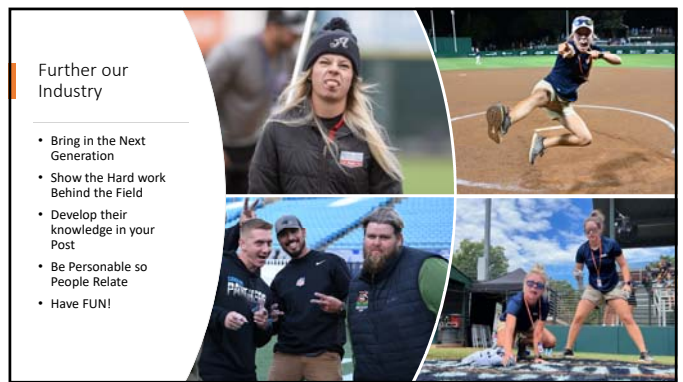
14



## Social Media

- Showcase our Profession
- Reach a completely new Audience
- All it Takes is One
- Develop a following that in turn Advocates
- Have a Strong Presence Highlighting your Work
- Highlight your Brand

15



## Further our Industry

- Bring in the Next Generation
- Show the Hard work Behind the Field
- Develop their knowledge in your Post
- Be Personable so People Relate
- Have FUN!

16



## Sportsfield MANAGEMENT

### Class Act

### Largest Untapped Group

- High School Student Athletes
- Passion for Sports
- Want a way to Stay in Sports
- We are where the Game Begins and they want to stay in the game
- Have them advocate for the future

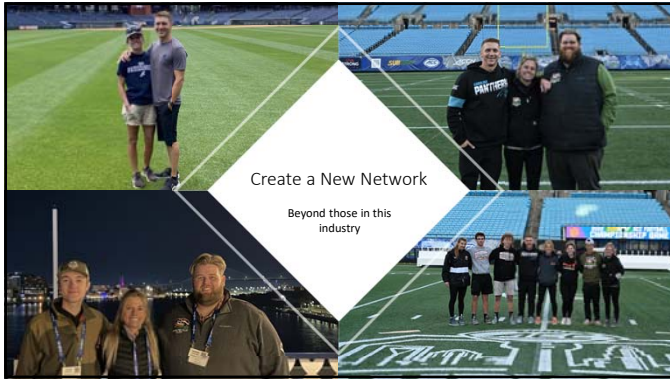
17



## Connecting with Community & Youth

- Connect with local Collegiate Programs
- Reaching out to High School Career Counselors
- Reach out to Local Community Parks in need of help
- Host Field Trips for High School Classes (Biology Chemistry)

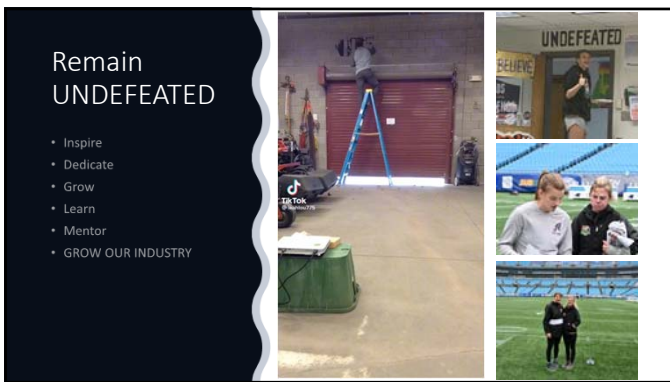
18



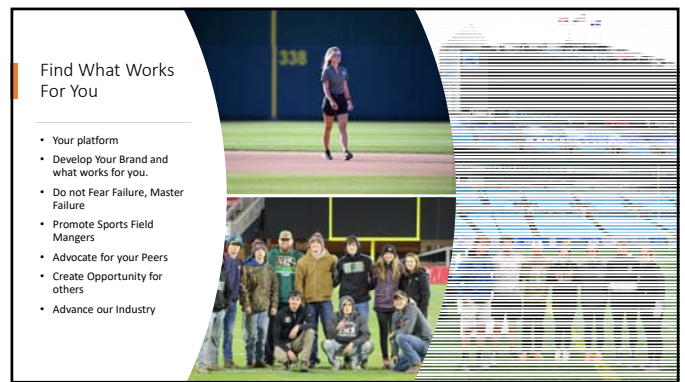
19



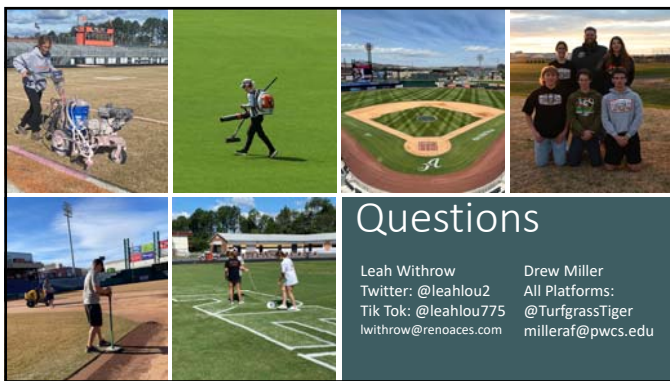
20



21



22



23