

# Southeast Sports Field Management Conference & Trade Show

Presented by  
NC SFMA \* SC SFMA \* GA SFMA



**November 17-20, 2024**

**Myrtle Beach, SC | DoubleTree Resort by Hilton**

**Myrtle Beach Oceanfront**

**[www.sesportsturf.org](http://www.sesportsturf.org)**

**Deadline to save on Early Bird Registration is October 15th!**

Certified Sports Field Manager (CSFM) Proctored Exam **\*\*OPTIONAL\*\*** Dunes Room Across the Street From Hotel  
The CSFM exam will be proctored. Please note, **pre-registration with SFMA is required, requirements must be met to sit for the exam.**



## Conference Education

### Keynote Speaker

**Nathan Whitaker** / Author & Motivational Speaker

As Nathan Whitaker shares with his audiences, "Every one of us is creating a legacy. It's up to us to determine its impact."

This belief underscores both his literary and speaking career. Nathan Whitaker is a motivational speaker, the co-author of eight books that have reached the top-ten of the New York Times bestseller list, and a Super Bowl champion. Quiet Strength, co-authored with Hall of Fame coach Tony Dungy, reached #1 on the New York Times list and has sold over three million copies. He has also collaborated with Tim Tebow and James Brown, among others.



He has spoken to corporations, sports teams, and trade associations across the country and world on topics ranging from leadership to team building to resilience and significance. A two-sport athlete in baseball and football at Duke University, he played for Steve Spurrier on Duke's most recent ACC Championship football team and graduated cum laude with a degree in English and Political Science in 1991. He also holds graduate degrees from Harvard Law School and the University of Florida, both with honors. He practiced law before working in the front offices of the Jacksonville Jaguars and Tampa Bay Buccaneers, where he worked in football administration, salary cap management and contract negotiations, winning Super Bowl XXXVII with the Buccaneers.

### Featured Speakers

**Nathan Whitaker**

**Sun Roesslein \* Dr. Mike Goatley \* Lisa Goatley  
Eric Holland \* Dr. Gerald Henry \* Dr. David Jespersen  
Dr. Kyley Dickson \* Dr. Elizabeth Guertal  
Mike Rollins \* Patrick Coakley \* Jason Bowers  
Dr. Bert McCarty**

### Industry Update from 2024 SFMA President

**Sun Roesslein, CSFM** / Jeffco Schools Golden, CO

Sun has been Sports Stadium Manager at the North Area Athletic Complex for over 16 years. She is responsible for overseeing and maintaining the football stadium and the soccer stadium which make up the NAAC. The complex is the home field for 6 of the high schools in the Jefferson County School District. Sun got her start in the turfgrass management industry working on the grounds crew for the Lexington Legends Minor League baseball team in 2001. Sun received her B.S. in 2000 and M.S. in 2002 from Eastern Kentucky University in Sports Administration. It was during her final semester that she discovered the turfgrass industry and decided to make a career path change.



**10am | Annual Carolinas' Cup Golf Tournament**  
*Presented by Revels Turf & Tractor and Beard Equipment*

**Myrtle Beach National**  
4900 National Drive  
Myrtle Beach, SC 29579

**Fee: \$40/person**  
*Includes lunch*

**Register online at**

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

**Contact Jake Holloway With Questions**

[Jake.Holloway@carync.gov](mailto:Jake.Holloway@carync.gov)

**Registration deadline: Oct 31, 2024**

**7:30pm | Golf Awards Banquet & Welcome Reception**  
*Sponsored by Ewing Outdoor Supply*      Dunes Room

## **New kick off event for 2024**

Ewing Outdoor Supply will be hosting our Golf Awards Banquet and Welcome Reception in the DUNES room. We will have Monday night football on tvs with cornhole and mini golf.

Ewing will also be sponsoring the golf awards banquet with door prizes and a low country boil.

BBQ is available as a secondary food option.

Golf Scholarship recipients will be announced throughout the event.

# Carolinas' Cup



*Benefiting the Future of the Sports Field Industry*

Presented By



JOHN DEERE



**Golf proceeds go to student scholarships  
for NC & SC SFMA Members**



**EWING**  
**OUTDOOR SUPPLY**

---

# MONDAY November 18

## 9 am | Advanced Workshop

*Presented by Smith Turf & Irrigation*

DoubleTree Conference Center 2nd floor Carolina  
3200 South Ocean Boulevard, Myrtle Beach, SC 29577

### 9:00 am - 10:15 am | Fertilizer Calculations **Pesticide Credit Pending Approval**

**Dr. Samuel Doak, Virginia Tech Retired**

FERTILIZER LABELS - basic information, slow N calculations

POUNDS PER THOUSAND - how much fert is needed based on a specific rate, bag will cover how much sq ft

THOUSAND SQFT TO ACRES - convert lb fertilizer per sq ft to acres number of bags required to cover a given area

COST PER LB OF N - quick cost comparison of several fertilizers in different weight bags

ACTIVE INGREDIENT CALCULATIONS -

Liquids – gallons of product at a specific rate per acre , ounces per acre

Dry formulation - pounds of product per acre, per thousand sq ft

### 10:30 am - 11:30 am | Soft Skills for Interpersonal Success

**Lisa and Dr. Mike Goatley**

Hard work and determination are only one part of the formula for success. An often overlooked area is what are commonly called the “soft skills.” These difficult-to-measure skills can be powerful determinants of success as they attend to the inter- and intra-personal portion of our lives. These include communication skills (written, verbal, and non-verbal), emotional regulation, time management, conflict resolution, teamwork, problem-solving, and collaboration. These skills can be developed and strengthened. This presentation will address ten essential skills to enhance your personal and professional development.

### 11:30 am - 12:30 pm Lunch/Discussion

### 12:30 to 2:00PM | IPM & BMPs For Sports Field Managers **Pesticide Credit Pending Approval**

**Dr. Mike Goatley**

Strategies in building healthy soils and plants such that pesticide applications might work best to provide quality, safe playing surfaces in some situations, but that pesticides are a tool and not the basis for the pest management program. Updates on newly registered pesticides and how they might fit a sports field manager's needs.



**SMITH TURF & IRRIGATION**

**TORO®**

**7:00am - 8:00am | Breakfast** 3rd floor Springs  
*Presented by Helena Agro*

**7:30am - 10:30am | Registration**  
*Education Sessions Presented by Smith Turf & Irrigation*

**8:00am - 8:20am | Opening Session** 2nd floor Carolina  
**Sun Roesslein, CSFM Jeffco Schools Golden, CO**  
Industry Update from 2024 SFMA President

**8:30am - 10:00am | Keynote** 2nd floor Carolina  
**Nathan Whitaker, Author**  
**Soul of a Team**

For most people, succeeding in life requires mastering the art of teamwork. Whether at work, school, church, or home, virtually everyone is part of a team and when they work well, teams can accomplish more than individuals working by themselves.

**10:00am - 10:05am | Conference Committee**  
**Conference update** 2nd floor Carolina

**10:05am - 12:00pm | Trade Show** Ground floor  
Meet face to face with industry vendors and learn more about the products and services available to you.

**12:00pm - 1:30pm | Lunch** 3rd floor Springs  
*Presented by TSP*  
Continue your networking with lunch provided for all registered attendees.



**1:30pm - 2:30pm | General Session**  
**Eric Holland** 2nd floor Carolina  
**2026 FIFA World Cup Planning & Design**

Take a deep dive into the preparations and maintenance of Copa America @ AT&T Stadium in Arlington, TX during the summer of 2024. This includes design and execution as we move forward to the FIFA requirements as a host site for the 2026 World Cup.

**2:30pm - 3:30pm | Breakouts Round I**  
**Breakout I - Mike Goatley** 2nd floor Carolina  
**Problem Solving for the Sports Field Manager**  
Problems in sports field management arise in a variety of situations and vary often, the key to solving the problem is knowing the right question(s) to ask in diagnosing the problem.

**Breakout II - Dr Gerald Henry** 1st floor Atlantic AB  
**Testing Sports Field Safety and Performance**

Safety and performance are at the forefront of sports field management. New research has aimed at utilizing athletes with wearable sensors to more accurately describe "real-time" interactions between players and field attributes both in the lab and in the field.

**Breakout III - Blaise Restifo** 1st floor Atlantic CD  
**Fear the Tree - Stanford Athletics Field Management**

Learn about field management practices from the west coast. Outside events, continuous field usage, and limited budgets. How we provide Stanford Athletics with quality playing surfaces.

**3:30pm - 4:30pm | Breakouts Round II**  
**Breakout I - Kyle Dickson** 2nd floor Carolina  
**Research for the World Cup and beyond**

Stadium research projects in preparation for indoor and outdoor environments for the World Cup. Specifically looking at ball to surface and player to surface interactions. An overview of testing and how it will impact playing surfaces for the tournament. Additionally, this talk will cover the most effective use of pesticides in indoor environments.

**Breakout II - David Jespersion** 1st floor Atlantic AB  
**Abiotic Stresses in Turfgrass Pesticide Credit Pending Approval**

Common abiotic stresses in turfgrasses, including shade, water stress, and compaction. This will include how environmental stresses damage plants, how plants respond to these stresses, and ultimately how management practices influence stress responses.

**Breakout III - Lisa Goatley** 1st floor Atlantic CD  
**Stress Management**

Sports field managers face a multitude of stressors in their professional lives. Stressors arise from the expectations of your supervisors, players, and coaches; uncooperative weather conditions; budget and labor limitations; long and uncertain hours; and family demands creating conflicting priorities. You chose this career because you have a passion for the field. Don't let stress interfere with your ability to have a long and satisfying career.

**4:30-5:00pm NC/SC Member Chapter Meetings**

NC SFMA Members Meeting 1st Floor Atlantic AB  
SC SFMA Members Meeting 1st Floor Atlantic CD

**7:00pm | Networking Social**  
*Presented by Green Resource*

**Damon's** 2985 S. Ocean Blvd. Myrtle Beach, SC  
The networking continues with a fun night at Damon's. Food will be provided



**Conference Center**

- Ground (Trade Show)
- Atlantic Rooms 1st floor (Breakout Rooms)
- Carolina Room 2nd floor (Registration & General Sessions)
- Springs Room 3rd floor (Meals)

# WEDNESDAY November 20

**7:30am - 8:30am | Breakfast** 3rd floor Springs  
**Prayer Breakfast 3rd Floor – Pastor Mike Burgess**  
**Presented by Helena**



**7:30am - 9:00am | Registration** 2nd floor Carolina

*Education Sessions Presented by Smith Turf & Irrigation*

**8:30am - 9:30am | General Session** 2nd floor Carolina

## Work/Life Balance

**Mike and Lisa Goatley**

Sports Field Management is a stressful industry. Long hours, uncertainties from weather, and labor/budget issues will pose difficult challenges for all of us.

Meeting realistic or unrealistic expectations can take a toll on your work and personal life. And yet so many people make jobs in the turf industry a career because they have a passion about their jobs and the product they deliver.

We will use our own experiences to encourage you to take a few minutes to assess where you are in your relationships and how you can find a balance between your jobs and your family life. Our goal is to get you to step outside the box of a traditional agronomic turf talk from a PhD agronomist and hear from a Licensed Professional Counselor with 29 years of experience and a Masters degree in Marriage and Family Therapy

We want you to take away proven strategies and successes in balancing work and family!



**9:30am - 10:30am | Breakouts Round III**

**Breakout I - Mike Rollins** 1st floor Atlantic CD  
**Cutline is King**

It doesn't matter what color your mowers or grinders are, "Cutline is King" is designed to help you find and control the cutline of your cutting units - providing a uniformity that you never knew existed. This seminar provides evidence for prioritizing cutting units in today's high demand, high quality sports field maintenance.



Proud to sponsor the Southeastern Regional STMA Chapter!

Contact your local Ewing Sports Field Rep:  
Chris Ball, Account Manager  
984-298-0996 | [cball@ewingirrigation.com](mailto:cball@ewingirrigation.com)

Find the Ewing location nearest you at:

[EwingIrrigation.com](http://EwingIrrigation.com)



**AXILO** **RenovA**  
**RECEPTOR**  
**CORON** **Hydra-Hume**  
Controlled-Release Nitrogen

**Driven by Your Success**  
The People at Helena Have One Goal — Your Success.

**60**  
HELENA | 1957.2017



300 COLLEGE COACHES DESCEND.  
 500 GIRLS TEAMS DIG DEEP.  
 24 FIELDS BECOME ONE GIANT STAGE.



**REVELS** Turf & Tractor

"Just for kicks." The real action at the 2015 Girls Bethesda Premier Cup happened the week before. For the turf manager and his crew. See dreams coming to life, hard work pay off and one stage bring it all to a dramatic finale.

The Maryland SoccerPlex has a story. Watch it: [JohnDeere.com/Sportsturf](http://JohnDeere.com/Sportsturf) Let us help you take your field to the next level.

Trusted by the Best.



REVELS TURF & TRACTOR  
 800-849-5469  
[RevelsTractor.com](http://RevelsTractor.com)

# Wednesday November 20

**9:30am - 10:30am | Breakouts Round III**  
**Breakout II - Dr. Elizabeth Guertal** 1st floor Atlantic AB

**Types of nitrogen fertilizers** **Pesticide Credit Pending Approval**

Slow release, organic, soluble etc. Which ones should you pick for turf? Learn about nitrogen sources to determine which fertilizer is best for your specific needs.

**10:30am - 11:30am | Breakouts Round IV**  
**Breakout I - Dr. Bert McCarty, Clemson** 1st floor Atlantic CD  
**2024 Pesticide Updates** **Pesticide Credit Pending Approval**

Introduction to Pest Problems observed in 2024. Updated information on new products and policies for pest management tools for sports fields.

**Breakout II - Jason Bowers & Patrick Coakley** 1st floor Atlantic AB  
**BMP Legislation**

Find out how sports field managers are using BMPs to help with government regulations.

**11:30am - 12:00pm: Closing Remarks**  
**Southeast Sports Field Conference Committee** 1st floor breakouts

**WHEN YOU NEED AN EXPERT**

**STI SMITH TURF & IRRIGATION**

NORTH CAROLINA | SOUTH CAROLINA | VIRGINIA | TENNESSEE | BERMUDA



**Conference Attire**

*Suggested attire is business casual.*

**No hats or shorts please.**

# REGISTRATION INFO:

Thanks to the support of our NC/SC SFMA Partners, we are able to maintain affordable conference registration fees while bringing increased value to attendees with more education sessions, opportunity to earn pesticide CE credits, networking time with vendors and peers, meals and more!

**Early Bird Registration Fee: \$85.00**  
*(discounted registration ends October 15)*  
**Regular Registration Fee: \$95.00**  
*(regular registration ends november 8)*  
**Late Registration Fee: \$120.00**

Register Online: [www.sesportsturf.org](http://www.sesportsturf.org)



# HOTEL INFO:

The conference hotel is located across 27 acres on the South End of Ocean Blvd. in Myrtle Beach and was renovated in 2024. Featuring beautiful private beaches, fishing pier, mini-golf, new restaurants, and much more!

Room rate: \$97.00/night  
*Please book your rooms early, Rooms will fill quickly!*

<https://group.doubletree.com/pxfv3y>

**[www.sesportsturf.org](http://www.sesportsturf.org)**  
*for more ticket information*

Reservation Deadline: Discounted rate expires October 25 *(space permitting in room block)*

# QUESTIONS:

Contact: Robbie Miller

[robbie.miller@sesportsturf.org](mailto:robbie.miller@sesportsturf.org)

**TURFCO**  
**SWOZI**  
GPS LINE MARKING

100 YEARS SINCE 1921  
**JACOBSEN**

**STEINER**

**Smithco**

**Redexim**

**abiFORCE**

**TSP SPORTS TURF**  
SOLUTIONS FOR EVERY FIELD

Top Dressers & Blowers  
Field Rakes  
Infield Laser Grading  
Wide Area Mowers  
Rotary & Reel Mowers  
GPS Field Line Marking  
and more!

**tsp**  
Est. 1994

**TSPTURF.COM | 800.868.4631**

# Green Resource

"Committed to Service Beyond Expectations"

# Sports Field Solutions





# Thank You NC / SC SFMA Partners!

## PRESENTING PARTNERS



## PRESIDENTIAL PARTNERS



## PLATINUM PARTNERS



OFFICIAL INFIELD PLAYING SURFACE OF MINOR LEAGUE BASEBALL



C/O SC SPORTS FIELD MANAGERS  
ASSOCIATION

P.O. Box 161023  
Boiling Springs, SC 29316

Southeast Sports Field Management  
Conference & Trade Show  
November 17-20, 2024 • Myrtle Beach, SC

- Learn the latest industry trends and technical info from sports field experts
- Network with hundreds of your industry peers and company vendors in expanded trade show
- Designed for anyone working in the sports turf industry - school, municipal, collegiate or professional level
- Customize your learning path with selection of interactive breakout sessions on variety of topics

**Register Now! Early bird pricing ends Oct. 15th**

# Southeast Sports Field Management Conference & Trade Show

## ***Education Packed Conference!***

Back for its 15th year, The Southeast Sports Field Management Conference & Tradeshow is your one stop Sports Field educational destination!

Packed with industry educational sessions and numerous networking opportunities, the Southeast Sports Field Conference will give you the tools to improve your fields/facilities and further your career.

Plus, enjoy a stay at the DoubleTree Resort by Hilton Myrtle Beach Oceanfront for the low rate of \$97/night! Discounted rates expire October 25 (space permitting in room block).



**November 17-20, 2024 • DoubleTree Resort by Hilton Myrtle Beach Oceanfront**