



## 2015 SPRING MEMBERSHIP MEETING

March 23 – 25, 2015  
Hyatt Regency La Jolla – San Diego, CA

### Sunday, March 22

|           |  |   |
|-----------|--|---|
| 9:00 a.m. | STC Golf Event at Torrey Pines<br>(Consecutive tee times starting at 10:00 a.m.) | Meet at hotel entrance;<br>transportation via taxi cabs |
|-----------|--|---|

### Monday, March 23

|                        |                                     |   |
|------------------------|-------------------------------------|---|
| 8:30 a.m. – 12:30 p.m. | (Closed) Board of Directors Meeting | Portofino A (1 <sup>st</sup> floor ballroom level)      |
| 5:00 p.m. – 6:00 p.m.  | First-timers & Guest Reception      | Asteria Terrace (1 <sup>st</sup> floor ballroom level)  |
| 6:00 p.m. – 8:00 p.m.  | Welcome Reception                   | Poolside Terrace (1 <sup>st</sup> floor ballroom level) |

### Tuesday, March 24

|                         |   |  |
|-------------------------|---|--|
| 8:00 a.m. – 10:30 a.m.  | Educational Program   | Aventine ABCG (1 <sup>st</sup> floor ballroom level)   |
| 10:30 a.m. – 11:15 a.m. | 2015 Community Service Project Presentation & Appeal for Needed Products & Services   | Aventine ABCG  |
| 11:15 a.m. – 12:00 p.m. | Keynote Address: Ronald Gastelum  | Aventine ABCG  |
| 12:00 p.m. – 2:30 p.m.  | Exhibitor Showcase & Lunch  | Vicino Ballroom (1 <sup>st</sup> floor ballroom level)   |
| 2:30 p.m. – 3:30 p.m.   | Educational Program<br>1. Track #1: Sports Fields<br>2. Track #2: Landscape & Recreation  | Aventine ABCG<br>Rhodes (2 <sup>nd</sup> floor conf. level)  |
| 3:30 p.m. – 4:30 p.m.   | Group Interactive Work Sessions<br>1. Advocate on Critical Issues<br>2. Market<br>3. Educate<br>4. Retain & Recruit Members<br>5. STC Global Market Initiatives | Athenia AB (2 <sup>nd</sup> floor conf.)<br>Portofino AB (1 <sup>st</sup> floor)<br>Palatine AB (1 <sup>st</sup> floor)<br>Mykonos AB (2 <sup>nd</sup> floor conf.)<br>Delphi AB (2 <sup>nd</sup> floor conf.) |

### Wednesday, March 25

|                         |  |  |
|-------------------------|--|--|
| 8:00 a.m. – 9:30 a.m.   | Membership Meeting                           | Aventine ABCG (1 <sup>st</sup> floor ballroom level) |
| 8:45 a.m. – 9:30 a.m.   | Keynote Address: Reuben Rojas                | Aventine ABCG  |
| 9:30 a.m. – 10:15 a.m.  | Educational Program                          | Aventine ABCG  |
| 10:15 a.m. – 11:30 a.m. | Group Interactive Work Sessions Reports      | Aventine ABCG  |
| 11:30 a.m.              | Adjournment of STC Spring Membership Meeting |  |
| 1:00 p.m. – 6:00 p.m.   | ASBA Certified Field Builders Exam           | Palatine AB (1 <sup>st</sup> floor ballroom level)   |



## TUESDAY EDUCATIONAL PROGRAM & MEMBERSHIP MEETING

Tuesday, March 24, 2015

8:00 a.m. — 4:30 p.m.

| LOCATION/TIME   | EVENT/SESSION  |
|---|--|
| Aventine ABCG<br>(1 <sup>st</sup> floor ballroom level)<br>8:00 a.m.                | <p>Call to Order — <i>President Rick Doyle</i><br/>           Anti-Trust Reminder — <i>William Bell, General Counsel</i><br/>           A Warm Welcome to Our New Members &amp; Guests — <i>Chairman Robert Thomas</i></p>   |
| 8:15 a.m.   | <p>Update on the Current Crisis and the STC Response: The Outcome of this Crisis will Impact the Entire Synthetic Turf Industry</p> <ul style="list-style-type: none"> <li>• <i>Representative Panel of STC Members</i></li> </ul>   |
| 9:15 a.m.   | <p>A Basic Briefing on Chemicals of Concern in Auto/Truck Tires, and the Results of Testing of Various Infill Materials. A New, Science-based Approach to Interpreting the Results</p> <ul style="list-style-type: none"> <li>• <i>Dave Teter, David Teter Consulting</i></li> </ul>   |
| 10:30 a.m.  | <p>2015 Community Service Project Presentation and Appeal for Needed Products and Services</p> <ul style="list-style-type: none"> <li>• <i>Jeff Deel, COO, City of Refuge, Atlanta, GA</i></li> <li>• <i>Robert Thomas, STC Chairman</i></li> <li>• <i>John Baize, Chairman, 2015 Community Service Project</i></li> </ul>   |
| 11:15 a.m.  | <p>Keynote Address</p> <p>The New Norms Due to Drought and Water Conservation Programs: How Will Synthetic Turf Likely Fit Into This Picture?</p> <ul style="list-style-type: none"> <li>• <i>Ronald Gastelum, Former Chief Executive Officer, Metropolitan Water District of Southern California, one of the largest wholesale water suppliers in the world</i></li> </ul>  |
| Vicino Ballroom<br>(1 <sup>st</sup> floor ballroom level)<br>12:00 p.m.             | <p>Exhibitor Showcase &amp; Lunch</p> <p>Connect with STC members, guests, and local invitees including buyers, end-users, municipal officials, architects, and engineers!</p>   |
| Aventine ABCG<br>(1 <sup>st</sup> floor ballroom level)<br>2:30 p.m. -<br>3:30 p.m. | <p>TRACK #1: Sports Fields</p> <p>Research Update: NFL Research on Football Shoes, Lower Extremity Injuries, and New Turf Guidance</p> <ul style="list-style-type: none"> <li>• <i>Richard Kent, Ph.D., Professor, University of Virginia, Center for Applied Biomechanics</i></li> </ul>  |
| Rhodes (2 <sup>nd</sup> floor conference level)<br>2:30 p.m. -<br>3:30 p.m.         | <p>TRACK #2: Landscape and Recreation</p> <p>ADA Requirements for Playgrounds and Public Parks</p> <ul style="list-style-type: none"> <li>• <i>Butch DeFillippo, Managing Partner, PlaySafe LLC</i></li> </ul>   |
| 3:30 p.m. -<br>4:30 p.m.  | <p>Group Interactive Work Sessions about the STC's Four Pillars of Strategic Priorities:</p> <ol style="list-style-type: none"> <li>1. Advocate on Critical Issues (<i>Athenia AB; 2<sup>nd</sup> floor conference level</i>)</li> <li>2. Market (<i>Portofino AB; 1<sup>st</sup> floor conference level</i>)</li> <li>3. Educate (<i>Palatine AB; 1<sup>st</sup> floor conference level</i>)</li> <li>4. Retain and Recruit Members (<i>Mykonos AB; 2<sup>nd</sup> floor conference level</i>)</li> <li>5. STC Global Market Initiatives: Discussion on the ways the STC can help its Latin American and European members in the global market (<i>Delphi AB; 2<sup>nd</sup> floor conference level</i>)</li> </ol> |



## WEDNESDAY EDUCATIONAL PROGRAM & MEMBERSHIP MEETING

Wednesday, March 25, 2015

8:15 a.m. — 11:30 a.m.

| LOCATION/TIME  | EVENT/SESSION  |
|--|--|
| <b>Aventine ABCG</b><br>(1 <sup>st</sup> floor ballroom level)<br><br>8:00 a.m.        | Call to Order — <i>President Rick Doyle</i><br>Anti-Trust Reminder — <i>William Bell, General Counsel</i><br>Chairman's Message — <i>Chairman Robert Thomas</i>  |
| 8:45 a.m.  | <b>Keynote Address:</b><br><br><b>As the 8th Largest Economy in the World, California is a Huge and Growing Market for the Synthetic Turf Industry, and a Bellwether for Where the Opportunities Await</b> <ul style="list-style-type: none"> <li>• <i>Ruben Rojas, Governor Edmond Brown's Appointee as Deputy Executive Director, California Infrastructure and Economic Development Bank. IBank finances public infrastructure and private development that promote a healthy climate for jobs, contribute to a strong economy and improve the quality of life in California communities</i></li> </ul> |
| 9:30 a.m.  | <b>What Do Synthetic Turf Sports Fields, Tourism, and Youth Sports Have in Common?: The Impact of Synthetic Turf on Our Youth and in Our Communities</b> <ul style="list-style-type: none"> <li>• <i>Brian Storm, President, FIELDS</i></li> </ul>   |
| 10:15 a.m.   | <b>Group Interactive Work Sessions Reports:</b> <ul style="list-style-type: none"> <li>• Advocate on Critical Issues</li> <li>• Market</li> <li>• Educate</li> <li>• Retain and Recruit Members</li> <li>• STC Global Market Initiatives               <ul style="list-style-type: none"> <li>○ Latin America</li> <li>○ Europe</li> </ul> </li> </ul>   |
| 11:30 a.m.   | Adjournment of the STC Spring Membership Meeting   |
| <b>Portofino AB (1<sup>st</sup> floor ballroom level)</b><br><br>1:00 p.m. - 6:00 p.m. | <b>ASBA Certified Field Builders Exam</b><br>(Preregistration required)  |

Thank you for your attendance!

See you at the 2015 STC Annual Membership Meeting:

October 5 — 7, 2015

JW Marriott Atlanta Buckhead in Atlanta, GA