



SFMA Intermountain Annual Meeting & Conference

Held in Conjunction with the Utah Recreation & Parks
Association (URPA) Annual Conference

March 10th-12th, 2025
St George, UT
Dixie Convention Center



2025 SFMA Intermountain Conference

What is SFMA Intermountain

Intermountain SFMA represents the Utah, Idaho and Nevada region of the Sports Field Management Association, the leading organization dedicated to advancing the sports field industry and its professionals. SFMA members blend the science of turfgrass management with the art of field maintenance to create safe, high-quality and visually stunning playing surfaces. At the heart of SFMA's mission is the commitment to athlete safety, whether for young beginners or seasoned professionals. Being a member of Intermountain SFMA connects you to a powerful network of industry peers, ready to share insights, expertise and best practices for all aspects of sports field management

WHY Attend This Conference

In cooperation with URPA, SFMA Intermountain is excited to host a conference for current & interested SFMA Members. The SFMA Intermountain Region Conference will be our cornerstone event for sports field professionals offering benefits like:

- **Professional Development**
 - Access to workshops and sessions led by industry experts
 - Learn about the latest techniques, tools and innovations
- **Networking Opportunities**
 - Meet peers, vendors and leaders in the sports field community
 - Build relationships to provide support & resources throughout your career
- **Hands-On Learning**
 - Participate in live demos and practical sessions
 - Gain firsthand experience with cutting-edge equipment and technologies
- **Industry Recognition**
 - Celebrate accomplishments in the field through awards and honors
 - Stay informed on the latest trends to maintain a competitive edge
- **Organizational Growth**
 - Discover new solutions and suppliers to improve operations and efficiency
 - Learn strategies for sustainable and cost-effective field management



550+ Attendees



100+ Speakers



100+ Booths



Awards Luncheon



Activities,
Auctions, BBQ

“Happy or Not” Conference Satisfaction Rating of 96%

Tentative Conference Schedule

Monday, March 10th

Demo Day & CEU Sessions
Golf Tournament
Pickleball Tournament
Snow Canyon Ebike Tour
Opening Social

Tuesday, March 11th

Keynote Speaker
Educational Sessions
Vendor Show & Luncheon
Scholarship Auctions
CURPA BBQ - Live Auction

Wednesday March 12th

Optional Off-Site Field Tour
Educational Sessions
Scholarship Auction
Awards Luncheon
Closing Social - Game Night



SFMA



Parks & Planning Highlights

In addition to a variety of classes on leadership, advocacy, trends and customer service look for this great line up of SFMA, Parks & Planning Sessions!

Monday

- Fields & Parks Demo Day - Featuring Hands On Equipment and Services Demos!
 - Includes 4 CEU Eligible Sessions!



Tuesday

- Keynote Session, Vendor Hall and Educational Sessions Including:
 - SFMA Annual Meeting -- **Dan Farns**
 - Equipment Safety -- **AJ Ferguson**
 - Everything You Need to Know About Bermuda Grass -- **Eric Marble**
 - Elevating Playground Safety & Design with Sustainable Turf Solutions -- **JD Doyle**
 - Redesigning & Retrofitting an Existing Park or Complex -- **Corey Bullock & Jered Plouzek**
 - Sports Field Best Practices with University Experts -- **Panel Discussion led by Dan Farns**
 - FIFA World Cup: How We Became a Base Camp -- **Brett Call**
 - Pedals & Progress: Building Bike Parks & Pump Tracks -- **Drew Welch**
 - Think Outside the Center: Indoor Programming Solutions -- **Bryce Merrill**
 - Parks, Planning, Cemeteries, Sports Fields Roundtable Discussions -- **Trent Dyer, Dan Farns & Lorenzo Lopez**

Wednesday

- Awards Luncheon and Educational Sessions Including:
 - UYSA Legacy Fields: The Shiwits Soccer Fields Project -- **Offsite Tour leaving at 7:30 AM and Returning at 10:00 AM**
 - New Technology in Sports Lighting -- **Jamie Rock & Dave Chugg**
 - CIP and Playground Inventory -- **Jake Motter**
 - Design Session -- **Rob Donigan**
 - Turf & Tree Aeration: Correcting Major Soil Problems -- **Shane Richards**
 - How Branding Can Impact Your Crew, Career & Community -- **Meg Kruger**
 - Changing the Perceptions of Natural Amenities -- **Sam Braeger**
 - Field and Park Design Session -- **Andrew Noorlander**
 - Field Manager Online Training Opportunities -- **GTP Multiple Presenters**
 - New Parks, Playgrounds and Facilities Highlights from Around the State -- **GTP Multiple Presenters**
- SFMA & URPA Closing Social Game Night -- 7 to 10 PM



How to Register

Registration is Open online at URPA.org



Full Registration Includes

- Monday Demo Day with 4 CEU Sessions
- Access to all Educational Sessions
- Off Site Tour of UYSA Legacy Fields
- Opening Social at Little Valley Park
- Vendor Hall & Luncheon
- CURPA BBQ & Social at Washington Community Center
- Keynote Session
- Morning Coffee & Juice Bar
- Awards Luncheon
- Closing Social Game Night!
- Post Event Online Session Recordings
- Professional Networking Opportunities

Cost

Registration can be found at URPA.org -> Upcoming Events -> 2025 Annual Conference
Early bird discount pricing offered through February 14th

| Registration Type | Early Bird Fee | Conference Fee | Single Day Tuesday | Single Day Wednesday |
|-------------------------|---------------------------------|----------------------------------------------------|------------------------------|------------------------------|
| | Now – February 14 th | February 15 th – March 12 th | Now – March 11 th | Now – March 12 th |
| URPA/SFMA Member | \$425 | \$475 | \$250* | \$250* |
| URPA Board or Presenter | \$350 | \$395 | \$225* | \$225* |
| Non-Member* | \$490* | \$540* | \$275* | \$275* |
| Student* | \$95* | \$115* | \$75** | \$75** |

*All non-member, Full Conference Pricing Includes 2025 URPA Membership

*Student is defined as a full or part time student in Parks & Rec or related program NOT employed as a full time Parks & Rec Professional

*Single Day Registration Includes Conference Bag and all events on registration day

Volunteer discounts available by contacting Janell at Conference@URPA.org

Host Hotels

- Links to Host Hotels can be found at URPA.org/annual-conference.html
 - Best Western Abbey Inn -- \$134 per night -- Cutoff 2/9/25
 - Fairfield by Marriott St George -- \$139 per night -- Cutoff 2/14/25
 - Hilton Garden Inn St George -- \$139 per night -- Cutoff 2/14/25
 - Holiday Inn St George Convention Center -- \$139 per night -- Cutoff 2/14/25
 - Hyatt Place St George Convention Center -- \$149 per night -- Cutoff 2/14/25