



Mid-Atlantic SFMA Commercial members in good standing are eligible to vote to fill 1 commercial seat on the Board of Directors for a 1 year term.

2025 Commercial Director Candidates

Mike Boekholder



As a 30+ year veteran of the turfgrass industry and President of Boekholder & Associates Sports Surface Design and Consulting, I am dedicated to preserving and growing the tradition, legacy and craftsmanship of natural grass playing field maintenance at all levels of sport. I strongly believe that natural grass provides the safest, most environmentally friendly choice for all athletic fields, and it is our duty as an industry to aggressively promote its use and benefits. As a consultant and designer of high quality athletic surfaces, I am proud to support, promote and encourage the dedicated individuals that maintain these playing fields on a daily basis... you and you alone are the difference between a quality field and one that completely fails.

Jason Jarvis



I live in Shrewsbury, PA with my wife Kelly and my 16 year old son Trevor. In my spare time I volunteer my time coaching my son's athletic teams. Currently I am assistant coaching my son's varsity/ junior varsity basketball team.

I grew up in the suburbs of Detroit Michigan and obtained degrees at Michigan State University in Finance and Golf Turf Management. I worked in the golf turf industry for 12 years before moving over to athletic fields. I have now worked in the athletic turf industry for Over 20 years. I have held the position as turf and operations manager for almost the entire 20 years. Currently working at K&C Grounds Maintenance for almost 6 years. Responsible for all aspects of logistics, accounting, personnel management, scheduling, purchasing, budgeting, and sales for the turf division. Specializing in maintenance and renovations with an emphasis on budget maximization.

Goals for MASFMA would be to maximize membership knowledge regarding local contractors in the mid atlantic. As a former golf course superintendent I know how difficult it can be to find a qualified contractor to accomplish a project. The same would hold true for MASFMA members trying to get ideas of costing for projects or simply what can be done to improve their athletic fields. In my experience, there is always a "sweet spot" to accomplish a project within a customer's budget constraints.