

SPORTS TURF MANAGER

Official Newsletter of the Sports Turf
Managers Association

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President's Message

Upward and Onward

by Rich Moffitt, President

By the time you read this, one half of the year 2000 will have past. The January 17 to 21 dates of our 12th Annual Conference "Tampa 2001: Upward and Onward" are rapidly approaching. It's obvious we're living -- and working -- in a fast paced world.

Upward and Onward is not only a Conference theme, it's a fitting description. Upward because we're reaching new heights as individual professionals, as a profession, and as an association. And Onward, because we're moving forward at this higher level, looking ahead and tackling the challenges.

Your STMA Board and the Strategic Planning Committee have begun the task of preparing the Association to move forward and reach new heights in the new millennium.

A major item that took shape during the Strategic Planning meeting was the development of an updated Mission Statement. Now, a Mission Statement is much more than a lofty sounding sentence to put on Association literature. It's a clear statement not just of what we are, but also of what we are becoming and what we will achieve. It's a powerful tool to give a united sense of direction and focus to an organization.

Here is the updated STMA Mission Statement: *To be the recognized leader in strengthening the sports turf industry and enhancing members' competence and the acknowledgement of their professionalism.*

This Mission Statement was discussed, debated, and totally worked over at the Strategic Planning meeting and then ratified by the STMA Board at the June Board Meeting.

The words were carefully chosen for the messages they represent.

For example, consider the word strengthening in the phrase "strengthening the sports turf industry." Strengthening is the process of making stronger. Key areas associated with being strong are performing well, being morally powerful, being intellectually powerful, and leading with authority.



Rich Moffitt

Consider the word enhancing in the phrase "enhancing members' competence." Enhancing is the process of improving the quality, of making better. And competence in that same phrase is the condition of being competent, well qualified, capable, fit to accomplish the requirements of the position.

Also consider the word acknowledgement in the phrase "the acknowledgement of their professionalism." Acknowledgement is the recognition of something and the affirmation that something is true. In this case, that sports turf managers are professionals whose professionalism is to be recognized and affirmed.

Your Board believes this Mission Statement clearly expresses where we have come from the formation of this Association, and what we are becoming and will achieve. All this is possible because of you. Your dedication to your role as a professional and your commitment to the profession have led you to become STMA members and to support your Association. In turn, your Association must serve you. As part of the development of the STMA Strategic Plan and the key strategies to implement it, your Board will be asking you to tell us how to best serve you. You will be asked through a survey for your input to help define your wants and needs and to provide feedback on the scope of your position in the industry.

STMA is, above all else, your Association, formed and functioning to serve you. Working together, we can not only achieve everything the updated Mission Statement expresses, but also deliver on our ultimate goal as stated in the updated STMA Positioning Statement: "Providing the best sports surfaces for all levels of play."