President’s Message

The Web We Weave
By Rich Moffitt, President

In today’s world, promotion is part of everyday life. Your radio, TV, and newspaper push the hype: new and improved, bigger, better, faster, brighter. And, while the constant repetition of these terms does get tiresome, in reality, they do focus on the important issue of change. Change, for the sake of change, proves nothing. Change that actually improves something is the key to success.

Change is a vital part of sports turf management. Through the introduction of new ideas and new technology, we have made great strides in the level of athletic field design, construction and maintenance. Whatever the age or skill level of the athletes who play on your fields, you are never satisfied with good enough. You want to provide the best possible playing conditions and are willing to do whatever it takes to make that happen.

STMA, as the organization that represents you and this profession of sports turf management, also is dedicated to doing whatever it takes to get the job done. Part of the STMA “job” is promotion. We need to make everyone - from your employers to your field user groups to the general public - aware of who you are, what you do and, most importantly, why it matters.

As part of the ongoing campaign to promote you and your profession, and to better serve our members, the STMA Website Committee is undertaking an extensive upgrade of the website (www.sportsturfmanger.com). It will be new and improved, bigger, better, faster, brighter. And that’s not hype. This change will provide a more interactive forum for you to connect with your peers to exchange ideas and fine-tune your own sports turf management program. This change will make it easier for you to tap into industry news and keep up with the latest in research and technology.