

SPORTS TURF MANAGER

Official Newsletter of the Sports Turf
Managers Association

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President's Message

STMA Benefits You

by Gil Landry, Jr.
1993-94 President

As the STMA executive committee wrapped up its annual Winter meeting, it occurred to me how much our association has grown. We have added more than 150 members in the past year, our members are gathering recognition around the country, and we have begun to finalize our fifth annual conference and exhibition.

Conference Set for November

Our 1993 Annual Conference and Exhibition will be held at Oriole Park at Camden Yards November 6-9 in Baltimore, Md. Mark your calendars now. Conference co-chairman Greg Petry and Dr. Henry Indyk have worked on arrangements closely with the Chesapeake Chapter, represented by Joe Ardolino and Paul Zwaska. I'm confident this committee will do everything possible to develop an exciting and successful conference and exhibition.

Because of STMA's growth, we are facing a challenging and exciting time in our industry. By far, the most important task our association faces today is preparing for the future. Beginning my first term as president, I remember looking at challenges ahead and wondering if we would be able to succeed. Fortunately, with the help some dedicated professionals, we are successfully meeting our challenges, making necessary and important changes, and creating new challenges for our future. Like the sports we prepare for, teamwork leads to success.

Show your STMA Pride!

There is a major camera company that uses the slogan, "Image is Everything." This slogan is true for STMA — the success of our association depends on our image, not only to ourselves, but to our potential members. The impact we have on the sports turf industry also will dictate our success for years to come.

Obviously, the larger our association, the stronger our voice is for influencing educa-



Dr. Gil Landry Jr.

tion and technology. To increase our membership, however, we must rely on our strongest asset to get our message across — individual members like you. We've grown rapidly this past year, and we can only get better. We can grow not just in numbers, but in maturity. We've made some significant management decisions this year, decisions that will help this organization prosper down the road. But the real success of

this organization will be you. You must get involved, demand results from your leaders and take an active role in STMA.

◆
*The most important
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◆

Refer New Members

If every member committed to bringing in another member, we would be 1,200 strong. That equates to more funding,

which brings more educational programs, scholarships and membership benefits.

Create a pitch, copy the membership application on page 7 for a friend, and renew your membership in the process. There's also greater incentive — free airfare or hotel accommodations. Details for the member referral contest are on page 6.

The time we take to enrich our position in the industry will also enrich the positions of those around us.

The Future is Bright

The future of the sports turf industry looks better than ever. New technology, quality educational programs, and safety awareness are areas that are demanding our attention. The association you are building with your membership dollars and volunteer support is prepared to offer the resources to meet our challenges. After all, teamwork is the basis of our industry! □