

Headquarters Update

by Steve Trusty, Executive Director

Membership Update

STMA has added 104 new members since January 1. Welcome aboard! As of June 30th, our membership stands at 646. While this is a very small portion of the number of potential members, it is substantial growth over a year ago. I'm also pleased to report that our retention rate is at least 84%. I'm told that this is a better retention rate than previous years and for an organization such as ours it is an excellent rate. Naturally, we'd like 99.9%, and would love to welcome all former members back into the fold. STMA is on the move and growing. Besides the benefits of membership that attracted the new members and prompted the renewing members, your Board of Directors and committees are hard at work to provide even more services. They want your input and they want STMA to even more closely meet the needs of those responsible for maintaining safer sports turf areas. Contact your board members or this office any time you have ideas. Talk to your peers. Let them know about STMA and why you belong. Pass along a membership application. Just think what could happen if each one of you sponsored one new member. How about two?

Watch for your September issue of sportsTURF for details on a new membership campaign.

New feature in your Newsletter

Several members have suggested that we provide some type of Q & A column. When I met with the Great Plains Chapter in June, member Tim Estes came forward with a way to handle the column and offered to provide the lead-off question and the Wichita answer. As he stressed, this is not the only way to do something -- either in this column setup or in whatever field situation is being addressed. For now, the idea of the column is to throw out a question and print the response of several members. The response is just their way of doing it. Because sports turf management is an art, as well as a science, the

idea is not to establish this is right and that wrong, but rather to establish that -- with the field conditions I face and with the resources of materials, dollars and labor my facility has available -- this is how we get the job done. **How Do You Do....?** will provide several ways of answering one question. We want to cover a variety of topics and different types of fields over the

course of a year.

This is your newsletter -- designed to fill your needs. Give us a call at 800/323-3875 and let us know what you think about this feature. And -- if you like it -- give us your **How Do You Do....?** questions or tell us "How you do...."

Keep it green!

STMA

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is short.
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