

Headquarters Update

by Steve Trusty, Executive Director

New member applications keep rolling in. Welcome to you all!! Many of our new members come from our ads in sportsTurf and other industry publications. Others come from our attendance at related industry shows and conferences. Our best source of new members continues to be current members.

How many new members have you told about STMA? If you would like some membership brochures to hand out to your peers, call the office and we'll send you as many as you can use. If you would like us to mail or fax information to someone, just call the office and provide the information. We'll be happy to contact others on your behalf to assist in spreading the word.

Speaking of members, there are now over 1200 of you paid up for 1998. That is a new high for a current year period. You might recall a report last year of about 1200 members, but that included all members in December that had paid for 1998 and those whose membership had not yet expired for 1997.

While, according to what we hear from other associations, STMA non-renewals are quite low on a

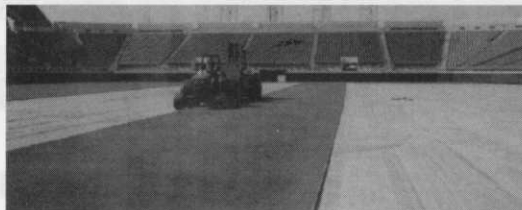
percentage basis, we hate to lose even one member. Your board is in the process of contacting each of the 1997 members who had not renewed as of June 15th. There are always those who leave an industry or drop out of a group through no fault of the association. We want to make sure that all former members know that they matter and we want to know if there is anything that has been done -- or not been done -- to cause a person not to renew their commitment to STMA.

Really, we hope that any of you that have any concerns about the value of your STMA membership would contact headquarters and/or any board members to express your concerns so that they may be addressed. Your board is working hard to implement the programs that will meet your needs and your headquarters staff has the responsibility of carrying out the board's direction. Don't hesitate to let us know what we can do better.

As I write this column, I am about to head to Ohio to officially welcome one of STMA's two newest chapters. I welcomed the other new chapter in Michigan

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ARE WE INSTALLING TURF OR STRIPPING??

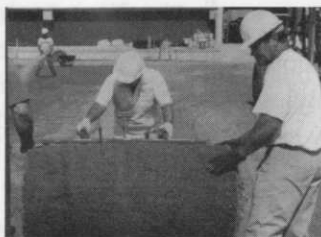


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in June. Board member Bob Curry, Suz and I also had the opportunity to meet with a group holding their first meeting to start a chapter in Texas. One of the most enjoyable opportunities I have as your Executive Director is getting out and meeting you at your facilities or at one of your peer's facilities as you share your experiences in a Chapter setting. Not only do I get a chance to hear first hand what you want from your association, I get a chance to learn more about what you do everyday. This helps in developing ideas to help you get more out of your STMA membership. Chapters are an excellent tool to provide more helpful information on a local level to involve those who are not yet able to get involved on the national level. They also provide opportunities for several members of your staff to share in one-day educational and networking sessions throughout the year.

I look forward to seeing you soon. If you don't have a chapter in your area and would be willing to help get one going, let headquarters know and we'll help you get started.

You should have received your new compendium, Sports Turf Topics 1997-98, and your new 1998 Membership Roster. We're sure you'll make good use out of these during the year ahead. If you haven't received your copies, please let us know.

Until next issue, we hope that just one of your membership benefits provides more value than your investment and everything else is a bonus.



Trusty Tips®

- Add such weather data as temperature, humidity, precipitation and wind speed and direction to your daily maintenance log. This will help you track results of current procedures and give you a more accurate long-range database for planning and budgeting in the future.
- Review your contacts and communications system with those who schedule field use and manage on-field activities for fall sports. Be sure you're all working together for player safety and optimum use of field resources.
- Excessive heat and drying winds may cause turf and ornamental plant materials to show signs of moisture stress even though sufficient soil moisture is present. Use syringing to reduce evapotranspiration without increasing soil moisture.

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