

SPORTS TURF MANAGER

Official Newsletter of the Sports Turf
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President's Message

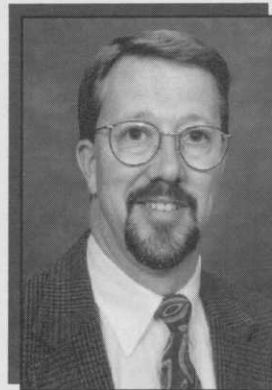
Wow - What A Year!

by Steve Guise, President

There's some major recognition happening for our industry – sportscasters covering play at the organized amateur, high school, college and professional levels are beginning to acknowledge the great fields as well as the poor ones. They're noting excellent playing conditions before and during the game and discussing rapid field recovery following heavy rains or snows. They're acknowledging that it takes someone with a combination of education, experience and commitment to keep these fields at safe, playable levels, for game after game, week after week.

We need to keep encouraging this positive reaction to our efforts. We should say, "Thanks for noticing the results of our work. We appreciate your bringing it to the attentions of the public." Maybe we can become more accessible to those members of the media seeking our input prior to the games they are covering, and afterwards as well. We can alert them to special projects that may be newsworthy – such as a Chapter tackling a field renovation as a service project, or a hands-on mound building or field painting demonstration for a group of volunteers. These types of events make great copy for the local newspapers and TV. The better the connection with media personnel during the good times, the more likely they will be to seek your explanations about the contributing factors when conditions are less than ideal.

STMA is moving forward by leaps and bounds – Thanks to all of you. Membership for 1998 has topped the 1254 mark and we have 12 officially affiliated Chapters, plus several working toward affiliation. The Certification Program continues to move forward with more exciting news to be announced at the 1999 Conference. And, that Conference looks to be bigger and better than ever before.



Steve Guise

I know some of you are having a hard time deciding on which choice to make for the Wednesday and Sunday events. Will it be golf or the Seminar on Wheels session for Wednesday – and on Sunday, will it be the Seminar on Wheels tour to multiple sports facilities around the Phoenix area, or the Seminar on Wheels tour to the Tucson area? Then there are those decisions on which of the three concurrent sessions you want to attend – and which Round-Table groups you want to join. Now here's where cloning would come in handy.

Some really great items are coming in for the Silent Auction, Live Auction and Raffle – and there's still time to make your contribution, even at the Conference itself. All funds raised through these three events go into the Scholarship and Awards program. Again this year, Scholarship winners will receive their monetary award AND full conference registration plus up to \$500 toward their expenses to attend the Conference. Be sure to meet, greet and congratulate these folks. And...if you're looking for an intern or new employee, maybe you'd like to pick up a resume or arrange an interview.

It's going to be GREAT!! See you there!!

Steve