

SPORTS TURF MANAGER

Official Newsletter of the Sports Turf
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President's Message

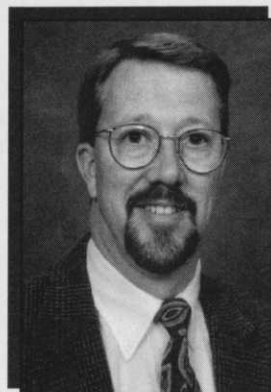
Strategic Planning

by Steve Guise, President

As our organization grows, our Board of Director's roles and goals change dramatically. We've moved beyond that start-up stage and -- thanks to the efforts of many dedicated members, including previous and current Board members -- we've moved past the stage of struggling for survival. STMA now has a solid financial base from which to grow and develop. To insure the continued success of your association and to provide a vehicle that will meet your needs in the long-term, strategic planning for the future of the STMA has become a top priority of the Board. President-Elect Rich Moffitt has been selected to Chair a new Strategic Planning Committee to begin the long-term commitment of laying the tracks that our organization will follow.

This will be a rather long and detailed process, involving frank assessment not only of where we are as an association, but also of where we want to be in the future - and the path we need to follow to get there. We'll also need to develop a system of checks and balances to review our progress and periodically redefine our goals. After research and discussion, the Board feels that it is necessary to identify an individual or firm that has past experience with associations similar to ours yet is not so involved within our industry to focus on the "up close and personal" rather than the big picture. Rich Moffitt and his steering committee are in the process of identifying an outside facilitator that will bring a clear and non-biased review of our Association and be able to help direct us in a process of planning that will lead us into and through the new millennium. This is an exciting time for STMA so stay tuned for more details

Your Board held their quarterly meeting in San Diego on March 12 and 13.



Steve Guise

Part of the meeting focused on the program for the St. Louis Conference to be held January 12 -16, 2000. The Headquarters hotel is the Regal Riverfront Hotel located just across the street from the Gateway Arch and the Mississippi riverfront, with easy access to Busch Stadium, St. Louis Centre and historic Laclede's Landing. If you're planning on attending and are interested in volunteering to "lend a hand," please contact us now.

Spring is a prime time for Chapter Work Shops and Community involvement. Plan ahead to support your local members with educational programs as well as community events. I challenge every chapter this year to select a field with financial problems or understaffing and bring together the "STMA family" of professionals and commercial members to volunteer your time, equipment and expertise for a community project. Send information on dates and times and we will support your efforts by getting the word out. Document your project with photos. It will be fun to share them with participants, it will make a great "how to" record for future chapter projects -- and it could be a possible feature in a future edition of the newsletter or sportsTURF.