

SPORTS TURF MANAGER

Official Newsletter of the Sports Turf Managers Association
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Volume XVIII Number 2
March/April 2000

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President's Message

Spring is here, and here early in much of the country. For many of you, that warm weather pattern has compressed your pre-season preparation time, requiring your fields to be "player ready" before the normal target date. And they were ready. You rearranged priorities, adjusted maintenance schedules, and showed your expertise at multi-tasking to get your fields in shape for practices and play.

All that was possible because you had a strategic plan. You knew exactly what you needed to accomplish and had developed a series of procedures to achieve that goal. To develop that plan, you combined your knowledge of agronomics, turfgrass physiology, sports-specific field maintenance issues, site-specific maintenance issues, personnel management issues, budgetary issues, weather-related issues and, most likely, a bunch of other factors. All that is necessary in the complex position of sports field management. And key to your success is something very basic, yet essential to all your planning: knowing exactly what you need to accomplish.

Just as strategic planning is a vital part of your job, it's a vital part of the Sports Turf Managers Association.

The Founders of STMA had a strategic plan with a definite goal back in 1981: the formation of an organization that could serve as a vehicle for exchanging information on sports field construction, establishment and maintenance to raise the safety and playability levels of athletic fields. That goal is reflected in the STMA Mission Statement, "To be the leader in the sports turf industry, to enhance, promote, and improve professionalism through excellence in communication, training, research, education and services."

STMA has come a long way since 1981. We've established a strong membership base at both the national and Chapter levels and we're attracting more international



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members. We've established a strong financial position to support our programs and our growth.

The Certification Program is up and running. It's a key to advancing professionalism within the sports turf industry and gaining recognition for that professionalism within the green industry, athletic community and general public.

The Sports Turf Foundation, a 501(c)(3) corporation, is being developed to focus on research and education specific to the sports turf industry.

I join with our current and past Officers and Board Members in thanking each of you for the contributions you've made to STMA's progress.

But we've just scratched the surface of what there is to accomplish. So, we're tackling a Strategic Planning initiative to better define the STMA vision and the procedures it will take to move forward in the new millennium. And again, we're asking your help. Please think about what you want STMA to become in the future, what goals you'd like STMA to achieve and what services you'd like STMA to provide. Then tell us about them. Contact any of your Officers or Board Members directly (see column at left) or contact STMA Headquarters by phone, fax or e-mail. All the information you provide will be shared with the Strategic Planning Committee and taken into consideration as the initiative moves forward. With a comprehensive Strategic Plan, YOUR association will continue its pursuit of excellence well into the twenty-first century.