

# Headquarters Report

by Steve Trusty, Executive Director

As I write this column another record setting Membership Roster is being finalized and readied for the printer. It will be the largest STMA Roster ever due to two very positive reasons. First of all there will be a record number of members listed. Last year at this time, STMA had 1,424 members; this year's directory will list at least 1,680 members. The STMA office staff is in the process of double-checking all of the member's listings for accuracy. They have tried to contact every member for updates. The other reason this year's Roster will be a record size is that we have added a feature to provide more service to all members. All Category V (Commercial) members have been given the opportunity to provide a brief description of their goods or services (in 25 words or less) to be included with their main listing in the Roster. Besides giving more exposure to our suppliers, it gives the Professional members more information to help them find their needs. We hope you like and use this information.

Your Conference Committee is hard at work finalizing plans for another terrific conference. Have you included Tampa 2001 in your budget? Have you marked your calendar for next January 17 to 21 to assure your schedule will get you there?

The Strategic Planning session has been held and your Board will be reviewing the outcomes from that to set the stage for the next 3 to 5 years.

The Foundation Planning Committee is meeting the last Saturday of May to work out all the details of setting up a separate 501(c)(3) corporation and make their recommendations to the Board. All contributions to this type of corporation can be fully deductible on individual and company tax returns. Dues and other payments to STMA are not deductible except as to how they might qualify as a business expense. 501(c)(3) Corporations can be involved in education, research and scholarships. When properly set up, STMA and the foundation should be able to maximize the best combination of accepting payments into STMA, donations into the foundation, and programs adequately funded to benefit the entire sports turf industry and the athletes at all levels that utilize the fields.

Your Certification Committee is in the process of scheduling a date to get together to work out a number of details to further the certification program. Items to be discussed include increased internal and external marketing. How can we get more of you involved in the program and how can we get employers and the public to recognize the abilities of the Certified Sports Field Manager? We also need to streamline the processes for tracking CEUs and ISPs to make it easy and fair to the participants and the office staff.

As always, if you have any comments or suggestions for any of the activities of STMA, the Board, committees or staff, don't hesitate to let us know.

I have been able to make a number of Chapter visits and have several more scheduled. It is a real treat to be able to get out and see so many of you. I welcome the opportunity to update you on your association's programs and to convey the benefits of involvement in STMA at both the national and local levels.

May your challenges be no more than you can handle.



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