

Headquarters Report

by Steve Trusty, Executive Director

The Roster has been finalized and is at the printer and binder. Look for your copy shortly. This edition has a record number of listings. This should be a valuable tool to help you contact other members and help locate suppliers. The Commercial Section is expanded again this year with brief descriptions, from all who responded, of their products or services. Utilize our Commercial Members as much as possible in recognition of their support of the industry. If you are dealing with a vendor that is not a member of a local chapter or STMA urge them to join and get involved to enhance their support of what you do and the industry they serve. Pay particular attention to those vendors whose sponsorship of the Roster helps cover the cost of this important member benefit. Look at their ads and thank them for their support.

Slowly but surely the CSFM program is expanding. While the number of Certified Sports Field Managers is not yet what we had initially anticipated, interest and inquiries both are increasing. At the last few chapter visits we have been handing out a one-page survey to get attendees feelings about the program. Between 10 and 20% of the attendees indicate that they plan to get certified within the next year or two. We are also receiving quite a bit of interest in a program for some type of certification for entry level or crewmembers. The Certification Committee will be analyzing the survey results and considering such a program. If you have any thoughts or suggestions, please contact Headquarters or one of the committee members. We are starting to see and hear about challenges being thrown out to get more people certified. At the Big 10 Conference Meeting that we attended in Bloomington, IN, Eric Adkins, CSFM, encouraged the attendees to make the Big 10 the first conference to have all of the Sports Turf Managers certified. Two out of ten are now certified. Chapters are vying for the lead in CSFM members. The Midwest Chapter currently holds the lead with Minnesota and Colorado right behind. For those working with professional sports teams, the Denver Broncos hold the lead with three CSFMs on staff. Do what you can to help put your chapter, conference or team in the forefront of professionalism.

While membership is at an all time high, there are many more of your peers that should be members of STMA. Whenever you have the occasion to encourage these individuals to join you will be doing them and your association a service. You know best what you get out of STMA. Share that with others and help your association become even stronger.

THE SURVEY SAYS. One of the many meaningful pieces of information gleaned from the every member survey is that the average Sports Turf Manager has a base salary of \$40,000 to \$45,000 per year. We have some members whose base salary is over \$85,000 per year. One way to get those averages up is to get the employers at all levels to recognize the importance of what you do and pay you accordingly. Your Marketing Committee will be

working on this project. More members will help make our voice that much stronger. Watch for more details on the survey to come out as the analysis is completed.

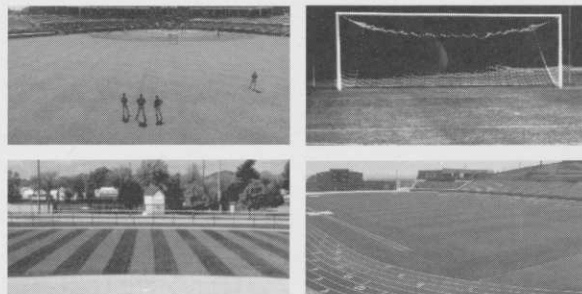
Your Board of Directors will be meeting in San Diego on July 27 and 28. As part of that meeting they will be looking at locations for the 2004 Conference. Many things go into the decision on selecting a site. Space to accommodate all of our needs, preferably keeping the trade show and educational sessions in close proximity is of prime importance. We want facilities that are pleasant and attract attendees. We need facilities that have more space than we need today to allow for growth. As we have said previously, we outgrew the Trade Show area in Las Vegas a year before going there but were very fortunate to find bigger and even better facilities to stage the best ever event. We try to get room rates that are not going to make it too prohibitive for the majority of our members. We need sites close by for the Seminars on Wheels. We look for things that will attract families and we look for good air connections. Having an active chapter in the area is also very helpful.

We hope that you take advantage of all the things your committees and Board are working on for you and spread the word to others in your area.



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