

The Most Bang for your STMA Buck!

by Mike Andresen, CSFM, Membership Committee Co-Chair

From the STMA office, Board of Directors and the membership committee I want to thank each and every person that took the time to complete and submit your feelings about STMA through the recent membership survey. The response was higher than anyone expected and the different committees are now taking the results and developing workable plans to help bring the strategic plan into adulthood.

The amount of feedback you provided by written comments was especially valuable to committees and makes this document-of-results a true gem for us to work from!



Nor-Cal Chapter Meeting - Networking at the Local level!

As co-chair of the membership committee, I can verify that the volunteer group of professionals serving on our committee has a mountain of great ideas to dissect and we are excited to see fruition of better, and new, initiatives in the near future. Every other committee feels the same excitement and is dedicated to helping STMA become the professional organization that you envision it to be. If you find yourself wanting to participate in this important step in the future of STMA, and haven't yet volunteered to serve on a committee, please call the STMA office and offer your service. Many hands make light work!

It is my honor to co-chair the membership committee with Kurt Nilsson, and I am grateful for the dedication of each person who has volunteered to serve with us. Without naming everyone, be assured

we've tried to assemble representation from all geographic and category memberships. We will be working very hard dissecting two major areas, member retention and member recruitment.



Networking on a Seminar on Wheels Tour, Tampa, Florida, January, 2001.

For member retention, we will be looking for ways to quickly involve each member into the STMA family. We want to make individuals feel connected to the organization from their first interaction with STMA, either at the chapter level or national level. Member orientation, as it relates to services, is a priority every member should be offered. Mentoring of new members is another priority item. Many of us know how to network with other members, but there are a lot of members who are intimidated by making that first call. This committee will work to help every member feel good about knowing where to go to get the answers they are looking for, and more importantly, having each realize that this is one of their major benefits from joining STMA! Other committees,

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such as the website, marketing, conference, and chapter relations, are taking on similar issues of membership services. Each of us has the goal of giving you the most bang for your STMA buck!

With regard to member recruitment, we will explore ideas, such as regional STMA events, brochures, registrations, and trade shows. Our goal is to publicize, externally, the commitment and dedication of STMA members to our profession. We also want to explore the potential of hosting a "mini-conference," possibly in an area of the country where a winter-timed conference is unworkable. We will also be exploring an incentive program for referring members. Is it possible to offer you incentives, such as discounts on clothing or conference offerings for referring

a new member? I don't know, but I assure you the answer will soon be coming!

I apologize for the rambling, but I hope you are as excited about STMA, and its future, as I am. I encourage you to speak well of the offerings that STMA now provides, and trust you will have more things to boast about in the future. Every one of us is important to STMA. I encourage you to sign up a new member and begin to mentor him, or her, today. The magazine, newsletter, compendium, website, and conference are all vital resources that we all depend on, but it's the unique camaraderie, networking, and communication that makes being an STMA member special. Thanks again for answering the survey. These are exciting times!



MEMBERS ON THE MOVE

STMA President, Rich Moffitt, now holds the position of Horticulture Curator at the Saint Louis Zoo. Moffitt also will continue to operate his sports field consulting company. Rich's number is 314/781-4520.

Abby McNeal, former Athletic Turfgrass Manager for the University of Colorado, has joined the team at Invesco Field at Mile High, as Sports Turf Manager. Invesco is the new home of the Denver Broncos. Abby can be reached at 720/939-8589.

Meldon Mitstifer, III, formerly the Assistant Head Groundskeeper for the Baltimore Orioles, is now Stadium Groundskeeper at Hershey Sports & Entertainment, Hershey, PA. You can reach Mel at 717/520-5573.

CONGRATULATIONS!

If you, or anyone you know has changed positions, give us call so we can help the word out!

CONGRATULATIONS!

to our 2 newest

Certified Sports Field Managers (CSFM's):

Richard Alford - Team All Sports

Bob Campbell - University of Tennessee

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