

# Headquarters Report

by Steve Trusty, Executive Director

As usual, since I last communicated to you through this column, much has been happening with STMA.

Your Board met in San Diego the end of July. Among decisions made at that meeting was the site selection for the 2004 Conference. After all the factors that I discussed in the last column were considered, your Board voted to award the 2004 Conference to the Town and Country Resort in San Diego. Plan now to be in San Diego January 21 to 25, 2004. The Super Bowl that year will be February 1 in Houston. The Town and Country is a family owned facility and will allow us to hold the Trade Show and Educational Sessions in close proximity to everyone's sleeping rooms at reasonable rates for a beautiful resort.

Your Board also approved the Membership Referral Program that was introduced with your copy of the Roster. This program rewards those members who make the extra effort to get others involved in STMA. See how many new members you can get and watch your cost of STMA services go down by using your Referral Coupons. Every new member you sign up earns you ten STMA bucks.

Another program approved by the Board was the sponsorship of a Sports Turf Manager of the Year Award for Minor League Baseball. We have agreed to initially sponsor these awards at the next three Baseball Winter Meetings. The Awards, one each for AAA, AA, Full-Season A and Short-Season A/Rookie, will be presented at the Awards Luncheon this year in Boston. This program will put the Sports Turf Manager on the same dais as the top publicity team, the top League President, the top reliever and the top Woman Executive in Minor League Baseball. Sports Turf Managers are definitely becoming better recognized.

I attended the American Society of Association Executives (ASAE) Annual Conference in Philadelphia the first part of August. ASAE is to association execs what STMA is to sports turf managers. I met a lot of great people and picked up ideas that I will be sharing with the respective committees. The design and hosting of the new STMA website is a direct result of that meeting.

Your various committees have been working hard to accomplish their projects and goals for the year. They are also working on their budgets for next year in preparation for the Finance and Audit

Committee Meeting in Omaha on September 12. The Finance and Audit Committee does the majority of work on the Annual Budget for presentation to your Board. The Board is scheduled to meet in Las Vegas on October 12 and 13.

If all goes as planned I will have made a presentation on Sports Turf Management at the Annual Conference of the Wyoming Parks and Recreation Association on September 19. STMA is providing two sessions at the National Parks and Recreation Congress in Denver on October 5. We will also have a booth there to inform Parks and Recreation Directors about STMA and what we offer to those in charge of their athletic fields.

STMA will have a booth at the FFA annual get-together in Louisville the end of October. I have attended the conference the last three years as a judge in the Turfgrass Management program. It is really refreshing to see 45,000 outstanding young people. Day in - day out they may not get much press, but with youngsters like this in leadership roles, our country will continue to be all right. What better place than that to plant the seeds for the future of this great industry.

Once again an STMA member has shown us how fortunate we are to be working with such a great group of individuals. We received a call from a member wondering if we had any connections to Make-A-Wish. He explained that his 7 year-old nephew was diagnosed with leukemia in June and was just completing chemotherapy. The nephew had planned to start his football career this fall, but those plans came to a screeching halt. The member wanted to get his brother and son to one NFL game to cheer him up. I called the member in the boy's area and explained the situation. I was told, "no problem, I have two tickets to each game that I haven't allocated, just let me know which game they can attend." Thanks (\*), you've made a little boy and his dad happy for at least a little while and the uncle is even more appreciative of his connections with STMA.

Until next issue, may you touch someone in a way that lets them know you care.



*\*names deleted for confidentiality reasons*