

## SPORTS TURF MANAGER

Official Newsletter of the Sports Turf  
Managers Association  
1375 Rolling Hills Loop  
Council Bluffs, IA 51503-8552  
712/366-2669, 800/323-3875  
(FAX) 712/366-9119  
(e-mail) SportsTMgr@aol.com  
(world wide web)  
www.sportsturfmanager.com



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## President's Message

### The Web We Weave

By Rich Moffitt, President

In today's world, promotion is part of everyday life. Your radio, TV, and newspaper push the hype: new and improved, bigger, better, faster, brighter. And, while the constant repetition of these terms does get tiresome, in reality, they do focus on the important issue of change. Change, for the sake of change, proves nothing. Change that actually improves something is the key to success.

Change is a vital part of sports turf management. Through the introduction of new ideas and new technology, we have made great strides in the level of athletic field design, construction and maintenance. Whatever the age or skill level of the athletes who play on your fields, you are never satisfied with good enough. You want to provide the best possible playing conditions and are willing to do whatever it takes to make that happen.

STMA, as the organization that represents you and this profession of sports turf management, also is dedicated to doing whatever it takes to get the job done. Part of the STMA "job" is promotion. We need to make everyone - from your employers to your field user groups to the general public - aware of who you are, what you do and, most importantly, why it matters.

As part of the ongoing campaign to promote you and your profession, and to better serve our members, the STMA Website Committee is undertaking an extensive upgrade of the website ([www.sportsturfmanager.com](http://www.sportsturfmanager.com)). It will be new and improved, bigger, better, faster, brighter. And that's not hype. This change will provide a more interactive forum for you to connect with your peers to exchange ideas and fine-tune your own sports turf management program. This change will make it easier for you to tap into industry news and keep up with the latest in research and technology.



Rich Moffitt

Improved methods of communication and an improved forum to enhance the positive image of the sports turf manager are key components of the STMA Strategic Plan as developed last year to direct the changes that are involved in the growth of this industry and your association.

Your input in the STMA Survey, conducted at the beginning of this year, confirmed that you were eager to take your programs and your association to a higher level. Your input helped direct the STMA Board to move forward with the Website upgrade because it was a vehicle you asked to have improved to help make that happen.

The web we weave, through the website upgrade, our membership promotions, our marketing committee developments, the interaction and networking of our affiliated chapters, and the continual forward progress of this industry and STMA are all changes geared for improvement.

This forward motion is emphasized by the theme of the STMA 13th Annual Conference & Exhibition, "We're on a Roll." The dates are January 16 - 20, 2002, and the site is Las Vegas, Nevada. Along with a jackpot of educational sessions, workshops, round-table discussions and tours, the biggest ever trade show, networking opportunities galore, there's even more. At the Conference, you'll have the opportunity to explore the updated Website and learn more about the options available to make it work even better for you. Make your plans now to join with your peers as we move forward together. We're on a roll and that's reality, not hype.