

SPORTS TURF MANAGER

Official Newsletter of the Sports Turf Managers Association

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President's Message

Planning is Key

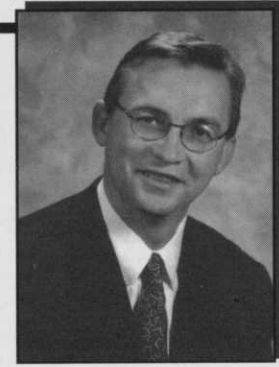
By Murray Cook

Planning is the key to success. Many of you plan throughout the year to ensure that your facilities and your careers stay on track. Some of you strategically plan at conferences, at your desk, in office structures and so on... I am sure I am not alone on this one - but for years I planned most of my work and career changes on a mower. Two hours a day, every day, without interruptions was extremely valuable. Once in a while the use of a headset for tunes would come in handy for enhanced meditation. (Even now I fight my son for the mower to take care of the yard.)

It's so easy to get bogged down on the challenges of the day and put off focusing on the big picture. But the most successful programs come from sorting through those always too long "To Do" lists, identifying the truly important issues, and tackling the planning necessary to make a positive impact on those issues. August can be a pivotal period towards preparing for your next sports season. Prioritizing and finalizing those capital improvement budgets also can use those final touches of planning. This can be especially important if you work for a municipality or other entity where multiple departments must submit their individual budgets for consideration in the overall budget.

Before you hop on that mower, take a few minutes to review the top items on your priority list to take full advantage of the uninterrupted planning time.

Are you ready to rumble!! Great things happen this time of year. Kids go back to school (which makes many parents very happy) and from high school to the pros the month kicks off workouts and exhibition games for FOOTBALL SEASON! The month of



Murray Cook

August signifies a seasonal change in many types of sports. The dog days of summer normally begin to wind down from baseball in August/September and begin to crank up with football. Fall is just around the corner.

Right now, temperatures and growing grass are still tough for many of you bluegrass lovers and of course great for the bermudagrass turf handlers. When I connect with friends in Arizona they talk about the dry heat and I talk about the humid heat. Well, for much of this summer, it has been just plain hot all over. In addition, many areas of the US are dealing with drought conditions and water-use issues. Other areas have been drenched with torrential downpours - and some have experienced flooding. Networking with other sports turf managers is a great way to plan solutions to whatever nature brings your way.

The other HOT news to share with you includes information regarding scholarship criteria. Details are in this issue and posted on the STMA Website now (www.sportsturfmanager.com). Information and application forms also will be sent to educators and to all STMA Student members shortly after Labor Day. Please contact Headquarters if you have questions or want further information.

P.S. Plan now to attend our Conference in San Antonio! (That's January 15-19, 2003)