

SPORTS TURF MANAGER

Official Newsletter of the Sports Turf Managers Association

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President's Message

by Bob Campbell, CSFM

The STMA Board of Directors met in Chicago July 18 through 19 with several important items on the agenda. As recommended by the Marketing Committee, the Board of Directors approved a new logo, tag line, and public relations statement. These are introduced on the front page of this newsletter, posted on the STMA website and announced via email messaging in a TurfBlast.

This was an important first step of the marketing plan we have developed to improve the image of our profession and organization. In order to wisely use our resources, the Board determined that we would continue to use existing printed materials, replacing them as supplies are depleted or new informational materials are developed, rather than immediately printing stationery and other informational materials with the new logo. I hope you are happy with the choice of the committee and Board. I believe it gives us a new, much cleaner, look. It is a symbol reflecting the professionalism of STMA and our members as experts on the field, partners in the game.

The Board also approved plans to move to an electronic newsletter starting with the January/February issue of 2004. Not only will this allow each of you to receive news of this organization in a more timely manner, it also will save the association several thousand dollars in printing and mailing costs. Watch for further details.

Another very important topic was the work of the Bylaws Review Committee. The Committee will present their recommendations on the STMA Bylaws, the STMA Code of Ethics and a newly-developed document, the STMA Professional Conduct Guidelines, to the Board for review. The Board will have a meeting by conference call in August to approve the Committee's recommendations. You will receive all of these documents for review in the mail later this summer along with a ballot. I urge you

all to take the time to vote. This is your opportunity to have a direct say in how this association is run.

After review and discussion, the Board approved funding for a new Membership Management System. Further details on this system are found in the Headquarters Report. This investment of STMA funds is a significant step forward in data management, allowing faster and more efficient information processing, and more efficient delivery of member services.

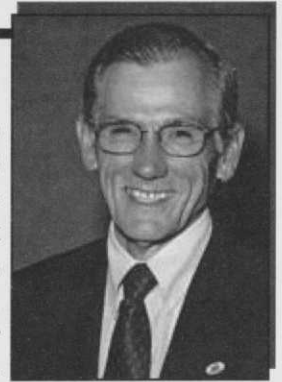
The 2004 Conference budget was reviewed and approved, with additional funding authorized for speaker services, with the goal of providing you with the even greater Conference educational benefits.

After considerable discussion of dues considerations for 2004 and in light of current economic considerations, the Board determined to hold the line at 2003 dues levels in all areas except one. Dues for additional members from a commercial member will be raised from \$50 to \$75, starting with the 2004 Membership Drive.

The Marketing Committee is continuing analysis of other associations and green industry groups in areas of membership recruitment, image enhancement/awareness and technical outreach, with the goal of forming outreach relationships and/or synergetic alliances that will benefit all involved.

Your input is encouraged and always welcome. Please feel free to contact me, any Board Member or STMA Headquarters with your questions, comments or suggestions.

Thank you for all the good things you do for this organization.



Bob