

Headquarters Report

by Steve Trusty, Executive Director

As I write this, staff is busy getting out the second notice to members who have not renewed their dues. While we are well ahead of last year at this time for dues receipts, we would like to see everyone renew their membership. Many things are happening to make your membership even more valuable. Your new Board, under the direction of President, Bob Campbell, CSFM, is considering a number of areas to improve member services. The Spring Board meeting will be in session or just completed as you read this. To all of you that have already renewed, THANK YOU for saving STMA the expense of an additional mailing to you. To those that haven't yet renewed, please do so ASAP to assure yourself uninterrupted membership and access to the website and your spot in the Membership Directory.

Your Conference Education Committee is already hard at work on next year's Conference in San Diego (January 21 - 25). If you did not send in an evaluation of this year's Conference, now is the time to let the Committee know your desires. Contact Headquarters or Conference Education Subcommittee Chair, Dr. John Sorochoan (e-mail: sorochoan@utk.edu). They do have a considerable amount of information to start from thanks to all of you that did take time to fill out an evaluation of this year's Conference. Most respondents made the effort to offer suggestions - and compliments. While a few contradicted each other, the Committees and staff will consider every comment.

Speaking of those evaluations, 98.1% of the respondents rated the Overall Conference Excellent or Good. 100% of the attendee respondents rated the Major League Baseball Workshop, the Sunday Seminar on Wheels Tour and the Sunday Sites Tour as Good or Excellent. THANK YOU to all that helped make these events so worthwhile. The General Educational Sessions were rated Excellent or Good by 96% of those returning evaluations. The Concurrent Educational Sessions received a 98% rating in the Excellent to Good area. Thanks to Tim Moore and his committee the STMA Awards Banquet received a Good or Excellent rating by 97.4% of the respondents. The Conference Pocket Guide that Adams Business Media published for the first time this year was rated Good to Excellent by 95% of the respondents. To the Question "Did the educational sessions meet the specific needs of your day-to-day activities?" 97% of the respondents checked "Yes". The Trade Show was rated Good to Excellent by 93.5% of the respondents. 79.3% of the respondents indicated that they would be making purchases of new products or services based on information received at the Trade Show. Of 54 respondents that provided an estimated amount that they would spend over the next year on those purchases, the total range is a little over \$1.5 million to over \$3.0 million. If these figures could be used as an average, over 30 million dollars in business could be conducted this year as a direct result of the Trade Show. The Exhibitors' overall rating of the Trade Show was also very positive. There are two areas that can definitely be worked on. Attendees need to make sure that they

spend as much time as possible in the Trade Show area and, while there, let the vendors know that they are appreciated. We also heard from a number of students and their instructors that many vendors didn't treat the students with the respect that they should have. Vendors need to remember that today's student is tomorrow's Sports Turf Manager.

Until next issue, may the moisture that you receive come at the right time and in the right amounts to meet your turf's needs.

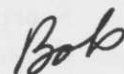


President's Message

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Education Subcommittee Chair, Dr. John Sorochoan, scheduled their first Subcommittee Conference Call in mid-March.

These Committees are working for you - the STMA members. Your input is encouraged and always welcome. Please feel free to contact any committee member with your questions, comments or suggestions.



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