

Headquarters Report

by Steve Trusty, Executive Director

In the last issue of your newsletter, I noted your Headquarters staff would be making one last round of contacting non-renewed members. This has been completed. As part of the process, each non-renewed member was sent a survey form to give them an opportunity to let us know why they hadn't renewed. Of those who didn't just send in their dues but took the time to fill out the survey, 41% said that they had intended to and just hadn't gotten it done. Of those that were not renewing, 21% said that they were no longer in the industry. Eight of the individuals that responded had some level or item of dissatisfaction with STMA. While your staff and your board strive to provide good customer service and valuable member benefits, we all recognize that sometimes individuals are just not going to be satisfied. That sure doesn't mean that we aren't all going to try harder. In fact, a couple of the items of concern have been addressed and your board is working at providing new member benefits.

The largest percentage of those not renewing is due to budget cuts. 60% of those not renewing said that spending freezes or budget cuts would not allow them to maintain their membership. I know that many of you feel that STMA membership is too important and valuable to let it drop and, no matter what, you'll get your dues paid - even if it means paying them out of your own pocket. It's great that you recognize the value of your association.

For those that have received the cuts, maybe nothing else can be done at this time. For those of you that might be facing such cuts in the future, I have a suggestion. Be sure to continually let those that control the purse strings know what you get out of your STMA membership. Let them know how much you saved with a procedure you learned from contact with another member or at a conference. Let them know how you can use the Members Only section of the website to get answers to challenges.

Show them the new TURFBLAST. If you haven't seen TURFBLAST, you are missing out on another great member resource. So, if you haven't supplied your e-mail address to Headquarters, now is the time to do it!! The TURFBLAST is being sent out every other week. As this column is being written, the first has gone out and I have seen drafts of the next two. There is a lot of valuable information in the TURFBLAST.

Four or more weeks pass between my completion of this column and when you will be able to read it. One of the great things about the TURFBLAST is that it can be changed to be most current almost up to the point of clicking "SEND". If you have news that you feel should be gotten to members quickly, please contact Rich King or Boyd Montgomery, CSFM.

And, if there is anything else you know of that would make your membership even more valuable, let your Board Members or Headquarters know about it.

Another thing that you can do to help your association

become more valuable to you and others is to tell more people about STMA and encourage them to join. See the information elsewhere in this newsletter about the "Referral Bucks" program. This is a true win-win-win situation. You help STMA, a new member and yourself.

As the season moves forward, remember it's not too early to start taking pictures to have available for your Field of the Year entries.

Awards Program Booklets and Membership Directories are the next big publications projects for Headquarters to finalize after this newsletter goes out.

Until next issue, may the athletes that use your facilities feel that they are playing on the best playing surface in the country.



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