

SPORTS TURF MANAGER

Official Newsletter of the Sports Turf Managers Association

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President's Message

by Bob Campbell, CSFM

It is hard to believe that, by the time you see this, half of my first year as president of STMA will have been completed.

The issues dominating most discussions at our annual conference were the Bylaws and Code of Ethics of STMA. A committee completely independent of the board and headquarters was formed under the leadership of Ken Mrock of the Chicago Bears. This committee has already begun the task of reviewing our current bylaws and will make recommendations to the membership on any changes or additions they believe would make STMA a stronger organization.

If you have any suggestions or concerns, please contact Ken or any committee member. However, you must hurry because time is running out if they are going to complete their work in time for the members to vote before this year's conference. This is a very important issue because the committee will be making recommendations for procedures and a code of ethics, one which all of us will abide by.

The other major issue was the marketing audit conducted by Akermann Public Relations of Knoxville. We have received the audit and the marketing committee plan for the association with the following major components. 1.) To build awareness of the profession. 2.) To develop an image campaign to battle current perceptions, and 3.) To show value of membership to all members.

If you have taken time to read the marketing plan on our website, I'm sure you will agree that it is quite an ambitious plan. It will take time, but we have already taken the first steps. As an organization, we must be committed to seeing this plan through so this association can reach its potential and provide valuable services to all of us.

Improving the image of this profession is paramount. I cannot think of a greater member service than that. It will be a long battle in which all of us as sports field professionals must be committed each day.

Hopefully you have already

noticed some of the initiatives such as the improvements of the website and the e-mail turf blasts, thanks to the time given by



Boyd Montgomery, CSFM. This is a vital effort to keep you informed on a more timely basis so you will have the opportunity to be more involved in the governance of this association.

Because of publication requirements, this article, as well as others, was written six weeks before you see it. I would call that old news and, hopefully, a lot has happened between the time I began this message and the time you see it.

Through Boyd's efforts, we are starting to work through this problem so you will be able to stay current with what is happening. For it to work, we need your current e-mail address. If you have not received any of these messages, please send your current address to headquarters. As the marketing committee works through the other initiatives, such as a logo redesign, they will attempt to keep you informed and, if you have any suggestions, let them know.

These are exciting times for STMA. The Board of Directors takes their responsibility seriously and has spent much time on the task at hand. However, we have only begun and will continue to work on ways to make this association even stronger with your help and support.

One final thought is to remind you that it is not too early to start making plans to attend the next annual conference. It is in San Diego January 21-25, 2004. The program is almost completed and promises to have many useful educational opportunities as well as the opportunity to revisit old friends and make new ones. For those who have not had the opportunity to visit this great city, please don't miss this chance.

Hope to see you there!

Bob