

Sports Turf Manager

FOR BETTER, SAFER SPORTS TURF. SPRING 2014. VOL. 27. NO. 1.

Introducing Sports Turf Canada

The new face of the Sports Turf Association

Guelph, ON – At the recent annual general meeting, members of Sports Turf Association Inc. (Sports Turf Association) voted to continue the provincial not-for-profit corporation into the federal jurisdiction. The result? Updated letters patent, revised and updated governing by-laws, and the introduction of a now Canada-wide organization. As part of this renewal process the Sports Turf Association intends to become known as Sports Turf Canada, registering Sports Turf Canada as a trade style name.

The Sports Turf Association launched a branding and marketing review in 2013 examining its core values, positioning statements and brand through discovery meetings and phone and email interviews with members, stakeholders, the board of directors and staff. During this process the necessity for a more

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CANADA

fitting corporation status, together with a title more reflective of its membership was confirmed.

Paul Gillen, now association past president, explains, “The nucleus of members of the Sports Turf Association has, since its inception in 1987, been based in Ontario. However we have long-supported sports turf managers from coast to coast. The transfer of our corporate identity into the federal domain recognizes more formally our dedication to the promotion of better, safer sports turf across the country.”

First identified as a goal at the inaugural meeting of the association, the emergence of a more national profile was strengthened in 2009 with the recognition of the Sports Turf Association as the Canadian International Affiliate Organization of the American Sports Turf Managers Association. It continued



Tennessee Propedo (L), newly elected president of Sports Turf Canada with first association president Michael Bladon (1987-1989).

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