

STMA IN ACTION

ASSOCIATION NEWS

STMA-CHAPTER NEWS

Currently, STMA has six regional chapters. Regional meetings help STMA members keep up-to-date on the latest in sports turf management and provide a forum for interaction between individuals facing similar problems. Borrowing a quote from the Florida

Chapter—"We learn from the mistakes and experiences of others because we cannot possibly live long enough to make them all ourselves."

Colorado Chapter: Sports Turf Managers Association—CCSTMA will stage a golf tournament on July 10 at Pine Creek Golf Course in Colorado Springs.

A workshop is scheduled for the first week in August. General topics will include care of softball/baseball fields and how turf managers execute the switch over to football/soccer play. For further information on any of these programs, or the Colorado Chapter, contact Bill Whirly at (303) 221-6660.

PRESIDENT'S MESSAGE

Dr. Gil Landry, Jr.

Through time, people have joined together to pursue common interests and share ideas. This cohesion has, time and again, proven to develop new ideas, inventions,



and principles. Associations evolve and exist for these reasons.

In the past 15 years, the number of associations in the United States and abroad has nearly doubled. According to the Washington, DC-based American Society of Association Executives (ASAE), seven-out-of-10 Americans belong to at least one of the nation's more than 100,000 national, state, or local associations. Twenty-five percent of all Americans belong to four or more associations.

Associations put the synergistic power of a group to work in solving mutual problems and attaining mutual goals. This is, of course, the very purpose of the Sports Turf Managers Association (STMA). The STMA enables people like yourself, who are in the same business, to freely share ideas and experiences.

While associations provide for education, socialization, and friendship, the need for associations such as STMA is mainly a matter of performance. By participating in STMA, you are positioning yourself and your company for

success. STMA is committed to disseminating scientific and practical knowledge about sports turf management directly to you. This very fact enables you and your company to stay in touch with the industry; what's hot, and what's not.

Belonging to and participating in STMA has its advantages. STMA and its local chapters offer the only specialized forum for sports turf managers and affiliated industries to discuss current trends and practices. And, in addition to the annual meeting and conference held once a year, STMA sponsors five regional institutes.

You also receive six bi-monthly issues of the STMA newsletter containing vital information on industry trends, technical practices, chapter and national news, and more. STMA recently agreed to lend its name to *sportsTURF Magazine*. As the official publication of your association, this magazine contains important industry association information. The editors of *sportsTURF* are working hand-in-hand with STMA Headquarters staff to cover the hottest sports turf industry news.

Other STMA priorities, which will directly benefit you, include establishing chapter development/relations standards that take into account both national and chapter needs; maintaining your voice in national issues such as the development of standards for athletic field construction and maintenance; and researching a national cer-

tification program that would cultivate professionalism and add leverage during job searches and salary negotiations.

The STMA is working for all sports turf professionals. We hope we are fulfilling your needs. We're working hard to cultivate and refine our resources to benefit you and your company. But more is needed—financially and functionally.

STMA is currently in the midst of its annual membership renewal campaign. If you have not renewed your membership in STMA, please respond to the membership invoice that was mailed to you in May. If you are not a member, please complete the membership application located in this magazine and forward to STMA Headquarters with payment. Feel free to contact Bret Kelsey, STMA interim executive director, with any questions: STMA Headquarters, 401 N. Michigan Ave., Chicago, IL 60611-4267, (312) 527-6710.

Note: Some of the principles and statistical information for this article were taken from "Principles of Association Management," A Professional Handbook, published by the American Society of Association Executives, 1975, '88, and '90; and "Associations Gain Prestige and Visibility by Serving as Expert Resources to the Media," by Helen Frank Bensimon, APR and Patricia A. Walker, APR, CAE; Public Relations Journal, February 1992.



Midwest Chapter: STMA— On June 24, The National Midwest Sports Turf Institute will be held at Wheaton College, Wheaton, IL from 8:30 a.m. to 3 p.m. On-site registration begins at 7:30 a.m. This Institute—"The Look of the Professional—Meeting the Challenge for High Quality and Safe Sports Turf," will combine practical demonstrations on athletic field maintenance techniques, educational sessions, and a trade show.

For further information, contact Mike Trigg, Waukegan Park District, (708) 360-4750.

Chesapeake Chapter: STMA— The Chesapeake Chapter will hold an All Day Field Day and Workshop on August 5 at the University of Maryland, College Park Campus from 8 a.m. to 4 p.m. For recorded details on this event, call the Chesapeake Chapter Hot Line at (301) 808-3966. For additional information on the Chapter and its programs, contact Ray Flood at (301) 601-4311.

STMA Florida Chapter #1—

For information on the benefits of involvement with the South Florida Chapter, or for details on meetings and chapter activities, contact John Mascaro

(305) 938-7477.

Carolina Chapter: STMA— On June 26-27, The Carolina Chapter's Sports Turf Institute will be held at the Greenville-Spartanburg Airport Marriott. June 26 hours are 8 a.m. to 5 p.m. June 27 hours are 8 a.m. to 11:45 a.m.

Educational seminars include: "Weed Identification and Control," presented by Tim Murphy, University of Georgia; "Environmental Efforts of Turfgrass Management," presented by Dr. Landon Miller, Clemson University; "Soil Testing," by Emory Jones, Clemson University; "Irrigation of Athletic Fields," by Frank Conn, Toro, Smith Turf & Irrigation; "Athletic Field Cultivation," presented by Dr. Gil Landry, University of Georgia and president of the National STMA; and "Equipment Maintenance and Turf Renovation," presented by Tim Drake, Furman University, Lawn and Shrubs.

For more information on the Sports Turf Institute or the Carolina Chapter and its activities, contact Bucky Trotter at (803) 288-7654 or (803) 862-3071.

Iowa Sports Turf Managers Association— The Iowa Chapter of STMA will hold a workshop in Carroll,

IA, from 9:30 a.m. to 3 p.m. on August 11. The care and maintenance of football and other sportsturf areas will be the focus of the workshop. For information on the workshops or the chapter, contact Gary Peterson at (515) 792-6433.

Special Events— The Sports Turf Managers Association will be holding a special Northwest Institute on July 9 from 8:30 a.m. to 3:30 p.m. at the University of Portland. The educational program includes: "Diagnosing and Solving Problems with Athletic Fields," presented by Steve Cockerham, U.C. Riverside; "Fertilizer Movement in Sand and Amended Sand Profiles," presented by Gwen Stahnke, Washington State University; "Can We Build Low-Cost Sports Fields That Work?," and "Current Technology for Artificial Turf," presented by Don Hogan, D.A. Hogan and Associates; and "Selecting Turf Varieties for Seeding and Overseeding Athletic Fields," presented by Bill Meyer, Turf Seed, Inc. After a noon lunch, field tours and equipment demonstrations will be conducted. For further information, contact STMA Headquarters at (312) 527-6710. □



SCORE BIG! Join the Sports Turf Managers Association.

Are you ready to make the move up to the big leagues? If you are, then it's time to become a member of the Sports Turf Managers Association. We're an organization of professionals representing all segments of the sports turf industry. Our members are responsible for the safety of both natural and synthetic athletic fields. We help you—the sports turf manager—understand how to do your job better. We seek to instill professionalism into our industry and strive to improve the scientific and practical knowledge of our members. We have national awards, scholarship and research programs which recognize leaders in our industry. So, if you are ready to play with the big-leaguers and score big professionally, join the Sports Turf Managers Association!

Membership Categories

Please check one

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| CATEGORY | | |
| 1. Professional sports turf facility managers | \$75 | <input type="checkbox"/> |
| Additional members from same facility | \$45 | <input type="checkbox"/> |
| 2. Four-year colleges /universities | \$75 | <input type="checkbox"/> |
| Additional members from same facility | \$45 | <input type="checkbox"/> |
| 3. Other schools, parks, ext. agents, municipal | \$50 | <input type="checkbox"/> |
| Additional members from same facility | \$30 | <input type="checkbox"/> |
| 4. Students | \$20 | <input type="checkbox"/> |
| 5. Commercial Affiliates (U.S. & foreign) | \$150 | <input type="checkbox"/> |
| Additional members from same company | \$30 | <input type="checkbox"/> |
| 6. Persons outside U.S. other than commercial affiliates (must be in U.S. dollars) | \$50 | <input type="checkbox"/> |

Please send check or money order (U.S. dollars only) to **SPORTS TURF MANAGERS ASSOCIATION, P.O. Box 98056, Las Vegas, NV 89193-8056.**

For more information, telephone, (702) 739-8052.

Name: _____
 Title: _____
 Employer: _____
 Type Business: _____
 Address: _____
 City: _____ State: _____ Zip: _____
 Phone: _____
 Signature: _____