

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.

