

PRESIDENT'S MESSAGE

By Greg Petry



Now that STMA's Annual Conference and Exhibition is over and we enter the new year, it's time to redouble our planning efforts for another successful year. Planning is already underway for our next conference, slated for late January or early February 1994 in Florida. Dr. Henry Indyk and Eugene Mayer will visit several potential sites with members from the Florida area to select the event's location.

I hope you too are looking ahead, planning for a successful year at work and at home. "Planning" itself is sometimes difficult — often next to impossible during the busy times. But planning is everything.

Throughout the many presentations Dr. Richard Caton has made to STMA, he has emphasized that "proper planning prevents poor performance." Fail to plan, Caton admonishes, and we should surely plan to fail.

STMA has embraced Caton's comments. A concerted, ongoing planning effort for 1994, involving many members, began in early November. Our committees formed and goals and objec-

tives were established for the coming year. In December, I met with our primary STMA staff, Bret Kelsey, Lisa Bruno, and Carrie Haines to outline what we will accomplish in 1994.

Right up front, I have to say that 1994 is a *transition* year for STMA, a *rebuilding* year. It's going to be the first time in three years that we are operating on a balanced budget, with perhaps a small surplus at the end of the year. Maintaining our stability is a major goal. To reach this goal, and grow in the process, the board and committees are planning activities well within our current financial structure. Steve Guise and Joe Ardolino are working very closely with me and the STMA staff to plan a 1994 budget that is achievable.

However, we believe there will also be some revenue growth as our commercial members continue to show support through sponsorship. Much needed revenues are generated through sponsorships, ads in the STMA newsletter and membership directory, and various events and functions.

Membership growth is also expected. PBI-Gordon, an avid supporter of

STMA, has offered to place STMA membership applications in their major promotional materials. This is both a tremendous idea and opportunity for us. We would like to implement this type of membership drive with as many commercial vendors as possible. Membership applications can be placed in promotional material, billing invoices, newsletters, etc. If you would like to participate in this, please contact STMA. Also, a target market direct mail membership drive is being planned by the membership committee after they design and produce a new membership brochure.

Many people have stepped up to volunteer time to accomplish our goals of:

1. Continued momentum.
2. An end-of-year financial surplus.
3. Strong working committees.

The time and resources given to STMA by these volunteers will enable our organization to provide its services at minimal cost. My heartfelt thanks go to all of you who have volunteered to assist the board and STMA staff in planning and administering our programs and activities.

Boardmembers, committees, and the STMA staff have been planning for success in 1994 and are already looking at 1995. I hope that you too are planning for a productive and enjoyable new year. Best wishes for a healthy new year. □

STMA CHAPTER NEWS

The Heartland Chapter: STMA — STMA's newest regional chapter is taking shape in the Kansas City area. Mark Diller, sports turf manager, Johnson County Parks and Recreation, is serving as acting president. Also assisting in the organizational efforts is Jack Schwarz of J.S. Sports Turf, Liberty, MO. These individuals made a fact-finding trek to the national meeting in Baltimore, where they made contacts with STMA members of other regional chapters to get the ball rolling.

Those in the heartland area interested in learning more about the chapter — and especially those willing and able to pitch in during this organizational process — are urged to contact Mark Diller, (913) 782-7625 or Jack Schwarz at (816) 792-2808 or (800) 344-8870.

The Southern California Chapter: STMA — The Southern California Chapter will hold a "Keys to Turf Renovation Workshop" on Wednesday,

February 9, 1994, at MiraCosta College, Oceanside, CA. Registration opens at 7 a.m. at the MiraCosta College Mini Theater, Room 3601.

Morning sessions begin at 7:30 a.m. with a Weed and Turf Identification Quiz, followed by an 8 a.m. opening by Wanda Poindexter of MiraCosta College. Morning educational sessions in the Mini Theater include: Turf Variety Selection, Wear and Disease Tolerance presented by Steve Cockerham, Superintendent of Agriculture, University of California Riverside; Pregermination of Seed for Quick Cover, presented by Mike Tarantino, grounds supervisor, Poway Unified School District; Field Fertility — What Is My Field Missing? presented by Steve Griggs, branch manager, TrueGreen-ChemLawn, San Diego; and Irrigation Tune-Up Annual Adjustments, presented by Craig Delahooke, regional manager, Hunter Industries.

The workshop moves to the MiraCosta College Athletic Field Complex-Softball Field at 10:30 a.m. for the I.D. Quiz Review-

Confirmation of Answers, presented by David Shaw, University of California Cooperative Extension. The Trade and Equipment Show opens at 11 a.m.

At 1 p.m. a panel on renovation will share its experience. Two field techniques and equipment demonstration groups will take place at 1:30 p.m. and be repeated at 2:30 p.m., enabling attendees to switch fields and see both demonstrations.

The workshop will close following the 3:30 p.m. raffle.

For additional information on the workshop or the Southern California Chapter, contact Chris Bunnell, (619) 432-2421, Steve Wightman, (619) 525-8272, or Stephen Guise, (714) 578-0215.

Midwest Chapter: STMA — The Midwest Chapter will hold its annual meeting and luncheon on March 24, 1994, at the Schaumburg Golf Club, Schaumburg, IL. The tentative meeting time is 11 a.m. to 2 p.m. Further details will soon be announced.

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