

PRESIDENT'S MESSAGE

By Greg Petry

In the January issue of *sportsTURF*, editor Matt Trulio shared his thoughts with us on the arrangement STMA made with PBI Gordon. PBI Gordon is inserting the STMA membership application in a promotional brochure. Since then, several people have made positive comments to me about that relationship. We have also been approached by others who want to initiate similar projects.



I'd like to further explain this phenomenon of arrangements, cooperation, trading, helping, affiliation or — as it is called in the '90s — *partnership*.

Everyone today is faced with limited resources. Businesses, public agencies, and not-for-profit associations like STMA realize that resources are not endless. STMA is faced with limited funds and staff time to initiate projects. Our members can only give so much time and energy to the association. Our commercial affiliates also have only so much available to give. It is has become increasingly difficult to solicit and obtain outright corporate funding.

Therefore, it's critical that we embark on projects as partners through a process in which everybody wins, works together in problem-solving, and shares the risks and rewards. It is apparent that we must develop

through partnerships — sharing a single vision and a mutual goal.

Look at what John Deere has done with STMA. They have worked with us to generate a series of articles that not only helped educate our members, but also brought the company invaluable recognition, which in turn I hope translated to increased equipment sales. In the process, a resource was developed — *Sports Turf Topics 1992-1993*.

We must continue to pursue long-term relationships such as this. There is much to look forward to when groups unite to form partnerships. In the near-future, there's no telling how quickly and expansively our industry will grow. I hope STMA members actively lobby their fellow members and particularly the vendors they deal with, not only to recognize this process but to get involved in it. Let's raise our level of professionalism and scope of the industry together.

Not long ago, a sponsorship package was sent to sports turf industry vendors. Many responded and have purchased ads or sponsored various events slated for this year. But there are many who *didn't* respond. I will soon make another personal appeal to many of our corporate leaders to partner a relationship with STMA, as I did last year. But out of the 25 letters I sent last year, I received only three respons-

es. I believe the low response was caused by a perception that STMA was down and out. Perhaps people were saying, "I'll sit back and wait to see what happens."

I hope that everyone has recognized the growth in STMA and the industry as a whole, and the potential of our future together. STMA is neither down nor out. We have a clear understanding of where the profession, industry, and the association are going. There is a need and demand out there for information, products, and services. There is a sports turf market, one in which consumers have real purchasing power. Therefore, corporations and STMA must be more involved with one another to pave the way for greater cooperation.

In the past, I've mentioned the support we've received from John Deere and PBI Gordon. Now I can add Netlon, O.M. Scott, Hunter Industries, and The Greenway Group to our list. These four corporations are sponsoring the expenses of four board members. My hat goes off to companies that have formed a partnership with STMA and I hope that the corporations that are profiting greatly by our success and growth will embrace us even more closely to form a partnership in which STMA and the industry wins.



STMA Chapter News

New Chapter Forms

Congratulations to Minnesota, home of the new Minnesota Sports Turf Managers Association chapter! Goals of MSTMA are to provide members with current information, ideas, and solutions to problems. Plans include "hands-on, how-to" workshops, facility tours, and many opportunities for networking with other sports turf managers.

Those interested in learning more about the chapter are urged to contact Acting President Mike McDonald, Bierman Athletic Complex, University of Minnesota, Minneapolis, (612) 625-6097

or acting Secretary/Treasurer Brian Deyak, St. Cloud Sports Center, (612) 255-7223.

Colorado Chapter: STMA — The Colorado Chapter will hold a "Spring Fire Up" meeting March 22 in Greeley, CO. Sessions will include "firing up" an irrigation system, getting turf ready for play, tips for putting a field to bed in the fall for early spring readiness, and more.

For additional information on this meeting, the chapter, or other future activities contact Joe Adams, Greeley Parks and Recreation, (303) 350-9340.

Midwest Chapter: STMA — The Midwest Chapter will hold its Fourth Annual Meeting and Luncheon March 24

at the Schaumburg Golf Course, Schaumburg Park District, Schaumburg, IL. Registration opens at 11 a.m. From 11:30 a.m. to noon, Dick Ericson from the Minneapolis Metrodome will speak on "Natural Grass to Astro Turf." The luncheon will be held from noon to 1 p.m. Scheduled from 1 p.m. to 2 p.m. are the Awards Program and keynote speaker: Tom Weigel, sportscaster for WLS-TV.

For information on this meeting or other chapter activities call the Chapter Hotline, (708) 439-4727.

Chesapeake Chapter: STMA — The Chesapeake Chapter will hold a Field Day April 14, from 8:30 a.m. to 4 p.m., at Camden Yards. Meeting topics