I n the January issue of sportsTURF, editor Matt Trullio 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 becoming 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 into 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 responses. 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.
will include: Equipment Maintenance, Motivating Your People, Softball Field Renovation, and A Field Calendar—Scheduling What To Do When. Paul Zwaska will host this event. Further details will soon be announced.

Another event “in the works” is a September regional workshop that will be held in conjunction with the national STMA.

Board meetings are held each month from 4 p.m. to 6 p.m. Members are invited to attend. The April 5, May 3, and June 7 meetings will be held at Camden Yards.

For more information on the chapter or upcoming activities call the Chapter Hotline, (301) 865-0667.

**STMA Florida Chapter #1** — The South Florida Chapter is planning to hold a meeting in May in the City of Ft. Lauderdale. Details will be announced soon.

For more information on this meeting, the South Florida Chapter, and other upcoming events contact John Mascaro, (305) 938-7477 or Ed Birch, (305) 938-0217.

**The Heartland Chapter: STMA** — The Heartland Chapter’s first Sports Turf Field Day will be held July 13 at the Heritage Park Sports Complex in Olathe, KS. Further details will be announced soon.

The Heartland Chapter Board will meet the first Wednesday of each month from 4 p.m. to 5 p.m. at the Heritage Park Sports Complex. All members are invited to attend.

For more information on the Field Day, the chapter, or other upcoming activities contact Mark Diller, sports turf manager, Johnson County Parks and Recreation, (913) 782-7625 or Jack Schwarz, J.S. Sports Turf, Liberty, MO, (816) 792-2808 or (800) 344-8873.

**The Southern California Chapter: STMA** — For information on the Southern California Chapter and its activities contact Chris Bunnell, (619) 432-2421.

**Iowa Sports Turf Managers Association** — For information on the Iowa Chapter or future chapter activities contact Gary Peterson, (515) 791-0765.

**The New England Chapter: STMA** — For information on the chapter and its activities contact Mary Owen, University of Massachusetts Cooperative Extension Service, (508) 892-0382.

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