**PRESIDENT'S MESSAGE**
*By Greg Petry*

Did you know that three-fourths of the individual member associations and more than a third of corporate member associations in the United States have chapters, branches or state or local-affiliated organizations? For all intents and purposes, a chapter is defined as a branch of a state, regional, national or international association. Chapters play an important role in the delivery of an association's products and services. Chapters also are the principal players in membership development by the parent association, and vice versa. There is a mutual dependence.

Because of the interdependent role between STMA and its chapters, a healthy communication link between the two groups is the key to a mutually-fulfilling relationship.

Forming new chapters can be one of the most effective association membership development activities. It often results in quantitative membership growth that may continue for several years, sustained by the group dynamic that accompanies new organizations. If done poorly, however, a new chapter may end up being a Trojan horse. Once the initial excitement dissipates, struggling chapters demand disproportionate staff and volunteer resources. This may engender a membership disgruntled by unexpected administrative responsibilities and burned-out leadership. To reduce our downside risk, STMA established and will enforce realistic minimum standards for forming a chapter.

While the national association and the chapter-to-be have a vested interest in a streamlined chartering process, some caution should be exercised. There is some ongoing paperwork to maintain: chapter bylaws; membership roster; dues payment record; names and addresses of chapter leaders; a minimum of 25 members to start—one-fourth must be national STMA members; and payment of the $100 affiliation fee.

**Iowa Chapter** The Iowa STMA will hold a meeting at the Atlantic High School, Atlantic, IA, on Nov. 5 from 8 a.m. to noon. While the program will emphasize football field care at the high school level, the topics addressed will cover the broad scope of field maintenance. Chapter members, school, municipal and public-grounds personnel, and all others connected with sports turf field care are invited to attend. Registration will be held in the Atlantic High School auditorium.

For more information on this meeting, contact Dr. Eldon Everhart, (712) 755-3104. For information on the Iowa Chapter, or other chapter activities, contact Gary Peterson, (515) 791-0765.

**Chesapeake Chapter** The Chesapeake Chapter is currently reworking plans for the Regional Institute to be held in conjunction with the National Sports Institute at Northwestern University on Wednesday, Oct. 12. The institute will focus on building a winning team with coaches, administration and turf professionals. This event will combine education sessions, a tour of UCLA sports turf facilities, and a top-notch trade show.

Featured speakers will include: Dr. Jim Beard, chief scientist for the International Sports Turf Institute Inc.; Steve Cockerham, superintendent of agricultural operations, UC Riverside; and Neal Beeson, owner of Sports Turf & Facility Management Company, Anaheim, CA; and members of the UCLA coaching staff. Keynote speaker, UCLA Head Football Coach Terry Donahue, will present, "A Winning Game Plan."

For more information about the institute, call Dave Ashman, (310) 206-6662. For more information about the Southern California Chapter and upcoming activities, contact Chris Bunnell, (619) 432-2421.

**STMA CHAPTER NEWS**

**Midwest Chapter** In conjunction with the National STMA, the Midwest Chapter will hold the Midwest National Sports Turf Institute at Northwestern University. The date, location and details of the institute will be announced soon.

Chesapeake Chapter Board meetings are held the first Tuesday of each month from 4 to 6 p.m. Members are invited to attend.

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

**Southern California Chapter** In conjunction with the National STMA, the Southern California Chapter will hold a Regional Institute at UCLA on Wednesday, Oct. 12. The institute will focus on building a winning team with coaches, administration and turf professionals. This event will combine education sessions, a tour of UCLA sports turf facilities, and a top-notch trade show.

Featured speakers will include: Dr. Jim Beard, chief scientist for the International Sports Turf Institute Inc.; Steve Cockerham, superintendent of agricultural operations, UC Riverside; and key member of World Cup Soccer's ACT team; Steve Wightman, turf manager of Jack Murphy Stadium, San Diego, CA; Neal Beeson, owner of Sports Turf & Facility Management Company, Anaheim, CA; and members of the UCLA coaching staff. Keynote speaker, UCLA Head Football Coach Terry Donahue, will present, "A Winning Game Plan."

For more information about the institute, call Dave Ashman, (310) 206-6662. For more information about the Southern California Chapter and upcoming activities, contact Chris Bunnell, (619) 432-2421.