

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 rolls, checking account, meeting minutes, a newsletter (perhaps), etc. Some of the documentation required to start a new chapter includes the following: 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.

Vibrant chapters are instrumental to long-term membership stability and growth for STMA. In many national associations, the members perceive chapter activities as the most tangible benefit. It stands to reason, then, that the STMA must be concerned with the organizational health of its chapters.

The STMA staff, administrative support and help for ailing chapters is an area that we have to monitor. Despite the best intentions of STMA or its chapter leaders, not every chapter will succeed all of the time. Ailing chapters can do much to drain the resources of the national STMA.

An informed and motivated chapter leadership is the foundation for its development as a vital active chapter. Recognizing this, I encourage chapter leaders to attend the annual conference.

Roundtable discussions are held where chapter leaders can discuss the nuts-and-bolts responsibilities of their chapter positions. At the conference, chapter leadership can review the chapter handbook detailing chapter administrative procedures. Leaders can be cautioned about potential pitfalls in their job, in addition to being supported and motivated by members.

**Sports
Turf
Managers Association**

STMA CHAPTER NEWS

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

STMA. 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.

Midwest Chapter In conjunction with the National STMA, the Midwest Chapter will hold the Midwest National Sports Institute at Northwestern

University's Dyche Stadium in Evanston, IL on Sept. 27.

Registration is 8:30-9 a.m. At 9 a.m. STMA Executive Director Bret Kelsey and STMA President Greg Petry will present, "Get Serious with STMA." This will include a report on recent developments and STMA growth. This will be followed at 9:30 with "World Cup Reviews," presented by Jim Brogiel, Jim Lewandowski and Joe Marley. They were the groundskeepers in charge of the practice facilities used by international teams playing at Soldier Field. The session will also include sports turf managers affiliated with other World Cup '94 venues.

Following a "Tailgate Lunch Under the Tent at Dyche Stadium," afternoon sessions begin with "New Pitch for Protection," covering the new proposed guidelines for safety measures for young baseball and softball players—and the probable effect on sports turf. "Sports Turf at Northwestern University" will be presented by Groundskeeper Randy Stonberg. He will address his turf maintenance calendar for the game and practice fields at NU; Gary Barnett, head football coach, will present his perspective of the playing surfaces of Big Ten schools; and Jack Freeman, athletic facilities

manager, will present details on the recent resurfacing of the artificial surface of Dyche Stadium. After a raffle, there will be a tour of the stadium and the surrounding athletic fields.

For more information on the institute, contact Nancy at the Waukegan Park District, (708) 360-4725. For more information on the chapter and upcoming activities, call the Chapter Hotline, (708) 439-4727.

Minnesota Chapter The Minnesota STMA is one of eight green industry member associations of the Minnesota Turf and Grounds Foundation that are cooperating in the Conference, Dec. 7-9 at the Minneapolis Convention Center. For more information on this event, contact Steve Turtinen of the Minnesota GCSA, (612) 473-0557.

For more information about the Minnesota STMA and its future activities call: Tom Rudburg, University of St. Thomas, St. Paul, MN, (612) 962-6545; Mike McDonald, Bierman Athletic Complex, University of Minnesota, Minneapolis, (612) 625-6097; or Brian Deyak, St. Cloud Sports Center, St. Cloud, MN, (612) 255-7223.

New England Chapter The New England STMA and the University of

Massachusetts Cooperative Extension System hosted a successful Athletic Turf Management Field Day on Aug. 10. The 210 attendees from all over New England, and more than 20 exhibitors had an information-packed day. Special events included a presentation by Dr. Bridget Ruemmele, turfgrass specialist from the University of Rhode Island, on the selection of turfgrass seed and sod for athletic fields; and also a series of demonstrations of equipment, field marking and painting, and irrigation and sprinkler head comparisons for baseball and football fields.

For more information about the chapter or its upcoming events, contact Mary Owen, University of Massachusetts, (508) 892-0382.

Florida Chapter #1 For information on the South Florida Chapter and upcoming activities, contact John Mascaro, (305) 938-7477.

Colorado Chapter For more information on the chapter or future activities, contact Joe Adams, (303) 350-9340.

Heartland Chapter For more information on the Heartland Chapter, contact Mark Diller, (913) 782-7625, or Jack Schwartz, (816) 792-2808 or (800) 344-8873.



RAIN FOREST RESCUE: TO HELP SAVE HALF OF THE PLANTS AND ANIMALS ON EARTH

In the rain forest, the sounds of fires and bulldozers are replacing the sounds of nature.

Recent studies show that the destruction of the rain forests wipes out 17,000 plant and animal species each year. That's about 48 extinctions per day, two per hour. These are plants and animals that will simply cease to exist, gone forever from the planet. And the toll mounts every day.

Even though they occupy less than 2% of the earth's surface, rain forests are home to over half the world's plant and animal species.

Join The National Arbor Day Foundation and support Rain Forest Rescue to help put a stop to the destruction. When you join, the Foundation will preserve threatened rain forest in your name.

An area of rain forest the size of 10 city blocks is burned every minute. Help stop the destruction. Before the sounds of nature are replaced by the sounds of silence.

To contribute to Rain Forest Rescue, call
1-800-222-5312

 **The National
Arbor Day Foundation**

The Margay is one of many species
whose habitat is threatened rain forest.