

PRESIDENT'S MESSAGE

By Greg Petry



Looking Ahead

Now that STMA's Annual Conference and Exhibition is over and we enter the new year, it's time to redouble our planing efforts for another successful year. Planning is already under way for our next conference, slated for late January or early February 1996 in Anaheim, CA. Mike Schiller is the chair of the conference committee. Henry Indyk will organize the program, and Eugene Mayer will plan the exhibits. Steve Guise and Phil Robisch will serve as site coordinators.

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. In 1995 we planned for a transition year of STMA. In 1996

we are planning for a growth year.

Membership growth is expected. A new membership brochure has been printed. Several commercial members have 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 mailings, 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.

Members are also encouraged to participate in the membership contest. The member who recruits the most new members will be awarded a trip to the STMA Conference and Exhibition in Anaheim.



STMA CHAPTER NEWS

Colorado Chapter: The Colorado Chapter will hold a Spring Seminar and Workshop March 30 at Olympic Park in Aurora. For more information on this seminar, the Colorado Chapter or future activities, contact Ross Kurcab with the Denver Broncos at (303) 649-9000 or Mark Leasure with the Colorado Springs Sky Sox at (719) 597-1449.

Southern California Chapter: The Southern California Chapter will hold a Turf and Landscape Seminar on April 27 from 8 a.m. to 3 p.m. at Sea World in San Diego. Multiple demonstrations are planned for the morning sessions covering such topics as big-roll sod, pruning, bedding plants, aeration and mowing comparisons. After the last afternoon session, attendees may take a behind-the-scenes tour of the facility. Following the tour, participants are invited to enjoy Sea World's attractions.

For more information on the seminar, contact Sea World personnel Mark

Peacock at (619) 226-3900, ext. 2209, or Jeff Hall at (619) 226-3900, ext. 2207.

For information on the Southern California Chapter and other upcoming activities, contact Chris Bunnell at (619) 432-2421.

Midwest Chapter: The Midwest Chapter is planning a Layout and Lining Fields Seminar for May 8 at Elk Grove Village, IL. More details will be announced soon. Midwest Chapter board meetings are held on the second Wednesday of every month. Chapter members are invited to attend.

For information on the seminar, the chapter, board meetings or other upcoming activities, call the Chapter Hotline at (708) 439-4727.

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