

STMA MESSAGE



Network Associates



By Greg Petry

I recently attended a brainstorming workshop for the Waukegan Symphony Orchestra and Concert Chorus. The purpose of this meeting was to discuss the vision of

both groups and what steps they would take in the future.

A professional consultant was brought in to help facilitate the meeting. Many diverse ideas were brought up reflecting the wide range of opinions of the different groups. As I listened, it occurred to me that we in STMA face similar challenges with our diverse group of members from professional sports turf facilities, two- and four-year colleges and universities, school districts, research agents, parks and recreation, municipal facilities, students, commercial affiliates and international members. After meeting with both groups, the consultant was able

to draw the conclusion that the most important objective should be to network together more in order to get acquainted with the members of the other group.

The networking is happening with STMA's regional chapters, institutes and annual national conference and exhibition. Looking back, the importance of our 1994 annual meeting in Baltimore was that while each segment has special needs, all the common interests come together as a group. This synergy continued earlier this year in Bradenton and has strengthened our organization. As we move west to our next all-industry event in Anaheim in January, I expect to find that this maturity and growth will be contagious in California.

While we all have our individual jobs to do, we cannot forget about the value of coming together to strengthen our knowledge and our common profession.



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