

STMA MESSAGE

STMA — From a New Board Member's Point of View

By Bob Curry

First, it was an honor to be asked and accepted as a board member of STMA. Secondly, I quickly became aware of the level of dedication that exists throughout the association's membership. Sports turf managers are dedicated to their profession. I have witnessed this not only with the other board members, but also with the individual members I have met in my travels.

As a business owner, I can relate to the ups and downs and growing pains STMA has gone through since its early beginning. Had it not been for the dedication I referred to earlier, this association would not be where it is today.

Your executive director, officers and board members do have their fingers on the pulse of what is happening in the industry. Frankly, I was impressed with the formalities of the board meetings and the budgets that are in place for revenue and expense forecasts.

I look forward to my tenure on the board and the opportunity to help STMA continue its forward progress.

To me, STMA represents the platform to help its membership gain recognition — and hopefully one day certification — in the sports industry for the job they do. Turf management today goes far beyond the art of growing and cutting grass. Multi-use facilities demand many skills on the part of the sports turf manager. Game day preparations often include conversions from baseball to football or rock concerts to soccer.

Through STMA, members can exchange ideas and help one another "learn the ropes" on how to deal with today's demands on sports turf.

STMA's 1997 Conference and Trade Show, January 15-19, Colorado Springs

For exhibitors, the trade show is the ideal way to present new and existing products to a mass audience. In addition, exhibitors can meet with their customers and potential customers to get important feedback on their products. An added plus of STMA is that exhibitors can attend any of the conference seminars without additional charge to learn firsthand the issues facing sports turf managers. A number of conferences sponsored by other associations require trade show exhibitors to pay an additional registration fee to attend the seminars.

For a sports turf manager, how important is it to attend conferences and trade shows? Most product innovations are introduced at trade shows. There's always something more to learn from the educational seminars.

The interchange of ideas and networking with fellow sports turf managers alone makes attendance at STMA's Annual Conference and Trade Show worthwhile.

Coaching the Rookies

STMA members manage different venues and have differing levels of experience. A lot of our members are young, up-and-coming turf managers. The educational programs available through the association are of utmost importance to them.

Equally important is the need for more participation in the association by the sports turf managers at the professional team levels. Young turf managers look up to the "pros" and would love to learn from them. This is the same attitude I'm sure the "pros" had when they first started out.

I know that a great number of professional sports turf managers participate in the



association — these people and their assistance are very much appreciated. I feel there are still a number of "pros" out there who could get more involved with STMA and pass on their wealth of knowledge to these "rookie" turf managers.

The whole sports turf industry would be the benefactor.

Bob Curry is president of Covermaster Inc. and a board member, Category V, of STMA.

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