
LETTERS

Hope for the Future

As sports turf managers, we all know the importance of team management. Every day we read in the paper or hear on the news broadcasts of some manager being replaced by someone else because his team did not meet or exceed expectations of the fans or the owners.

By now, you are aware that STMA national and local chapters have a new director, Steve Trusty of Trusty & Associates. Steve has been a member of STMA for several years and has served on some of the committees set up by the board of directors. Now, thanks to our board of directors, those hard working individuals who give of their time to make this association one to be proud of, we have a manager who understands who we are, what we do, and why we do it.

Those of you who know me personally are aware that I have been very vocal in regard to the service the local chapters receive from the national office. Even after I was awarded the Man of the Year honor at our conference in Bradenton, FL, in January 1995, I did not renew my membership in STMA National for two reasons. First, I wasn't happy with the management, and second, I never received a renewal notice from the national office in Chicago. So if they didn't care, why should I?

When I heard that Steve Trusty had been appointed executive director, I called his office and asked what I could do to help. Steve explained that STMA was going to have a booth at the International Golf Course Conference and Show in Orlando, FL. Along with several other members of the Florida Chapter, I volunteered to help out by manning the STMA booth. It was worth the effort!

For my part, I have renewed my membership in the national association and in the Florida Chapter, even though I am now retired. I look forward to a working relationship with our new director and will assist in any way that will help promote the association on any level. I would ask all of you to reevaluate the position of National's operations, give them your support, encourage your local chapter members to be a part of the national association, and work toward that common goal of pro-

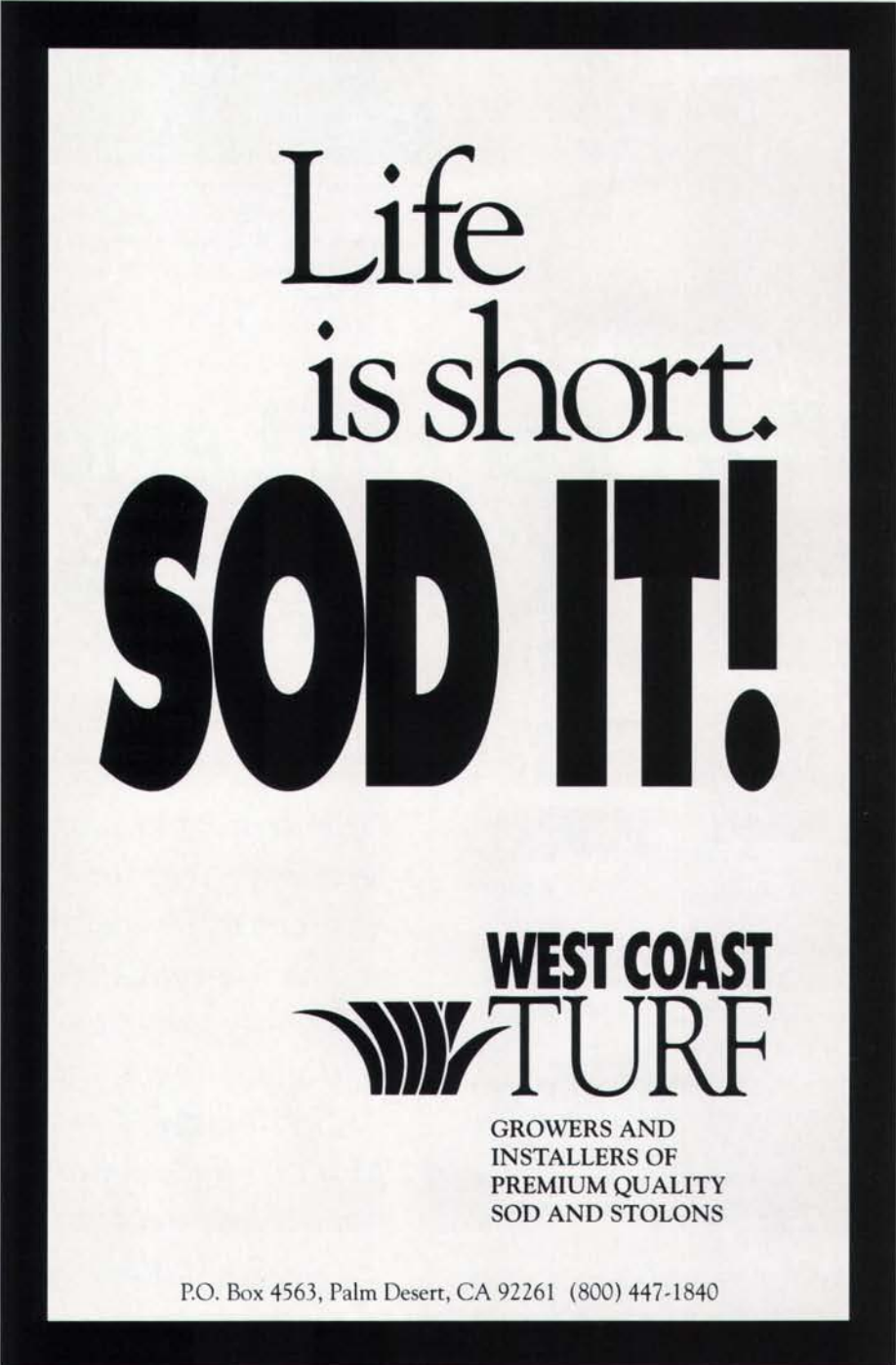
ducing and improving the image of the sports turf manager.

We are under *new management*. We have only one way to go, and that is forward. But we must do it together as a

team and give the manager of that team, Steve Trusty & Associates, "a helping hand for our growing needs."

Ed Birch

Port St. Lucie, FL



Life
is short.
SOD IT!

WEST COAST
 **TURF**

GROWERS AND
INSTALLERS OF
PREMIUM QUALITY
SOD AND STOLONS

P.O. Box 4563, Palm Desert, CA 92261 (800) 447-1840