

# STMA MESSAGE

## We're All on the Same Team



By L. Murray Cook — baseball stadium manager, Walt Disney World Sports, and STMA board member, category I.

During the past year, the STMA has gone through some very positive changes. The STMA is growing at a strong pace throughout the U.S., and the association has begun to correlate information to benefit the sports turf industry.

The professional sector of the STMA is a crucial part in establishing the backing needed to create programs for proper turf management. Our contacts regarding turf sponsors and equipment supplies can only benefit our profession.

The word "our" is a difficult word for some professional groundskeepers to say, but the STMA is *our*

association for the professional sports turf manager. The founders of our association provided a vision for our group to grow and learn professionally, and we should all be a part of the future growth.

Although we have varying levels of education and experience, the toughest issue that we still must overcome is the "mine's better than yours" philosophy in the industry. We must become a team if we plan to compete for better budgets, better equipment, better staffing levels and higher salaries in our industry.

All STMA categories have their own names, reflecting the various levels of play and budgets. At future National STMA meetings and in upcoming issues of our *sportsTURF* magazine, we plan to bring in speakers and select articles to meet the needs of all categories — from the highly technical for long-established professionals to the basics for novices. Very similar to a major league team's organization, we have the great players and the learning players. From the

minors to the majors, the consistent philosophy is that we are all on the same team. As professionals, we should never forget our roots and why we are in the industry: "To learn from others and share information to improve our professional image."

The rapidly advancing technology within the sports turf industry is reflected by the improvements in playing facilities and the new field constructions. An athletic field that costs \$200,000 five years ago now costs \$600,000 to build. It's basically the same field, serving the same purpose, but always changing for the better. These advancements and the ever-increasing professionalism among sports turf managers put the STMA on the verge of earning a position of leadership and respect.

From that position, with the strong support of those of us at the professional level, the STMA will be better able to bring acknowledgment to the vital role sports turf managers play in the world of sports.



## JOIN NOW

### Be a Member of STMA through 1997

The Sports Turf Managers Association (STMA) is an organization of professionals representing all segments of the sports turf industry. Our members work to combine the science of growing grass and the art of maintaining sports turf to produce playing fields that are both safe and aesthetically pleasing.

STMA provides members with a variety of benefits, including: Education through regional institutes and conferences; support for sports turf research; facilities tours; a national awards program; access to the STMA National Conference and Exhibition; complimentary subscriptions to *Sports Turf Manager* and *sportsTURF Magazine*; and much more.

If you're serious about the sports turf industry, then it's time to become a member of STMA. Join today!

#### Member Information

Name \_\_\_\_\_  
Title \_\_\_\_\_  
Employer \_\_\_\_\_  
Type of Business \_\_\_\_\_  
Address \_\_\_\_\_  
City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_  
Phone \_\_\_\_\_ Fax \_\_\_\_\_  
E-mail Address \_\_\_\_\_  
Signature \_\_\_\_\_  
Referred by \_\_\_\_\_

(ST8)

#### Membership Category (please check one)

- |   |       |
|---|-------|
| <input type="checkbox"/> Professional sports turf facility manager                        | \$75  |
| <input type="checkbox"/> Four-year colleges and universities sports turf facility manager | \$75  |
| <input type="checkbox"/> Other schools, research, ext. Agents, teaching                   | \$75  |
| <input type="checkbox"/> Parks and recreational sports turf facilities                    | \$75  |
| <input type="checkbox"/> Commercial (US or International)                                 | \$175 |
| <input type="checkbox"/> Additional members from same company                             | \$45  |
| <input type="checkbox"/> Student (non-voting)   | \$20  |
| <input type="checkbox"/> International (other than commercial) (must be in US dollars)    | \$75  |

Total amount enclosed \$ \_\_\_\_\_

Please enclose payment (check, money order, Master Card, Visa, Discover or American Express) and send to:

Sports Turf Managers Association  
PO Box 3480

Omaha, NE 68103-0480

For more information, contact STMA Headquarters at 800/323-3875

"Promoting Better and Safer Sports Turf Areas"