

STMA MESSAGE



By Mike Schiller

Play Ball!

Here's hoping your April showers are falling just right to keep your turf in top shape, yet still allowing those teams on your fields to play ball. With the increased heavy use of fields in all sports, the job of maintaining playable conditions and shuffling schedules is a never-ending challenge.

As I'm sure you've learned in your position and as I'm constantly reminded in mine, communication is as vital a part of sports turf management as mowers and fertilizer. Ideally, the decision of field use in less-than-perfect playing conditions either is yours to make or is based primarily on your input. Often spreading this message — to the athletic or program director, the coaches and players, the fans and supporters, and the community at

large — falls in your area as well.

Cooperation is directly linked to the effectiveness of your communication system. If you let people know what you're trying to accomplish with the overall field-care program and make it clear that games will only be canceled when the safety of players and long-term integrity of the field are at stake, 99 percent of the people will respect your decision.

STMA can't take that communication step for you — but, *working together*, you and STMA can help communicate the role of the sports turf manager both within the turf industry and to the general public.

My challenge to you is *get involved*.

STMA has been working over the past several years on an outreach within the turf industry to make ourselves known for what we are: a group of professionals with a viable, important role in turf care.

If you are reading this message, you must have some connection with sports turf. If you do, we need you as a member of National.

It takes a united effort of like-minded individuals to achieve any goal. Your knowledge, your expertise,

your ideas and innovations are needed — and wanted — as STMA moves forward toward being the leader in the sports turf industry, working to enhance, promote and improve professionalism through excellence in communication, training, research, education and services. All this will help us fulfill our mission of promoting better and safer sports turf areas.

I also challenge you to take an active role in your local or regional chapter. If there isn't a chapter near you, start working with other sports turf professionals to start one. I challenge you, as a group, to begin an active outreach within your community so people will know who we are, what we do, and why it matters. This may be through networking, training sessions, coordinated service projects or whatever combination of activities helps spread the message.

And — along with these challenges — I issue a *pledge*. In whatever you do to raise our level of professionalism, support our industry-wide goals and launch a viable community outreach program, STMA will be there to support you.

Communicate with us, so we can all "play ball" on the same winning team.



Get Serious With STMA

Application for Membership

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 _____
(STS)

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) | \$75 |
| (must be in US dollars) | |

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"