



January 4-February 19

UMass Winter School for Turf Managers. Contact Trudie Goodchild: (413) 545-2484, or Mary Owen: (508) 892-0382.

January 5-7

Eastern Pennsylvania Turfgrass Conference & Trade Show, Valley Forge Convention Center, King of Prussia, PA. Contact Pennsylvania Turfgrass Council: (814) 863-3475, or fax: (814) 863-3479.

January 7

New York State Turfgrass Association's (NYSTA) Northeast Regional Conference, Albany, NY. Contact NYSTA: (800) 873-8873 or (518) 783-1229.

January 12-15

The 37th annual North Carolina Turfgrass Conference and Show, Charlotte Convention Center, Charlotte, NC. Contact Marsha Richardson: (910) 695-1333, or fax: (910) 695-1222.

January 13-17

Sports Turf Managers Association's (STMA) 10th annual Conference & Exhibition, Mesa, AZ. Contact STMA: (800) 323-3875 or (712) 366-2669.

January 13-March 17

Turfgrass Pests, Palm Desert, CA, 6-9 pm Wednesdays. Contact University of California Riverside Extension, Natural Sciences Department: (909) 787-5804, or fax: (909) 787-7374.

January 14-16

The Mid-America Horticultural Trade Show, Navy Pier, Chicago, IL. Contact Mid-Am: 1000 N. Rand Road, Ste. 214, Wauconda, IL 60084; (847) 526-2010, or fax: (847) 526-3993.

STMA MESSAGE

**Sports
Turf Managers
Association**



Protecting Assets

As STMA grows stronger, larger, and more successful, we accumulate new assets. The most important of these is the large number of new members.

The strength of any association is its members. In a complex industry such as ours, the accumulated knowledge and expertise of a group's membership is a resource of unlimited value.

Any sports turf manager who has ever connected with a peer to seek ideas – and I think that includes all of us – understands the importance of this resource. Our organization's growth over the past two years has created terrific opportunities, and has increased the need to protect our newly acquired assets.

We rely on the expertise and commitment of Executive Director Steve Trusty and his supportive staff. Steve's staff has doubled over the past year to expand the services STMA offers its increasing membership.

Regionally, chapter development is also growing. Much thanks goes to our Gold Level chapter sponsors, Novartis and John Deere; and to our Silver Level chapter sponsors, Alpine Services, Hunter Industries, and The Scotts Company. Their support has allowed STMA to step up its mission to provide development services to our chapters, to help the chapters share information, and to provide regional support to assist and educate our members.

As sports turf managers, we constantly protect our assets. As we start another winter season, turf protection and equipment maintenance are often the focus of the day.

Giving good employees opportunities to grow professionally is just as important as taking advantage of today's new techniques, materials, and technologies for protecting your turf and equipment assets. As your employees advance their knowledge and skills they are better able to provide safer and more playable surfaces.

Most sports turf management budgets put labor expenses at the top of the list of expenditures. Obviously, your fields benefit from increased effectiveness and efficiency from each member of your staff. Your overall budget benefits as well. Your investment in yourself and your people will reward your program many times over.

Review the programs offered by local, regional, and national conferences this winter, and protect your assets by arranging opportunities for your staff to take advantage of educational programs. They'll fine-tune their existing knowledge and learn new procedures to improve your fields.

Don't miss a prime educational and networking opportunity: our 10th annual Sports Turf Managers Association Conference and Exhibition in Mesa, AZ, January 13 - 17, 1999. The best in the industry meet at this conference to share ideas and experiences, and to view the trade show extravaganza. Get your registration in now. Make your hotel reservations, and lock in those prime air fares.

See YOU there!

**Stephen Guise, STMA President
(714) 704-0403**