Managers Association
www.sportsturfmanager.com

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绍兴 is a major transition month. Summer is
drawing to a close; fall has not yet begun.
Some summer sports have wrapped their sea-
on while others are in full swing. At the high school,
college and professional level, many athletes in traditional fall sports have
already been hard at practice or participating in pre-season activities prior
to the official season openers. Turf managers may have their fields in a state
of change, perhaps setting up a baseball outfield as a soccer practice field, or
maybe putting the finishing touches on the football game field.

STMA has been making some transitions too, as the STMA board and the
Strategic Planning Committee have begun the task of preparing the associa-
tion to move forward and reach new heights in the new millennium.

A major item that took shape during the strategic planning meeting was
the development of an updated mission statement. Now, a mission state-
ment is much more than a lofty sounding sentence to put on association lit-
erature; it is a clear statement not just of what we are, but also of what we
are becoming and what we will achieve. It’s a powerful tool to give a united
sense of direction and focus to an organization.

Here is the new STMA Mission Statement:
"To be the recognized leader in
strengthening the sports turf industry and enhancing members' competence
and the acknowledgment of their professionalism."

This mission statement was discussed, debated and totally worked over at
the Strategic Planning meeting, then ratified by the STMA board at the June
board meeting.

The words were carefully chosen for the messages they represent. For
example, consider the word “strengthening” in the phrase, “strengthening
the sports turf industry.” Strengthening is the process of making stronger.
Key areas associated with being strong are performing well, being morally
powerful, being intellectually powerful and leading with authority.

Consider the word “enhancing” in the phrase, “enhancing members’ compe-
tence.” Enhancing is the process of improving the quality, of making better.
And competence in that same phrase is the condition of being competent, well
qualified, capable, fit to accomplish the requirements of the position.

Also consider the word “acknowledgment” in the phrase, “the acknowl-
edgment of their professionalism.” Acknowledgment is the recognition of
something and the affirmation that something is true. In this case, that
sports turf managers are professionals whose professionalism is to be recog-
nized and affirmed.

And speaking of professionalism, now is the time to mark your calendar
and start making your plans to attend STMA’s 12 Annual Conference &
Exhibition, Jan. 17-21, 2001, in Tampa, Fla. The conference theme is
“Upward and Onward.” Upward, because we’re reaching new heights as
individual professionals, as the profession and as an association; onward,
because we’re moving forward at this higher level, looking ahead and tack-
ling the challenges.

The Tampa conference is the place to be to key into the educational and
networking opportunities to strengthen and enhance your own level of pro-
fessionalism as you move upward and onward.

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