

Calendar of Events 2000

August 15

Cornell Field Day, Cornell University, Ithaca, NY. Contact Joann Gruttadaurio: (607) 255-1792.

August 23

Michigan Turfgrass Field Day, Hancock Turfgrass Research Center, Michigan State University, East Lansing, MI. Contact Kay Patrick: (517) 321-1660.

August 30-September 2

WorldScape 2000, a special millennium edition of CalScape Expo, Fairmont Hotel, San Jose, CA. Contact California Interior Plantscape Association: (707) 462-2276; fax (707) 463-6699; cipa@cipaweb.org. Web site: www.cipaweb.org.

September 15

Troubleshooting in the Landscape: Identifying and Solving Tree and Landscape Problems, Doubletree Hotel, Ontario, CA. Contact Ted Stamen: (909) 787-5804; science@ucx.ucr.edu. Web site: www.ucr-extension.net/ns/ns.html.

October 2-3

Mississippi Turfgrass Association's (MTA) annual Conference and Trade Show, Hilton Hotel, Jackson, MS. Contact MTA: (662) 325-0517. Web site: <http://msgrassnursery.com/mta>.

October 4-5

Southern California Turfgrass Council's (SCTC) Turfgrass Landscape and Equipment Expo, Orange County Fairgrounds, Costa Mesa, CA. Contact SCTC: (800) 500-SCTC (7282)/(818) 764-5016; fax (818) 764-3363; expo@turfCouncil.org. Web site: www.turfcouncil.org.

STMA Message

Sports
Turf
Managers Association
www.sportsturfmanager.com



Strengthen and Enhance

August is a major transition month. Summer is drawing to a close; fall has not yet begun. Some summer sports have wrapped their season 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 association 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 statement is much more than a lofty sounding sentence to put on association literature; 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' competence." 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 acknowledgment 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 recognized 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 tackling 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 professionalism as you move upward and onward.

Rich Moffitt
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