

Calendar of Events 2000

July 19-21

Turfgrass Producers International's (TPI) 33rd annual Summer Convention and Field Day, Spokane, WA. Contact TPI: (800) 405-8873/(847) 705-9898; fax (847) 705-8347; TurfGrass@msn.com. Web site: www.TurfGrassSod.org.

July 22-24

Outdoor Power Equipment Institute's (OPEI) 17th annual International Lawn, Garden & Power Equipment Expo (EXPO 2000), Kentucky Exposition Center, Louisville, KY. Contact Sellers Expositions: (800) 558-8767/(502) 562-1962; fax (502) 562-1970. Web site: <http://EXPO.mow.org>.

July 27

Green Industry Professional Field Day and Trade Show, American University, Washington, DC. Will include: sports turf maintenance. For more information, call (703) 250-1368.

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.

STMA Message

Sports
Turf
Managers Association
www.sportsturfmanager.com



Strategies Guide Development

As summer settles in, it's apparent that many sections of the United States are experiencing major drought conditions. This, like so many other weather-related situations, is a factor over which the sports turf manager has no direct control, yet one that impacts most parts of his or her management program.

In talking to those experiencing this drought, I'm seeing again and again that most have developed a strategic plan for dealing with water stress situations. They've done their research and established action steps to deal with what is likely to occur. They've worked with the governing bodies on water use to explain their current programs and to communicate their needs in terms of player safety and turf survival. They've set guidelines to adjust irrigation programs to fit prevailing and anticipated reductions and restrictions on water use. They've set up monitoring programs for weed, insect and disease infestations with action levels adjusted to fit the stress levels of the turf. They've worked with field user groups to keep them informed of field conditions and aware that some use cutbacks may be needed. They're planning ahead, making adjustments for the most effective use of their resources to achieve the best possible results. This is smart management.

STMA is doing much the same thing. Since my last column, the STMA Strategic Planning Committee met in Maryland for a facilitated two-day planning session. Prior to this meeting, all the attendees and many others were contacted by phone by the facilitator and his staff to gather questions, concerns, ideas and suggestions about STMA and the sports turf industry—today and far into the future.

Following that session, a preliminary report was issued incorporating the initial input and the results of the two-day meeting. The STMA board devoted part of its regularly scheduled June meeting to taking the preliminary strategic planning report a step further. They refined a set of five key strategies to build upon the main themes that had emerged from the previous segments of the project. Next, they began developing action steps to move those strategies forward.

Two action initiatives began immediately after the board meeting: development of detailed financial guidelines by the Finance Committee and research into the development of a Resource Center, with the Education Committee working in conjunction with the Chapter Relations Committee. More action steps will follow.

I'd like to personally thank all of those involved in the strategic planning initiative. Your input has been and continues to be essential to the developing and refining process. Many of the key items mentioned have been bubbling on the back burner for a number of years, waiting for the association to gather the resources to make them happen. Some of these items are new, driven by the growth of the industry and ever-changing technology. All will work together to make an even stronger impact on the association, the industry, and the general public's perception of both the profession of sports field management and the professionals doing the management.

Rich Moffitt
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