

STMA Message

Sports
Turf
Managers Association
www.sportsturfmanager.com



Exciting Times— Now and In the Future

These are exciting times for the profession of sports turf management. Sports participation is growing within all age groups. To accommodate the increased demand for playing time, new athletic fields are being constructed and existing fields are being renovated and upgraded.

This presents an even greater challenge for the sports turf manager. In many cases, the individual and his or her staff must balance the maintenance programs for the majority of the existing athletic fields with the demands of the renovation and/or construction projects occurring at the same time.

It also presents great opportunities. Field construction, renovation and upgrades are news items and, as such, are covered by print and broadcast media. This opens the door for the sports turf manager to communicate with the media personnel and, through the media, with the general public.

It's an opportunity to tell the story of the important aspects of field design, the need for proper attention to all those aspects during field construction, renovation and upgrades, and the importance of the sports turf manager's role in developing and maintaining the field. It's an opportunity for educating the media and the public on the profession of sports turf management and on the importance of the professional sports turf manager. It's an opportunity to point out the importance of good playing surfaces to the game and to the athletes that participate in the game.

This is great! Media coverage helps alert the public to the importance of good field conditions to the game. It also points out some of the problems that sports turf managers encounter in attempting to maintain optimum field conditions. The media comments on such weather-related problems as excessive rain, snow, heat or cold and on field usage problems such as play during poor weather conditions or excessive field use over a short period of time. The public is tapping into the message that professional and college athletes need good field conditions to protect their safety and to play to the best of their ability. But we need to take our message to a broader audience. Some young athletes end their careers at the youth league, junior high or high school level. Some adults compete well into their senior years. These players deserve good playing conditions, too.

The Sports Turf Managers Association wants to help you get these messages across. A major focus of the STMA Strategic Plan is to educate the public on the need for the best possible playing surfaces for all levels of play and to assist in promoting the positive, professional image of the profession and its professional practitioners. Exciting things are taking place at the Committee levels to make this happen. Stay tuned for details.

Rich Moffitt
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