

the front office

Like minds

I'm privileged to be the first to read what the gentleman writes for the page opposite this one. This month I saw that we were of like minds: Rich, inviting one and all to Las Vegas for the Sports Turf Managers Association (STMA) conference and show next January, and my espousing the benefits of attending such events.

And "like minds" really is the main reason to spend the time and money involved. You and your fellow attendees have a lot in common even though you don't necessarily know one another. You're all interested in providing the best athletic playing surfaces possible given your region's climate-for the least amount of money, most likely, or at least within your budget.

STMA executive director Steve Trusty says, "The STMA exhibition has grown tremendously over the past 6 years. It is the only marketplace where those companies with products and services designed for the sports turf manager can meet face-to-face with the majority of the best sports turf managers in the world under one roof. The ability to get together in a relaxed, but working atmosphere with a reception, lunch, and ice cream social all included is an added bonus for attendees and exhibitors alike."

Steve's as right on as a Mariano Rivera 0-2 slider in October. Bringing together the companies that sell the tools, products, and services you use daily in your work so you can compare them and ask questions face to face is invaluable for making important purchasing decisions. Still more important, as Rich points out on page 7, is the chance to talk over your problems and solutions with others experiencing similar situations. Networking is necessarily always about making contacts for future jobs!

Having attended many trade shows for the various industries I've covered the past 19 years, I'm an expert on the "do's and don'ts" of attending such events. Here are several from that list for your consideration:

DO

- ➔ Wear your badge. No one likes them much but in this setting it's rude not to.
- ➔ Attend some seminars. More than a few times, speakers I'd never heard of walking in have motivated and educated me on things I'd never considered before.
- ➔ Enjoy yourself. Go out at night with old or new friends and see what the host city has to offer. There's plenty of time to rest when you get home.

DON'T

- ➔ Stay home. Even the current increased anxiety in travelling shouldn't keep you at home. This is the only show of its kind for the most successful turf managers.
- ➔ Play golf with your friends all day. You can do that at home for less money.
- ➔ Party for 3 hours past your normal bedtime. You WILL regret it in the morning.

ST

See you in Las Vegas!



Comments always welcome.
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