

president's message

Everyone wins

Sports turf management is an evolving profession. New ideas and new technology open the way to improvements in construction and maintenance that help sports turf managers keep fields in top condition through heavy use and threatening weather. Providing the best sports surfaces for every level of play is always challenging, sometimes stimulating, sometimes frustrating, often tiring, but never dull. Because of their dedication to improvement and willingness to step up to the challenges, sports turf managers get the job done—and everyone wins.

Challenges and improvements also are a big part of the organization that represents this profession, the Sports Turf Managers Association (STMA). Lots of exciting things have already happened in 2001. Lots more will happen between now and the end of the year and on into 2002 because STMA is "On a Roll."

For starters, the Membership Committee has been in high gear. First, there was a fax blast to potential new members, offering a special promotion with a reduced rate for membership from mid-year to the end of 2001.

Now, in this issue, we're kicking off the traditional end-of-year new member promotion that offers membership through December 31, 2002, at the 1-year membership rate to those new members who sign up during the last quarter of 2001. Just use the application card included in this issue to join your peers in advancing the profession of sports turf management through STMA.

In addition, all those new members joining between October 1 and December 1 will be eligible for a drawing for a free registration to the STMA 13th Annual Conference & Exhibition, January 16-20, 2002, in Las Vegas.

And, so long-time STMA members won't feel left out, the STMA member referral program also is starting October 1. For a 2-year period, each time an STMA member's name is listed on the referral blank of a membership application, that member will receive a coupon worth \$10 toward the purchase of STMA merchandise or reference materials, toward the STMA Annual Conference, or toward their own membership fees. In other words, everyone wins.

Winning continues as STMA's Website Committee undertakes an extensive upgrade of the association's website (www.sportsturfmanager.com) to better serve its members and our profession. The STMA Chapter Relations Committee continues to facilitate the networking exchange between Chapters that helps raise their programs to ever-higher levels. The STMA Marketing Committee soon will introduce exciting developments to promote the profession of sports turf management and help gain acknowledgement of the important role you fill within the profession.

And, keeping with this winning theme, also in this issue, you'll see a little of what's in store for you at 2002 STMA Conference. The theme "We're on a Roll,"

emphasizes the progress of STMA and ties into the Conference's Las Vegas location. Along with a jackpot of educational sessions, workshops, round-table discussions, and tours, the biggest-ever trade show, and networking opportunities galore, there's much, much more. Plan now to join your peers because, through working together to meet the challenges, everyone wins.

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Rich Moffitt,
STMA President

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