

president's message

K.I.S.S.

Over the past few years we have seen many changes in the world and in our association. The information highway has allowed many organizations and businesses to excel in growth more rapidly than we could have ever imagined. With all the new technology available to everyone, I tried to recall what it was like before high-speed data systems, the web, fax machines, and cell phones. (How were we able to get things done without them?)

Our industry and association have adapted to the world of change very nicely by keeping it simple. A member I spoke with at a turf trade show in Baltimore referred to the K.I.S.S. (Keep It Simple, Stupid) principle and how our association should apply it toward our continued growth.

At our national conference, I spoke with members who do not have access to a computer and rely heavily on this publication and the newsletter for information. The diversity in our organization allows us to focus on growth for all members, and also allows us to get a better handle on the big picture of sports turf management. And, at the same time, that diversity gives us the resources to help those with specific needs find the answers to help them work through problems with their fields.

What is awesome about our industry's diversity is everyone still has the same common goal, to provide safe fields for athletes, young and old, amateur or professional!

One area that will help get those involved more with the industry is our Mentoring Program. It began this year with a bang! The program allows for new members to learn and establish themselves with the resources our association has to offer. Membership Chair Mike Andresen, CSFM, Mentoring Subcommittee Chair Steve Wightman, and his committee have established a network of individuals across the country to help new members understand sports turf issues, establish contacts, build relationships, and make friends within our industry. This exciting program will be a benefit for ALL new and existing members.

Everyone has a story to tell about how you became involved in sports turf or how you moved from one job to another. Meeting and knowing many of you over the years, I have found that most sports turf managers are humble and modest and feel their achievements are not worthy of attention because you're only doing your job.

If you have moved or plan to change positions, have a new job, won an award, if your field is hosting a national event, or you sold 1,000 mowers for your parent company, please forward that information to Headquarters. We want to hear about your successes so we can inform the world about the great people of our association.

It's an exciting time—and I am not just saying that because it's baseball season. Our industry is poised for success on many levels. Due to various student requests we recently established a student subcommittee that gives college students a forum to review issues about how the STMA can support their goals so they too can be successful in the sports turf industry. Contact Headquarters for membership news about this new committee.

As always I enjoy hearing about your issues and will be glad to talk with you if you have a concern or question about our industry.



Murray Cook,
STMA President

A handwritten signature in black ink that reads "Murray Cook". The signature is written in a cursive, flowing style.

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