

president's message

Greetings from STMA headquarters

I hope each and every one of you had a most joyous holiday season. I also hope that 2002 is off to a good start. Many of you are ready for another great STMA conference, this time in Las Vegas. If you are an STMA member, you hear from me in each issue of your newsletter. If you are not an STMA member, let me encourage you to get involved in THE association that is dedicated to your industry.

You know the effort you put into what you do. Do those responsible for your paycheck know? How about those that use the fields you maintain? How about the general public? Do any of them recognize the special expertise it takes to maintain fields, at all levels, in a safe, playable and, hopefully, in an aesthetically pleasing condition? If they don't, you can work with others in your chosen profession to get the word out on what you do and how important it is. Individually, that is a formidable, if not impossible, task. Collectively, through the efforts of STMA, much can be done to spread the message.

Have you ever had a problem with any of your fields? Have things just not gone right some times? Have you scratched your head, wondering if anyone out there might have a solution for your problem(s)? Maybe you would just like someone to validate that you did everything you could but the weather just didn't cooperate. Maybe your field is being used more than it should be for the budgeted maintenance program. An association of individuals with similar problems, concerns, or questions can really help you do a better job of what you do.

STMA has grown rapidly the past 6 years, but could be growing much faster if YOU would get involved. Everyone qualified to receive this publication should be a member of STMA. If you are a member, tell your peers who are not members what you get out of your membership. In the recent STMA "Every Member Survey," more than 92% of the respondents said they were satisfied or very satisfied with STMA. That tells me that STMA is a tremendous organization that is doing what the members want. Even with that level of satisfaction we are striving to do better. If you feel that you could be getting something else out of membership, let us know so that we can provide what you need.

We were also told in the survey that our website needed improvement. The STMA Website Committee listened and the result of their work is now evident in

the completely revamped www.sportsturfmanager.com. While it is vastly improved, keep checking it, because new information and features will be added constantly.

The best way to make this YOUR organization is to lend your support through dues, ideas, local involvement through Chapters, and attendance at conferences. I hope to see you soon.

If you would like to know more about this industry and its members be sure to read the article in next month's *Sportsturf* for more details from the "Every Member Survey." You will gain insight on number of fields maintained, total acreage maintained, budgets, salary ranges, educational backgrounds, and much more.

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Steve Trusty,
STMA Executive Director

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