

STRENGTH IN NUMBERS

LOOSELY DEFINED, an association is a group of people with common interests and common aspirations. Why do people belong to professional organizations? Why do doctors join the American Medical Association, or lawyers choose to be a part of the American Bar Association?

Closer to home, why should turf management professionals and people who support the profession want to be a part of the Sports Turf Managers Association?

Here are some possible reasons:

* There is strength in numbers. We need more active, committed members. A large number of members gives us a stronger position in business dealings and helps with the credibility of our association. Professional membership is affordable at \$95 per year. It's a way to give back to a profession you believe in. If you have been a member previously, but are not one now, we'd like to have you back to be a part of the new growth and development STMA is experiencing.

* Our profession needs a national voice, a voice to communicate who we are and why what we do is important. The STMA Board is working to make the organization better. Remember that the organization is the members. If our profession is to achieve the respect and credibility we all want, we must be united and speak with one voice.

* We need to learn from the experiences of our colleagues and be able to call on them when we have a problem they may have faced before. In our profession, there's nothing that can happen to you that hasn't already happened to someone else in the organization. There's something special associating with people who share common goals and interests.

* Having a national organization enhances our professional credibility, allowing us to speak with one voice on issues concerning what we do. Having a national certification program is important in assuring the public we are who we say we are.

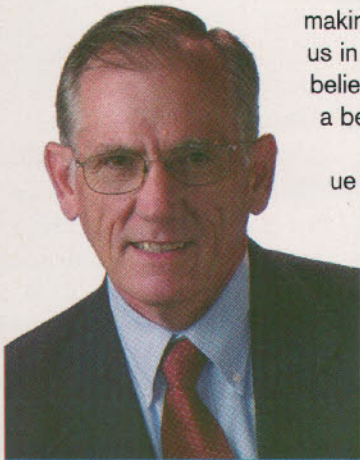
* If you are a member, you should feel good about what the organization is doing for you and what you contribute for the organization. Good things are happening and you will want to be a part of it. This year you will have the opportunity to vote on the revised bylaws, and the new image enhancement campaign is moving forward. Chapters now have greater input in the way chapter development money is spent. We are also working more closely with other organizations in which we share common interests.

* The STMA Annual Conference gives you the opportunity to learn from others in the profession. It's a great time to recharge your batteries, return to your job and do it better.

* REMEMBER: EVERYTHING WE DO IS FOR OUR MEMBERS. PERIOD. THIS IS YOUR ASSOCIATION.

Simply put, STMA offers each of you the chance to be involved in making your profession better. If you're not a part of STMA, please join us in our quest for a better organization, one reflective of the things we believe in. If you are already a member, let's work to continue to build a better organization.

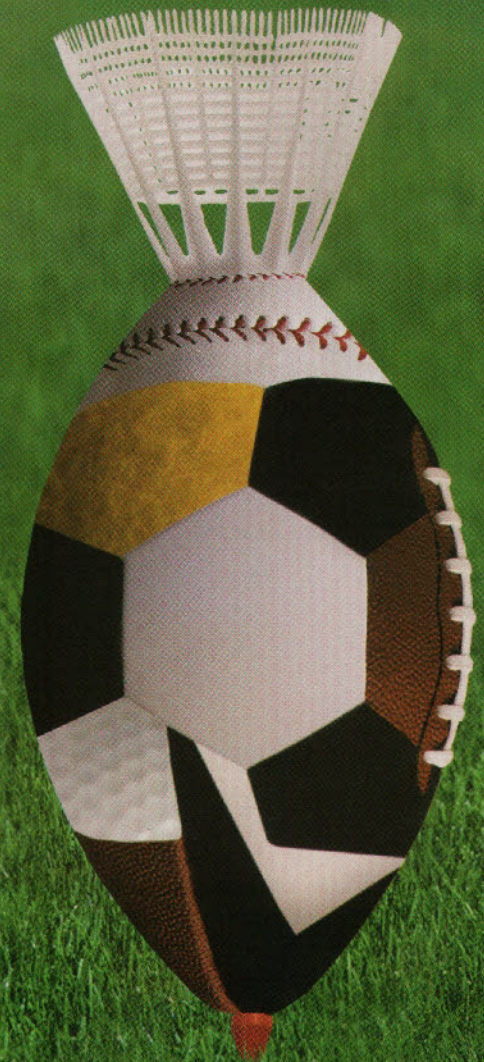
Together we can make our dreams become reality. Let's continue to make STMA an organization where good things happen.



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