

# president's message

## A big step forward

The STMA marketing committee began a major initiative during the last quarter of 2002 with the focus on upgrading the perceived image of the association and of the profession of sports turf management. Introduction of this new trio of marketing tools—the logo, tagline, and public relations positioning statement—is the first step in this ongoing initiative.

The new logo makes a bold statement because of the thick, heavy typeface. It has a clean, professional look that fits the sports world and the green industry and will transform well onto everything from letterhead and clothing to business cards. The logo was designed with a thicker typeface in order to appear more prominent. Obviously, the green of the logo design was used as a symbol of the green industry. The “p” in sports comes down far enough to tie in “managers association,” and bring together the whole logo. This logo can be used either with or without the tagline.

The tagline takes an everyday phrase “an expert in the field” and plays upon it to get across that STMA members are the absolute “experts” both in the field of sports turf and on the playing field. “Partners in the Game” portrays professionalism and positions STMA members on equal footing with others in the organization or athletic department. The tagline is a catchy, easily recognizable phrase to be used for marketing purposes.

“The sports industry can count on the healthiest and safest playing fields because sports turf managers are unequalled in expertise and professionalism.”

This public relations positioning statement is short, concise and “positions” the association in one sentence. It will be used in membership brochures and other recruitment materials and for such media statements as press releases and public service announcements.

I hope you are all in support of the changes to our association’s “storefront!” The membership has asked us to help sell the professionalism and expertise of the sports turf industry and of you, a member of it. This new logo, tagline, and public relations statement will be the first impression that our employers, our associates and the green industry will get of our profession. In upcoming educational sessions you will receive additional training and tools to help you “take matters into your own hands” with this outreach. The marketing committee is also working to establish formal alliances with other green industry associations in an effort to shine the best light on our members and our industry. Realize that the STMA can only do so much. As members of STMA, we need to

audit our individual professionalism and role. Be the best ambassador that you can be for yourself and the profession. Together we need to use all the tools that we are presented with and work to become more valuable to our facility and to this industry.



BOB CAMPBELL, CSFM

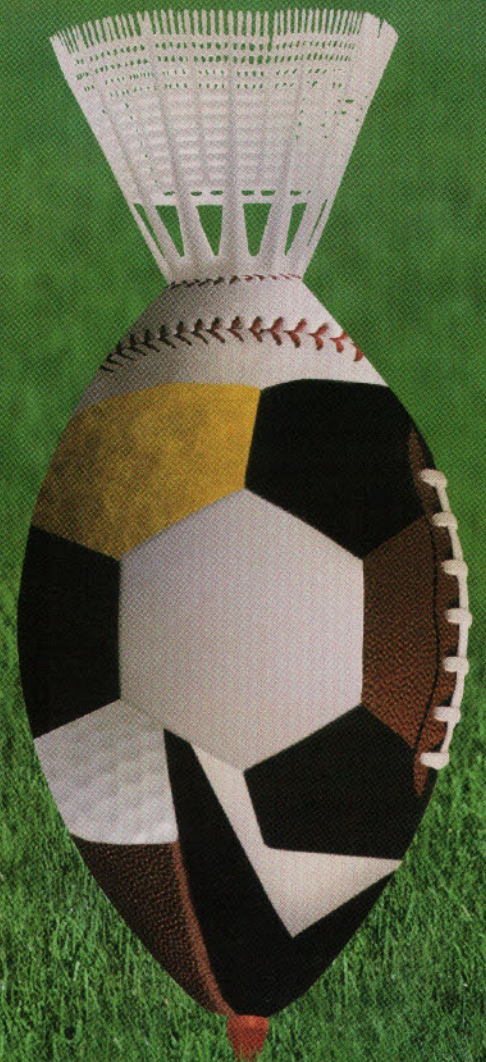
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*Bob*

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