

## president's message

# A View to the Future— Building on the Past

**It is my pleasure** to report that STMA has hired its first full-time, dedicated Executive Director. After a thorough search led by a highly experienced management consultant and a Board-appointed committee, we selected Kim Heck. She has a strong background in marketing and association management and comes to us from the Golf Course Superintendents Association of America. Under Kim's leadership and your continued support, I am confident that even greater accomplishments are on the horizon for STMA

—Bob Campbell, CSFM

**I am very honored** to be selected as Executive Director for the STMA and to help build on its strong foundation. Although developing and directing association programs has been my life for a decade, I have much to learn from the STMA members about their goals and aspirations for the Association so that I can make them a reality.

In the short time since my selection I have been very impressed with the care and commitment of the STMA Board of Directors and other volunteers. Please let me share with you my observations of the STMA as its new employee.

Professionals belong to associations because membership brings a sense of community—a kinship with peers—and important access to career-enhancing services and resources. STMA has that camaraderie and pride of belonging. I see it in those members with whom I have met, and I hear it in the voices of those with whom I have spoken. STMA also has a sound offering of services that usually is found in associations with much larger memberships, including:

- An effective committee structure with engaged members.
- A strong network of chapters. Chapters are the lifeblood of an association.
- A strategic plan, business plan and marketing plan. Wow! Many associations do not have any plans, and those with plans typically do not document with such thoroughness.
- A conference and show that offers timely education and showcases the latest technology.
- A comprehensive certification program that validates high achievement.
- An easy-to-navigate website that provides access to resources and programs.
- Timely and informational publications, in print and through electronic delivery.

With all of these services, resources and programs, what is my role?!

I believe that I can make them stronger and create more value for your membership dollars. My goal for the Association is to help it grow in size and influence in the agronomic and sports worlds. My pledge to the STMA members is to truly listen to your ideas and concerns and design a roadmap that will lead to greater success for the individual member and for the Association.

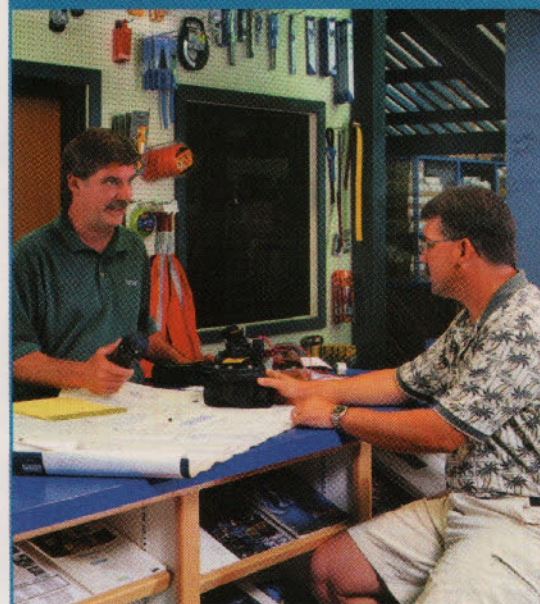
If you ask my peers what I am all about, you will consistently hear about my passion for making things better and my belief in collaboration. By working with others, advocates and adversaries alike, an organization becomes stronger. It is this strength of leadership that I strive to bring to the STMA to advance the influence and recognition for the profession.



KIM HECK, Executive Director

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