

# STMA Board Develops Strategic Plan

The 2005 Sports Turf Managers Association (STMA) Board of Directors made the commitment to develop a 2-year Strategic Plan to guide the association. Building on the 2001 STMA Strategic Plan, the Board validated the progress that has been made during a 3-day meeting in February, and set the following goals and objectives that will continue to advance the association's mission. This Strategic Plan will lead the work of the Association and strengthen the framework through which decisions are made.

Strategic planning is a continuous process. The Board will be vigilant in monitoring the Association's progress and driving new goals as these are achieved.

## GOAL I: INCREASE MEMBERSHIP/CERTIFIED MEMBERS

- OBJECTIVE 1: Increase membership by 10% in all categories by April 2006.
- OBJECTIVE 2: Evaluate appropriate dues structure
- OBJECTIVE 3: Analyze and adjust membership categories.
- OBJECTIVE 4: Conduct a survey of members to determine awareness of STMA services and perceived value.
- OBJECTIVE 5: Enhance benefits and use them as a membership-recruiting tool.
- OBJECTIVE 6: Increase Certified Sports Field Manager count from 53 to 75 by the middle of 2006.

## GOAL II: ENHANCE THE IMAGE OF MEMBERS AND THE PROFESSION

- OBJECTIVE 1: Teach members how to manage their own image enhancement.
- OBJECTIVE 2: Leverage partnerships with Allied Associations.
- OBJECTIVE 3: Utilize trade shows.
- OBJECTIVE 4: Effectively use the STMA Speakers Bureau.
- OBJECTIVE 5: Train members in crisis management.
- OBJECTIVE 6: Build relationships with the media.
- OBJECTIVE 7: Involve chapters.
- OBJECTIVE 8: Consider selecting/developing a spokesperson in each chapter/region.

## GOAL III: EFFECTIVELY INFLUENCE OUR EXTERNAL AND INTERNAL AUDIENCES THROUGH OUR COMMUNICATION VEHICLES

- OBJECTIVE 1: Improve the STMA E-Digest.
- OBJECTIVE 2: Improve SPORTSTURF magazine.

## GOAL IV: STRENGTHEN AND IMPROVE THE COMPETENCY OF MEMBERS EFFECTIVELY UTILIZING THE LIMITED RESOURCES OF STMA.

- OBJECTIVE 1: Request funds from SAFE for educational resource development.
- OBJECTIVE 2: Create educational fact sheets with the STMA logo.
- OBJECTIVE 3: Review existing ASTM turfgrass standards for currency and promote the standards through educational articles.
- OBJECTIVE 4: Create involvement with the ASTM task group that is writing synthetic turf standards.
- OBJECTIVE 5: Develop a vision for education by 2007.

- OBJECTIVE 6: Utilize the STMA Speakers Bureau as a vehicle for educational outreach.
- OBJECTIVE 7: Advise SPORTSTURF on editorial content.

## GOAL V: MAKE THE STMA CONFERENCE THE MUST-ATTEND INDUSTRY EVENT OF THE YEAR.

- OBJECTIVE 1: Strengthen the educational program.
- OBJECTIVE 2: Grow the show.
- OBJECTIVE 3: Work more effectively with Marketing and Events.

## GOAL VI: EFFECTIVELY MANAGE STMA'S RESOURCES THROUGH SOLID FISCAL PROCEDURES, EFFICIENT OPERATIONS, AND A STRONG BOARD GOVERNANCE/COMMITTEE STRUCTURE

- OBJECTIVE 1: Engage the Finance and Audit Committee to review and enhance financial operations.
- OBJECTIVE 2: Develop a process to review board training, make-up, electoral procedures/succession, and category of membership representation.
- OBJECTIVE 3: Institutionalize a strategic plan progress report at each board meeting.
- OBJECTIVE 4: Effectively utilize the committee system to guide association services and programs.

## GOAL VII: STRENGTHEN THE STMA CHAPTER NETWORK.

- OBJECTIVE 1: Distribute the Strategic Plan to Chapter leaders.
- OBJECTIVE 2: Use chapters to gain insight and information.
- OBJECTIVE 3: Explore incorporating chapter and national fees.
- OBJECTIVE 4: Request each chapter's mailing list.
- OBJECTIVE 5: Dedicate headquarters' staff to chapter management.
- OBJECTIVE 6: Make chapters aware of the STMA Speakers' Bureau.
- OBJECTIVE 7: Focus on outreach to chapter contacts.





# Synthetic and natural turf experts collaborate

BY **ABBY MCNEAL, CSFM**

**As chairperson for** STMA's Synthetic and Natural Turf Task Force, which was appointed this year by President Mike Trigg, CSFM, I want to report on the group's excellent progress.

The task force was formed in early March to help clarify the many questions surrounding turf selection. The group is composed of 10 members in the industry with very diverse viewpoints, representing natural turf, research and education, synthetic turf, and the sports turf management profession. As needed, additional experts are being asked to participate on subgroups to address specific topics.

The group regularly meets by conference call. Although each member of the group brings a unique perspective, the task force is singularly focused on providing facts. Their initial goal is to provide factual information in a Question and Answer White Paper format to help non-sports turf managers, such as school board members, coaches, the media and the general public, to understand why/when synthetic turf should be selected and why/when natural turf is appropriate. STMA believes that hav-

ing a 360-degree review on this subject is critical to the publication of unbiased information.

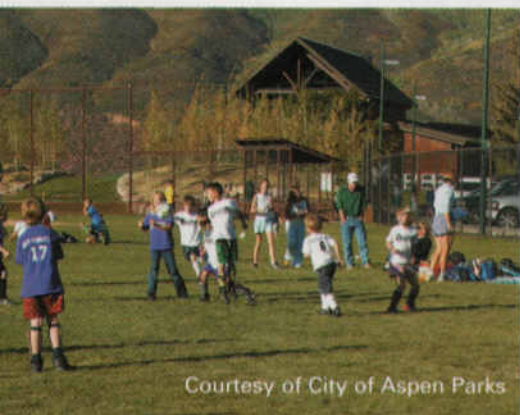
Topics that will be addressed include heat, maintenance activities and equipment, player considerations, installation, health and environmental questions, and longevity. This white paper resource should be ready later this summer. A longer-term goal of this task force is to develop a kit with detailed technical information and documentation for those who are actually ready to make purchase decisions.

It is refreshing to work with such a collaborative group who take their appointment to this task force seriously and are committed to publishing a fair and balanced white paper.

Task Force members include:

Abby McNeal, CSFM, Chair, sports turf manager  
Mike Boekholder, sports turf manager  
Darby McCamy, synthetic turf representative  
Mike McGraw, synthetic turf representative  
Andy McNitt, Ph.D., researcher and educator  
James Newberry, sod grower/Turf Producers International  
A.J. Powell, Ph.D., researcher and educator  
Trey Rodgers, Ph.D., researcher and educator  
Tony Strickland, CSFM, sports turf manager  
Dave Wallace, sod grower/Turf Producers International **ST**

*Abby McNeal, CSFM, is assistant turfgrass manager for the Denver Broncos.*



Courtesy of City of Aspen Parks

## chapter news

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**Sports Turf Managers Association of Arizona:**  
The Arizona Chapter and the City of Flagstaff Parks

& Recreation present the "Turf in the Pines Seminar" on June 10 at Knoles Elementary. For more information on the seminar or information on the Chapter or other upcoming events, contact Chris Calcaterra at e-mail: [chrisc@peoriaaz.com](mailto:chrisc@peoriaaz.com) or call 623/412-4231 or Bill Murphy, at e-mail: [bmurphy@ci.scottsdale.az.us](mailto:bmurphy@ci.scottsdale.az.us) or 480/312-7956.

### Chesapeake Chapter STMA (formerly called Mid-Atlantic Athletic Field Managers Organization - MAFMO Chapter STMA):

Chesapeake Chapter STMA is planning a regional meeting with the Virginia STMA, SFMANJ and KAFMO to be held at the new Ravens Practice Facility in Owens Mills, MD in July. Our meeting at RFK Stadium in Washington, DC will be scheduled at a later date at which time we will see the change over from baseball's new team the Washington

Nationals to MLS Soccer 2004 Champions DC United. For more information contact Graham Davis at [gdavis@american.edu](mailto:gdavis@american.edu) or call 301/495-5522.

### Colorado Sports Turf Managers Association:

The CSTMA will be having a field renovation seminar at Fort Carson on June 8. The infamous LMO Golf Tournament is scheduled for July 17 at The Heritage at Westmoor, for information on the golf tournament please contact Phil McQuade at 303/237-7188. For information on the Chapter or upcoming activities, visit the Chapter's website at [www.cstma.org](http://www.cstma.org) or call the CSTMA Chapter Hotline at 303-346-8954, or contact President Richard Buelter at 303/233-2922 or [dbuelter@jeffco.k12.co.us](mailto:dbuelter@jeffco.k12.co.us).

**Florida #1 Chapter:** The Florida #1 Chapter is holding a Chapter meeting on July 26 at the City of