

Why publish an annual report?

I recall the discussion well over two years ago at a past board meeting about the desire to develop an annual report for our membership. The discussion resurfaced at the fall 2004 board meeting about the need to produce a useful annual report, the appropriate timing for its distribution, and an effective report style. At the spring board meeting, the highly desired development of an STMA annual report was again discussed and staff was directed to develop a report with audited financial numbers and STMA's financial philosophy.

I am proud to announce that in July the STMA Board of Directors approved the publishing of the STMA 2004-2005 Annual Report, which is included in this issue of *SPORTSTURF* magazine. The report, with more detail, is also posted on the members-only side of the STMA Website at www.sportsturfmanager.org.

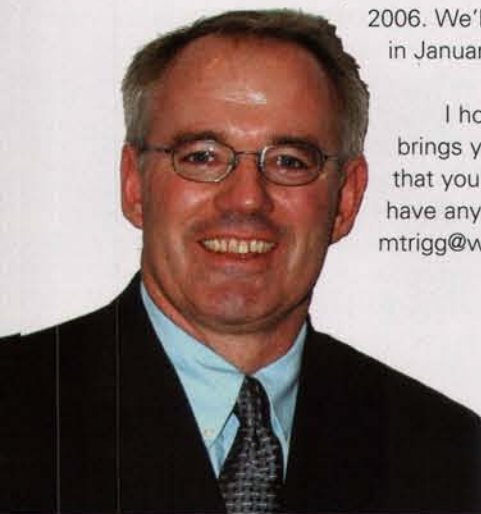
So, why is it important to publish an annual report?

- The annual report, more so than any other type of association publication, expresses the personality, philosophy and vision of the association.
- The report provides a summary of the association's activities and accomplishments during the past year.
- It shows a quick summary of the association's performance and specifically highlights the programs and services that are funded by the memberships' dues.
- It gives a snapshot of the profession's progress.
- The report also lays the direction for the coming year.

I believe the most significant progress the association has made is its continuing focus on education. Through traditional venues such as our conference, to delivery through new avenues such as partnerships with on-line educational organizations, STMA is striving to be the definitive source for information and education for its members and the industry. Our members are helping us every day to carry out this effort by sharing information, peer to peer. Other important assets to the association in this area are our volunteer leaders who serve through committees. Their efforts guide the development of programs and services that help advance the knowledge, skills and abilities of our members.

If you are not involved in a committee, I encourage you to consider service in 2006. We'll have a short committee showcase at the upcoming conference in January, which will provide more information on how you can participate.

I hope that you will read the report and that the information provided brings you confidence in the stability of the association and in the direction that your STMA Board of Directors has set for the coming years. If you have any questions, please do not hesitate to contact me, mtrigg@waukeganparks.org, ph. 847/360-4724.



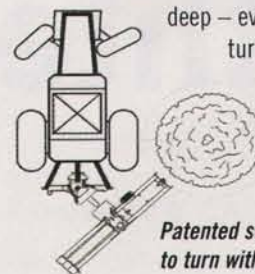
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