

The first 365 days

I have asked Kim Heck to reflect on her first year as STMA's CEO. From my perspective it has been a year of getting our house in order and focusing on strategic planning for even stronger success in the future. As with any year of change, it is important to look at where we've been to help design a roadmap for the future. I believe our board has worked very hard on your behalf to do just that, and we have great confidence in the staff we have chosen to get us there.

Mike Trigg, CSFM, President

Wow. I can't believe it has been a year already. It has literally flown by. My first month I was office-less (except for my home office that still has dial-up Internet connections!), spent much time traveling back and forth to the former Council Bluffs office to effect the transition, found office space in Lawrence, hired employees, selected office equipment, set up new business accounts, supervised the move of thousands of pounds of files, and on and on. It was a whirlwind and I loved it, yet I was certain that my life would become right-paced as soon as everything was settled in Lawrence.

Wrong. That was a little too optimistic because there were a few activities on the horizon for STMA: the 2005 membership drive, annual elections, scholarship and awards judging—oh, and a little event called the STMA Conference and Exhibition. The board had the foresight to hire a conference events planning firm, Marketing and Events (M&E), who managed a marvelous conference with the help of STMA Finance and Operations Manager Erica Spurling and Member Programs Manager Leah Craig. Both had cut their conference teeth on the GCSAA Conference and Show and were tremendously helpful to M&E, and to me.

The Conference and Exhibition has been the highlight of our year for the simple reason that staff and I were able to meet a huge number of our members. That's what makes our jobs meaningful, and fun! Our work at STMA focuses on one activity: providing service to members. We hope that you feel our commitment and passion for member service when you interact with us.

Although we consider our first year a resounding success, we certainly aren't satisfied. We have many ideas on how to provide more value to members, more ideas than resources. But that is good. It makes us constantly challenge ourselves to streamline processes, use new technologies, and find innovative ways to accomplish more with less.

This year you will see an even stronger commitment from us to understand the sports turf management profession. We plan to use member surveys, qualitative research, and one-to-one interactions with members and their employers to gain a 360-degree perspective on the profession. Only by thorough understanding of your challenges and successes can we develop programs and services to help you achieve your goals.

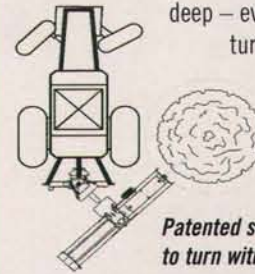
We want to thank our board for their commitment to us and for their leadership of STMA. We are privileged to work with them and honored to work on behalf of STMA's membership.



KIM HECK (L), LEAH CRAIG, AND ERICA SPURLING, STMA HEADQUARTERS STAFF



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