

President's Message

Change is in your hands



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Change is in your hands—literally with this new edition of *SportsTurf* magazine and with the opportunities that the STMA Conference will present to you in a few days. Change has also been the rule, rather than the exception during 2005 for the STMA.

There is a saying, "If you aren't changing, you're standing still." That means if you are standing still, you are not advancing or improving. Change is good for business, good for professionals, and it is particularly important to the sports turf management world. We can no longer solve new problems with old solutions, but must embrace change, and use all opportunities to improve our profession and ourselves.

As STMA members, we rely on *SportsTurf* magazine to bring new ideas and innovations to help us with our daily management challenges. Inside you will find more information, more research, more peer-authored articles, more applicable features and the latest in new products and technology. We listened when you told us you didn't like the tabloid size and we think the new size will be a welcome change.

The 17th Annual Conference and Exhibition is upon us, and its 58 educational sessions offer tremendous opportunity for change. You'll see new technology and learn new ideas and how to apply those innovations. No where else will you find such a rich offering of athletic field-specific education to help you do your job better. In addition to the formal education, be sure to take advantage of the informal networking opportunities.

Change has been the "status quo" as our new association headquarters staff has been implementing the 2005 STMA Strategic Plan. Highlights include: increasing publication of our on-line membership newsletter; engaging a large number of members through committee service; breaking conference and exhibition attendance records; creating a Membership Directory; developing and implementing a long-range conference site selection plan; and meeting operational and budget expectations. It has indeed been a year of change.

Looking ahead to 2006, I see more change as we position the association as a key organization in the world of sports and the sports turf manager as the person crucial to the success of every athletic facility. We plan to use member surveys, qualitative research and one-on-one interactions with members and employers to gain a 360-degree perspective for the profession.

Best wishes for a prosperous New Year and one that is full of change!

Mike Trigg

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