

President's Message

"Survey says . . ."

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Survey says . . . outstanding!

The sports turf manager segment of our membership was surveyed in April about their satisfaction with STMA's services, and they were also asked to provide input and ideas on how to enhance those services.

The news was outstanding and very insightful. STMA received a 35 percent response rate, which is excellent. In the world of statistics, this percentage validates the information we received as truly representative of our membership.

In early 2005, your STMA Board of Directors developed a strategic plan, which our committees use as a roadmap for their work. At each quarterly Board meeting, the Board reviews the progress of the strategic plan. At our upcoming fall meeting, we will bring back our facilitator and take a hard look at the future of STMA and set goals for where we want STMA to be in the next 5 years. Gathering information from our membership is critical to this process. We will be using your survey responses in setting our strategic direction for the future.

Some highlights from the survey include information on why you attend the STMA annual conference and why you do not. Our conference committee and all of its subcommittees will study this information and brainstorm ways to improve the value of the conference. We also learned about the other conferences, educational programs and training sessions you attend. You told us how important STMA's services and programs are to you and let us know how satisfied you are with them. I am very pleased to report that your level of satisfaction with this magazine is great—89 percent of you are "satisfied" to "very satisfied." That tells us our efforts in redesigning and refocusing *SportsTurf* have been beneficial to you.

Our members' level of formal education is phenomenal. Sixty-nine percent of our sports turf managers have an associate's degree or higher with 86 percent having attended college. That is truly a reflection of the importance that education plays in our profession. The survey shows that sports turf managers strongly pursue continuing education and use hands-on workshops and field days as the top method for attaining additional skills. The more education we personally undertake, the more highly respected our profession becomes in the world of sports. Look for complete survey results on page 44.

STMA is committed to member involvement and asking for your feedback through surveys is important to the future of our organization. We will be conducting more surveys to help us focus our efforts on your priorities. I promise that we will be respectful of your time and keep our surveys brief, relevant and few.

On behalf of your Board of Directors, thank you for the time and thoughtful responses you provided to us through this survey. We appreciate it and will use it to bring more value to you as we work to strengthen STMA for tomorrow.

Mike Trigg