

## Let your voice be heard



**MIKE ANDRESEN**  
CSFM

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I want to thank the Nominating Committee and its Chair, Mike Trigg, CSFM. The committee has accomplished a difficult task paring down the nominations and offering us an awesome slate of candidates for the 2008 Board of Directors. Your turn in the governance process is now, and it's vital.

Please read each candidate's bio on the STMA website and cast an informed vote. I congratulate the committee on producing the impressive slate, and I thank the members who came forward and offered to become candidates. Board representatives are your voice in the boardroom, and they help determine STMA's vision and strategic direction. Identify who you want as your representatives for the coming year and cast your vote.

I'm excited for Conference! You've received the brochure and you've read, and will read more, in this magazine about the tremendous education and exhibit hall waiting in Phoenix.

Part of my excitement comes in realizing how much being in STMA has enriched me. Enrichment has certainly come in the form of education, trusted friendships and business contacts. A huge part of that enrichment has been delivered at our conference. Conference is special because we're able to stay current with the latest research and academic side of our profession. It's also special because we hear about real world experiences from so many colleagues and fellow sports turf managers.

Over the years I've also learned from exceptional presentations on human resources and management. Conference is when we can learn the science and the art of Sports Turf Management all in one place! I'm thankful that attendees, exhibitors and presenters at the STMA Conference are genuinely interested in my success. I don't attend to get simple answers. I attend because colleagues are willing to engage me, understand my issues, and then help identify answers that help our crews and facilities become better managed. It's that simple.

A unique aspect of our profession is that being a great turf manager is probably not our biggest concern. Actually, it's probably a minimum qualification for our employment. We work in the world of sports and recreation as much as in the world of turf. It's imperative to our success that we understand how complex our jobs are becoming. The "grumpy old groundskeeper" rarely succeeds in today's world. Now, the Sports Turf Manager needs to work in an administrative environment and provide great direction to help the entire administrative, programming, and facility team be successful.

Professional development is an investment you and your administration need to embrace as insurance for your facility and your customers. Make attending this conference and other learning opportunities a priority. STMA has some exceptional tools to help you justify conference attendance. Please search the website and take advantage of the help. One-third of conference attendees are first-timers. Let's make them feel welcome in Phoenix. I look forward to seeing everyone in January — it's going to be really good!

Until then, have a Safe and Happy Holiday Season filled with friends and family!

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