

Consider STMA Board service

Each year, STMA presents a "Call for Nominations" for STMA voting members to indicate your interest in board service. Please take a moment to consider serving on the STMA Board of Directors, or nominating a qualified colleague. The benefits are many. Through serving on the board, you'll:

- Contribute to your professional association.
- Be a part of a decision-making body.
- Hone your listening, collaborative and other personal development skills.
- Strengthen your leadership abilities.
- Make a difference in the strategic direction of the profession.
- Garner respect from your employer, your peers and your staff.

For 2008, STMA is seeking nominations for Directors from the Academic, the Parks and Recreation and the Higher Education seg-

ments of membership. These three positions will be elected to 2-year terms.

Per the STMA Bylaws, the

- Academic must be a member engaged in research, education or in extension outreach programs related to sports fields.
- Parks and Recreation representative must be a member who manages sports fields for a parks and recreational facility, municipality, city or other non-profit entity.
- Higher Education representative must be a member who manages sports fields for institutions that provide education beyond the secondary level.

For 2009, the Director positions up for election will be K-12, (a member who manages sports fields for institutions that provide education to students in grades Kindergarten through 12); Professional representative, (a

member who manages sports fields used by professional athletes); and Commercial representative. The Bylaws define "Commercial" as an entity engaged in a commercial enterprise providing services and/or products to the sports turf profession.

The Nominating Committee, chaired by Past President Mike Trigg, CSFM, and comprised of non-board members from the segments up for election, considers all nominations and prepares the Slate of Candidates for the membership's vote. Members can write in a candidate for any position up for election, including the Officers (Secretary, Treasurer, Commercial Vice President, President Elect, and President). The sixth Officer, the Immediate Past President, automatically ascends from President and is a non-voting position on the Board.

If you are interested in board service, please fill out the form below. ■



Cut here and fax or mail form (see below)

SportsTurf

MANAGERS ASSOCIATION

Volunteer Leadership — 2008 STMA Board of Directors

Name _____
Title _____
Facility _____
Address _____
City _____
State _____ Zip _____
E-Mail _____
Telephone _____

Category Representation

☐ Academic
☐ Higher Education
☐ Parks and Recreation
☐ Other _____

List any STMA Committee Service

List any Chapter or Local Association Service

Please fax this form by **August 15** to STMA Headquarters, 785-843-2977,
or mail to 805 New Hampshire, Ste. E. Lawrence, KS 660044

Two NEW membership categories offer lower dues

In January, STMA members voted to offer two new membership categories: Sports Turf Manager Associate and an Affiliate category.

The Sports Turf Manager Associate category offers a discounted member price for additional professional members from the same facility. The first member pays \$110 and all other sports turf managers from that facility pay \$75 each. The Associate member will have the same voting rights and privileges as a full dues-paying member. This will help the budgets of those facilities that support the association with multiple members.

The Affiliate membership category is for the person who is indirectly or on a part-time basis involved in the maintenance or manage-

ment of one or more sports field. The Affiliate pays \$50 and receives all the benefits of membership except for voting privileges. The goal of this category is to help educate and provide resources to those who have some responsibility for sports fields.

To join STMA, see the application in this issue or go to www.STMA.org.

All STMA members receive the following benefits:

- Hard copy of the Membership Directory, STMA Membership Certificate and Membership Card.
- Access to the Members' Only section of www.STMA.org, which has a searchable membership directory, technical resources, employment openings and résumés of potential staff and interns for easy recruitment.
- Discounted registration to attend STMA's Annual Conference and Exhibition where you will find dozens of educational sessions and workshops not available anywhere else.
- A monthly electronic newsletter that communicates association, industry and career development information.
- Recognition as a professional Sports Turf Manager and access to further validate your abilities through certification as a Certified Sports Field Manager (CSFM)
- Discounts to the University of Georgia's distance-learning programs, including Principles of Turfgrass Management, which results in the credential Certified Turfgrass Professional.

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- Opportunity to take a leadership role in guiding the profession through National Committee service.
- A subscription to SportsTurf, the industry's leading publication.
- Ability to enter your sports field or complex in the nationally recognized Field of the Year Awards Program.
- Voting privileges (Students and Affiliates are not eligible to vote)

In addition to the above, Sports Turf Managers, Academics, Students and Affiliate Members receive access to Michigan State's Turfgrass Information File (TGIF), the green industry's greatest resource for up-to-date technical information, which would cost

\$100 if purchased separately.

STMA also has the generous support of Commercial members who further the industry through continuous advancements in technology. STMA's commercial members receive all the benefits above except for TGIF, and the additional benefits listed below.

Commercial Member benefits:

- A one-time use per year of the STMA mailing list, in an Excel format that includes member mailing information (e-mail is not available).
- One Free listing in PowerLinks, STMA's comprehensive on-line resource to sports field specific products and services - one of the most highly utilized resource on the STMA website available to members and non-members.

- A Free listing of the company in the annual STMA Membership Directory.
- Discounted booth space at STMA's Annual Conference and Exhibition that offers face-to-face meeting opportunities with the key purchaser and decision-maker: the sports turf manager.
- Sponsorship opportunities at the annual conference, with high profile programs and activities for maximum recognition.
- Use of the STMA logo.
- Lower cost for other commercial members to join from the same company (\$75) ■

For information on how to take advantage of these benefits and services, contact STMA Headquarters at 1-800-323-3875.

Ten Tips on Career Advancement

By AllBusiness.com

Many career experts agree that the best time to look for a new job is while you are still comfortably in your old one. If you're starting to feel unchallenged in your present position, you may be ready for a promotion to the next level. If there aren't many career advancement opportunities where you work, the best next job may be waiting for you elsewhere.

Nowadays, it's up to you to take control of your professional future and make sure that you are progressing wisely down the right career path. Here are 10 proven strategies to help you get started:

1. Talk to your boss. Sit down and have a very direct and pointed conversation with your boss about your future in the company. Stress that you want your job performance to meet the company's goals. Share your own career goals with him or her. Your boss will respect this display of confidence and maturity.

2. Ask for more. Volunteering to help out other departments or teams - or simply



asking for more responsibilities - increases your value within the organization. Asking for additional work shows an interest and desire to help your department and company to succeed. It also puts a spotlight on your value to the business.

3. Volunteer for boards. If you have your career set on something beyond what you are doing in your present position, seek out opportunities to volunteer or serve on advisory boards, where you can build a reputation as someone who is passionate and dedicated to your particular industry.

4. Sharpen your people skills. Strong interpersonal skills play a crucial role in gaining the respect of your boss and coworkers; they will also attract the notice of outside influencers who might open new doors of opportunity for you. Be friendly, outgoing, and personable. Listen carefully to people, and practice being a clear and effective communicator.

5. Be innovative. Never be afraid to

think outside of the box and put your business acumen to work. Stay on the lookout for creative solutions to problems that will make you - and your boss - look good.

6. Find a mentor. Develop mentoring relationships, either inside or outside the company. Recent studies have shown that a mentor higher up in the company influences four out of five promotions. Mentors are also great sources of information and career guidance.

7. Sell yourself. Learn the fine art of self-promotion. If you have had major accomplishments or created successful programs, make sure people know about it - especially those in influential positions who could help you advance professionally. Let it be known that you are seeking a promotion or the next step up in your career.

8. Keep learning. A proven way to advance in your career is to be continually acquiring new knowledge. Stay on top of trends or developments in your field and make sure that

your current résumé reflects those needed skills.

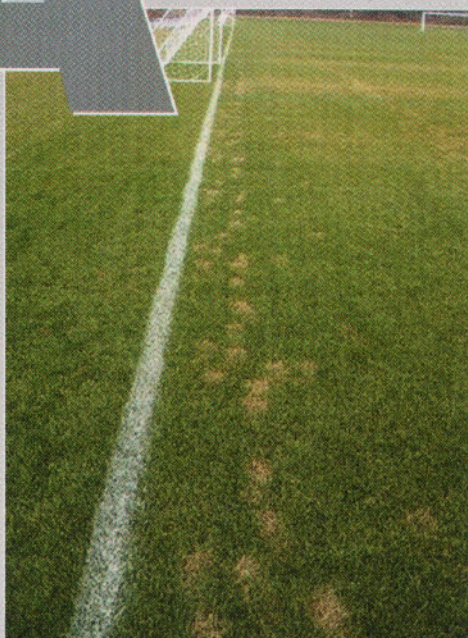
9. Network. Strengthen your personal network and join professional organizations, attend industry conferences, or even volunteer. The more people who are aware of your strengths and abilities, the better your chances of hearing about any new opportunities that might arise.

10. Build your reputation. In business, your reputation is the most valuable thing you own. Be known for being dependable, professional, and cooperative. Act and look the part by dressing professionally. Make a name for yourself by attending conferences, delivering speeches, or writing articles. ■

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**Answer:
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John Mascaro's Photo Quiz

The brown spots on this soccer field are a result of foot traffic on a day when light frost occurred. It was too tempting to show this photo during the heat of summer; however it should be used as a reminder to athletes and coaches about the effects of walking on turf while frost is still on the plant.

Many athletes do not realize that when a light frost is on the grass blades the water inside the leaves is also frozen solid. Since water is the main component of grass tissue, when the water inside the turf is frozen, traffic causes the ice crystals in the grass cells to puncture through the cell walls, killing the leaf tissue and causing the resulting brown turf.

With a heavy freeze, the growing point or crown of the turf is also frozen which, if injured through foot traffic or vehicular traffic, will cause the entire plant to die. It is still hard to believe that since frost was evident, the perpetrators still managed to walk inside the sideline directly on the field's playing surface. ■

Photo submitted by Rick Perruzzi, CSFM, sports turf manager of the City Of South Portland Parks and Recreation Dept., South Portland, ME.

If you would like to submit a photograph for John Mascaro's Photo Quiz please send it to Turf-Tec International, John Mascaro, 1471 Capital Circle NW, Suite # 13, Tallahassee, FL 32303 or email to john@turf-tec.com. If your photograph is selected, you will receive full credit. All photos submitted become property of SportsTurf Magazine.