

## Hitting a chapter meeting home run

### The Challenge:

To have solid attendance at the first official meeting of the North Florida Chapter that will set the stage for the chapter's future success.

### The Strategy:

- Begin planning early
- Build up to the event with consistent communication - Start with a "save the date" as early as possible, and follow up with more details regularly
- Develop a great, well-rounded program that appeals to the entire membership
- Pack it full of education that is relevant to your members' needs
- Offer CEUs
- Integrate learning opportunities with tours to augment classroom presentations
- Keep the price low and even lower for members
- Hold it in a convenient, accessible and exciting venue
- Supply a quick breakfast and an unlimited lunch buffet
- Provide excellent networking opportunities
- End it with a fun, entertaining event!

The new North Florida Chapter held its inaugural chapter meeting May 9, with a day full of education and excitement. It began with coffee and donuts as the group gathered for a tour of Jacksonville Municipal stadium given by Mark Clay, sports fields and grounds manager. Then the group heard the latest control technologies for fire ants and other Florida insects by Dr. Bryan Unruh from the University of Florida. Next up was Don Follett, sports turf manager at M&T Bank Stadium, home of the Baltimore Ravens, followed by a presentation about the 2005 Super Bowl by Nick Fedewa. Then the group went on a second tour. This tour was hosted by Ed Attalla and showcased the Baseball Grounds at Jacksonville. An unlimited luncheon buffet on the Skydeck fueled the group who then settled in to watch the Jacksonville Suns play the Birmingham Barons. The \$30 member price (\$35 for non-members) included everything – food, refreshments and the game!

Don't let up after the event is completed. Continue to schedule regular and rich chapter events. The North Florida Chapter has a chapter event scheduled each month for the remainder of the year.

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## STMA Affiliated Chapters Contact Information

**Sports Turf Managers Association of Arizona:**  
www.azstma.com.

**Chesapeake Chapter STMA (formerly Mid-Atlantic Athletic Field Managers Organization - MAFMO Chapter STMA):**  
www.ccstma.org.

**Colorado Sports Turf Managers Association:**  
www.cstma.org.

**Florida #1 Chapter:**  
954/782-2748

**Gateway Chapter Sports Turf Managers Association:**  
www.gatewaystma.org.

**Georgia Sports Turf Managers Association:**  
706/542-7859.

**The Greater L.A. Basin Chapter of the Sports Turf Managers Association:**  
www.stmalabasin.com..

**Illinois Chapter STMA:** 847/263-7603.

**Intermountain Chapter of the Sports Turf Managers Association:**  
www.imstma.org.

**Iowa Sports Turf Managers Association:**  
www.iowaturfgrass.org.

**Keystone Athletic Field Managers Org. (KAFMO/STMA):**  
www.KAFMO.org.

**Kentucky Sports Turf Managers Association:**  
www.kystma.org.

**Michigan Sports Turf Managers Association (MiSTMA):** www.mistma.org.

**Minnesota Chapter STMA:** www.mstma.org.

**MO-KAN Sports Turf Managers Association:**  
www.mokanstma.com.

**New England STMA (NESTMA):** www.nestma.org.

**Nebraska Sports Turf Managers Association:**  
402/441-4425.

**North Florida STMA Chapter:**  
850/580-4026.

**Northern California STMA:**  
916/366-8350.

**Ozarks STMA:** 417/862-6974.

**Sports Turf Managers of New York:** www.stmony.org.

**Sports Field Managers Association of New Jersey:**  
www.sfmanj.org.

**Ohio Sports Turf Managers Association (OSTMA):** www.ostma.org.

**Pacific Northwest Sports Turf Managers Association:**  
www.pnwstma.org.

**Southern California Chapter:** www.socalstma.com.

**South Carolina Chapter of STMA:** www.scstma.org.

**Texas Sports Turf Managers Association:**  
866/897-8621.

**Tennessee Valley Sports Turf Managers Association (TVSTMA):**  
www.tvstma.org.

**Virginia Sports Turf Managers Association:**  
http://www.vstma.org.vt.edu/.

**Wisconsin Sports Turf Managers Association:**  
www.wstma.org.

**FORMING CHAPTERS:**  
**Nevada STMA Chapter:**  
702/433-3113.