

# President's Message

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## What's in a name?

I am often asked by those outside of our industry what exactly "Sports Turf Manager" really means. And while the name most obviously implies "growing grass," we know that sports turf management encompasses diverse specialties, administration, education, collaboration, professionalism and stewardship to our communities. A recent query of membership demographics found that of the more than 2,500 members of STMA, there were actually 746 different working titles! Even the title of the publication in your hand incorporates the subtitle "Sports Field and Facilities Management." As you can see, the definition of a Sports Turf Manager really involves many layers.

Each year we recognize the countless responsibilities of the Sports Turf Manager and highlight facilities that have demonstrated excellence in our industry, with the STMA Field of the Year Awards. By just applying for the award, members gain recognition from their employers and community. Community athletic facilities are a point of local pride. By applying for this program and showcasing your expertise in this process, you can draw media attention and gain respect throughout the community for the hard work you, your crew and volunteers undertake to make your field look and play its best. The application is up on the website and under the "Professionalism" tab and the deadline is October 15. Get started on your application today.

Our facilities are more than just well managed and maintained sports fields; they are a partner to our communities. Whether it is childhood play, organized sports or retreat from urban chaos, we all have memories that were created in the STMA arena. As Sports Turf Managers, we foster the creation of these memories for members of our community through the successful operation and management of our facilities. This in turn reflected in the level of community pride and participation at our parks and sports fields.

To enhance this feeling of community, STMA has extended its educational reach by offering Regional Conferences. Last month, the Northwest Regional Conference was attended by more than 150 Sports Turf Managers eager to continue their education in the industry. More than 30 exhibitors helped in that effort by showing attendees their most innovative products and services. While the National event each year, coming up in January 2011 in Austin, TX remains the association's educational highlight, the Board and I are committed to continuing the educational reach of STMA through regional offerings for the foreseeable future. Look for upcoming locations in future editions of *SportsTurf* and in STMA's electronic news each month.

Our annual shows support this sense of community, family and networking and offer educational programs to strengthen the ties to your community. Start making plans with your peers and employers to attend the 2011 show in Austin. The Austin Hilton is already taking reservations at the STMA rate. Go to [www.STMA.org](http://www.STMA.org) to reserve your room and learn more about what's sure to again raise the bar in continuing education.

As we head back into a busy end of summer and fall school season, let's not forget that we are *all* leaders in our industry. Furthering your skills as an expert Sports Turf Manager, whose responsibilities extend far beyond the sidelines, baselines and foul lines, only promotes you, your peers and the profession about which we are all so passionate.