

President's Message

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STMA delivers value not cutbacks

I recently received a letter from an association that I belong to notifying me that it is cutting membership services and scaling back many association-offered programs because of budget challenges. Although cutbacks may not be too uncommon within some associations, it is definitely not acceptable from your association. I want to assure you that STMA is vibrant, strong financially, and aggressively seeking ways to provide more value to you.

Our annual audit was just completed, and in addition to a healthy bottom line, our auditors commented that "the accounting records were found to be in excellent order." I want to thank our Finance and Audit Committee for their diligent work in overseeing our budget and other financial processes and staff for their day-to-day management. You can review the current and previous audits in the members-only section of the website.

New to the website are three comprehensive maintenance calendars for complete field care during June, July and August. The calendars are specific to cool season, warm season and transition zone field management. The series will continue with the fall season calendars ready in August. I encourage you to access them often, and let us know what other resources you need.

For our commercial members, we are introducing a new award, the Innovative Award. The Task Group worked hard to develop a valuable program that will recognize the contributions of our commercial exhibitors to the profession. We are excited to roll this out to our commercial members and give our first awards at the Austin conference in January.

Although we are 6 months away from our conference, the education program is complete, and it is excellent. You will be receiving your brochure in early September, and I know you'll be excited by the comprehensive program your five Conference committees and subcommittees have developed. I encourage you to start planning now to attend. You'll find helpful information on our website on the 2011 Conference tab to use to persuade your employer to fund this continuing education.

Also this month, look for your hard copy Membership Directory in the mail. For those who have elected to use the web-based version, it is continually updated and accessible 24/7.

It is through the efforts of our strong committees and the involvement of our membership that STMA is a very healthy organization. Our health is also measured by the growing interest in board service. Our Nominating Committee has commented that each year they are very gratified by the increasing number of members who volunteer to run for office. In this issue you will find the 2011 Volunteer Interest Form. Please consider filling it out. Strong candidates build a strong board, and a strong board ensures that STMA provides value back to you and to the industry.

