

# President's Message

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## Three-legged stool: money, transparency, and member service

**G**reetings!

I am honored to be elected your President for 2011, and I appreciate your vote of confidence. I am very much looking forward to serving you. My role is to listen to you and to guide your Board of Directors in three areas: fiscal management, insuring the transparency of the association's operations to the membership, and advancing its programs and services.

Your board has been following a 5-year strategic plan, which is in its final year. We have accomplished much, but we need to continue our momentum to take STMA to the next level. To do this, your board will build on that plan this summer by going through a formalized strategic planning session led by a professional facilitator. Strategic planning allows us to paint a vision for the future and to allocate the resources to achieve that vision. Two very important resources that contribute to this are our committees and our staff. With the committees providing the membership's perspective and our capable headquarters staff executing on the programs and services, we are laying the groundwork for success!

One element of our plan is focused on the annual conference and exhibition. We just completed a very successful event in Austin a few weeks ago. I encourage those of you who attended to keep in touch with the people you met—networking is so very critical to our jobs. The learning opportunities at the conference were outstanding, and the presentations are now online for all members to use. You'll find very practical information in these presentations, so be sure to check them out. Another goal of the association is to deliver education that is accessible, affordable and relevant. To that end, the STMA website continues to add new technical and professional development content ([www.stma.org](http://www.stma.org)).

### New Certified Sports Field Managers roster

In 2010, 19 of our members became certified, and I would like to recognize them. Very soon we'll have the results of those who took the test during the conference, and I know that I'll have many more to acknowledge. Those certified in 2010 include: Scott Bills, CSFM, TJ Brewer, CSFM, Richard Clarke, CSFM, Herb Combs, CSFM, James Cornelius, CSFM, Michael DiDonato, CSFM, Brian Dossett, CSFM, Matt Duncan, CSFM, Robin Edwards, CSFM, Johnathan Knight, CSFM, Josh Marden, CSFM, Josh McPherson, CSFM, Anthony Pell, CSFM, Jonathan Quist, CSFM, Grant Spear, CSFM, James Speelman, CSFM, John Watt, CSFM, Glenl Wear, CSFM, and Roger Weinbrenner, CSFM. Congratulations on your achievement of certification.

In closing, I want to let you know about an important initiative for this year: international outreach and collaboration. We have much to offer the sports turf industry in other countries, and we can learn much from them. A few months ago, I attended the Institute of Groundsmanship's annual conference and awards presentation in the United Kingdom. It was an energizing experience, and I am confident that our International Committee will build on the work of its previous task group to make further inroads internationally.