

Collaboration advances STMA's strategic goals

The Sports Turf Managers Association's strategic plan for 2012 through 2014 has a recurring theme: collaboration. Each of its four distinct platforms: membership growth and retention, taking a leadership role in education, garnering recognition and respect for members and the profession, and creating value for our commercial partners, have relationship building identified as a means to achieve these platforms. STMA is pleased to announce three new partnerships that align with its strategic plan and helps to advance the association's goals.

The Institute of Groundsmanship (IOG), a 75-year-old association that serves the grounds care industry in the United Kingdom, and STMA signed a Memorandum of Cooperation. STMA President James Michael Goatley, Jr., PhD and IOG Director of Professional Services Ian Lacy, who stood in for IOG's Chief Executive Geoff Webb, signed this memorandum while at the STMA Annual Conference in Long Beach in January. The memorandum outlines a mutual commitment to be leaders in advancing the profession of sports field management by sharing information and working together on issues and opportunities of common interest.

Goatley sees similarity in the two organizations' visions. He says, "We both seek to be leaders in the profession and gain recognition for the excellent work of our respective memberships. As partners, we can be even stronger advocates and make a greater impact on the industry."

The IOG has also officially become STMA's second International Affiliate Organization (IAO). To be recognized as such the IAO must be a business entity in its own country and operate under bylaws and with a board of directors/officers. The primary purpose of an IAO is to share information and education. STMA and

the IOG will offer its education to the other's membership at member prices. STMA also includes its certification program at member prices in this opportunity. Goatley believes that sharing information between the two countries on the different practices in field management will help advance the profession. "STMA members who attended our annual conference had the opportunity to hear Ian present some innovative drainage techniques that are being used

of information available through PMN is excellent. It's applied and peer-reviewed information will really help our members in the practical aspects of sports field management."

Sports turf managers have been using sound environmental practices long before protecting the environment moved to the forefront of human consciousness. However, this stewardship goes largely unnoticed, and many outside of the profession believe just the opposite.

Rather than seeing sports turf managers as protectors of the environment, they see their work as poisoning the environment. The STMA Environmental Committee is working to shift that perception. In addition to developing the environmental mission, vision, goals and guiding principles for STMA that were recently adopted by the STMA Board of Directors, it is recommending specific partnerships that support STMA's environmental stewardship philosophy.



in the UK. Our members can take this information, apply it to their practices, and really improve the playing surfaces," Goatley says.

STMA's first IAO is the Sports Turf Association in Canada.

Supporting STMA's focus on education is its new partnership with the Plant Management Network (PMN). PMN is a nonprofit publisher of applied, online plant science resources for researchers and practitioners, including turf professionals. Key resources now available to STMA members through PMN include Applied Turfgrass Science, Plant Disease Management Reports, Arthropod Management Tests, the PMN Image Database, PMN's Plant Science Database, and PMN's Partner Extension Search. STMA members receive access to PMN as a benefit of belonging to the association, and there is no additional cost for this subscription. STMA Academic Director Jeff Fowler sees PMN as an exceptional tool for STMA members. "The quality

Green Sports Alliance

One of those partnerships is with the Green Sports Alliance. STMA has become a Community Partner with the Green Sports Alliance (GSA), a non-profit organization with a mission to help sports teams, venues and the leagues enhance their environmental performance. As a Community Partner, STMA will participate in GSA's annual Green Sports Summit that will be in Seattle on September 5-7. This 3-day summit is designed for leaders from the sports community. Attendees will be introduced to best practices around sustainability that also produce bottom line benefits. STMA members receive \$50 off of registration fees by using the discount code: STMA. For more information, go to GSA summit website at <http://www.greensportssummit.org/>. ■

2012 Regional Conference set for Cincinnati June 26-27

The 2012 Regional Conference, June 26-27 in Cincinnati, OH hosted by STMA with the support of several chapters including the host, Ohio, and Illinois, KAFMO (Pennsylvania), Kentucky, Michigan, Tennessee Valley, and Virginia chapters, is a must attend educational event for anyone who deals with athletic turf. While focusing on sports turf managers, STMA encourages attendance by crew, coaches, parks and recreation professionals, athletic directors, school business officials, and others,

and will be providing education for all levels of sports turf experience.

Attendees will be treated to more than ten hours of education presented by nationally recognized sports turf researchers and academics, as well as professional, college and high school sports turf managers from the region and across the country. They will lend their expertise to presentations and panel discussions on natural turfgrass, irrigation, small engine repair, synthetics, weather, safety,

pesticide management and managing bermudagrass. There will also be behind-the-scenes tours of Great American Ballpark and Paul Brown Stadium, home to the Reds and Bengals, respectively. There will be an exhibition held at the Paul Brown Stadium on June 27 as well.

Registration will include all education, entrance to the exhibition and most meals. The group will also be taking in a night at the ballpark, watching the Reds take on the Milwau-

Who you are	Your rate	Cost to join us at the Reds game (optional). All ticket orders must be received by June 11.	Your Total	Last Day to Receive this Rate
Individual STMA or Chapter Member Registering Online	\$95.00	\$14.00	\$109.00	6/18/2012
Individual STMA or Chapter Member Registering via Mail/Fax	\$105.00	\$14.00	\$119.00	6/18/2012
Individual Non-Member Registering Online	\$115.00	\$14.00	\$129.00	6/18/2012
Individual Non-Member Registering via Mail/Fax	\$125.00	\$14.00	\$139.00	6/18/2012
Any Person or Persons Registering On-Site	\$149.00	Reds tickets not available to any on-site registrants. Tickets in our section may be available for purchase through the Reds Ticket Office for \$22 apiece. Seats in STMA group not guaranteed	\$149.00	On-Site
Any two or more people registering at the same time (contact STMA for instructions on how to obtain group pricing)	\$75.00	\$14.00	\$89.00	6/18/2012

kee Brewers on Wednesday night.

Registration costs for the event start at \$95 for a national member of STMA or one of the participating chapters and \$125 for a non-member. Group rates start when registering two people at the same time. Tickets to the Reds game may be purchased at the STMA group rate of \$14 per ticket, but must be purchased in advance. See the chart for more information on registration rates for the event and ticket prices.

Online registration is open, and there are discounts for registering online! STMA has also negotiated an \$80 rate at the Millennium Hotel in downtown Cincinnati, within walking distance of the events, stadiums and nightlife. Keep checking www.STMA.org and your email inbox for the most up to date information regarding the event.

Put June 26-27 on your schedule and start talking to your employer about attending this incredible educational opportunity. If you have any questions, please contact STMA at 800.323.3875 or STMAInfo@STMA.org.

Is your company interested in sponsoring or exhibiting at this event? Please contact Patrick Allen, STMA Manager of Sales and Marketing at 800.323.3875 or pallen@stma.org. ■

STMA Affiliated Chapters Contact Information

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

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305-235-5101 (Bruce Bates) or
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Florida #2 Chapter (North):
850-580-4026, John Mascaro, john@turf-tec.com

Florida #3 Chapter (Central):
407-518-2347, Scott Grace, scott@sundome.org

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

Georgia Sports Turf Managers Association:
www.gstma.org.

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

Illinois Chapter STMA: www.ILSTMA.org.

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

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

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

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

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

Minnesota Park and Sports Turf Managers Association: www.mpstma.org

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

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

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

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

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

North Carolina Chapter of STMA:
www.ncsportsturf.org.

Northern California STMA: www.norcalstma.org.

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

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Oregon STMA Chapter:
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Ozarks STMA: www.ozarksstma.org.

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

Southern California Chapter:
www.socalstma.com.

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

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

Texas Sports Turf Managers Association:
www.txstma.org

Virginia Sports Turf Managers Association:
www.vstma.org.

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

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