

President's Message

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Educator takes the helm of STMA

I AM HONORED to have the privilege of serving as STMA President in 2012. I hope your year is off to a great start professionally and personally. Thanks to our attendees, vendors, speakers, and headquarters staff who again made our 2012 Conference and Trade Show in Long Beach a huge success. I hope that those of you able to attend this year's meeting left California recharged in spirit and purpose as you tackle another busy year.

My background in academia makes me a bit different in leadership perspective from my predecessors, outside of Dr. Gil Landry. I don't know the industry in the same way that the majority of our membership does. Most of you are the "doers," and as one of my students told me, I am a "teller"! As academicians will tell you, our learning primarily comes from watching and listening to the doers. Teachers at all levels spend a great deal of time sharing the building blocks of sports turf management. Then we have the pleasure of watching you add multiple levels to that foundation by applying innovative thinking and technology. The balance of academics and practitioners is a major reason STMA is so successful in its education and outreach.

I thank all who answered the call to run for office this year, and I encourage anyone asked to run to give it careful consideration. Anyone who has run for office will tell you it is difficult to "oppose" colleagues in an election. Having such highly qualified members agreeing to run means we always have an outstanding Board of Directors. That is clearly the case again in 2012.

My goal is to ensure that our Board progresses on implementing the new Strategic Plan. The planning process completed in 2011 presented an exciting opportunity to review how far STMA has come over the past 5 years and to plot our direction for the next 3 years. It was rewarding to see how many of the initiatives of previous Boards were successfully completed. With the guidance and support of CEO Kim Heck and our headquarters staff, our new strategic plan features a blend of foundational and growth directives.

I consider the foundational directives as those that continue to build upon planning directives, such as increasing membership and member services. How about doing those and other planning initiatives in a completely new manner? Let's put to work some of our financial resources that are now available for use due to a conservative, yet successful approach in financial management by previous Boards. This and future Boards have the opportunity to use some of these financial resources for growth directives that allow us to pursue previously unavailable (and/or unaffordable) resources to expand our membership, membership services, and industry visibility.

Please don't hesitate to let me or any Board member know how we can assist you. I thank all of you who volunteered to serve on committees—YOU are a major part of our success. Take care, everyone, and all the best for 2012!

Mike Goatley