

# President's Message

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## Plan the work and work the plan

**O**NE OF THE MOST IMPORTANT FUNCTIONS of the STMA Board of Directors is to develop and implement a Strategic Plan that guides the association over a defined timeline. Our strategic plan features a series of platforms, objectives, and goals designated by the Board as either continuing or new priorities. The plan is a living and evolving document that drives our actions as a Board.

Our most recent plan was implemented in 2007, completed in 2011, and I wish now to touch on a few specific highlights and accomplishments from this plan. Most of our current Board had the pleasure of reviewing the 2007 plan and marveling at the foresight of our predecessors as we used this plan to guide us in the preparation for the development of our 2012-2014 plan. I would like to detail a few specific accomplishments (out of many more) from our 2007 Strategic Plan in the areas of Education, Governance, and Outreach.

In the area of Education, two items jump out at me: 1) the development, vetting, and implementation of the Playing Conditions Index (PCI); and 2) STMA's hiring of an educational director, Kristen Althouse, and putting her talents to work in serving our Information Outreach Committee and its development of a variety of new publications and member resources. Kristen's position further complemented the herculean efforts of STMA staff, member volunteers, and exhibitors such that our conference and exposition have reached new levels, even during a major economic downturn.

The Strategic Plan called for several important changes in STMA Governance that were accomplished. A formalized, more transparent ascension process for officers was completed. An overall Board restructuring was completed with the combining of the Secretary and Treasurer positions, the addition of two at-large positions, and 1-year terms for offices.

Finally, in what I will term broadly as "Outreach," there were a host of important and very positive changes in STMA's relationship with its chapters. Our new approach took much more of an advisory and support relationship rather than one of "directing" the chapters. The plan also resulted in dedicated staff support to Chapter Relations. STMA saw its number of committees expand to a current total of 22 with the formation of two new standing committees of great importance in the 21st century: International and Environmental. Our plan also led to the establishment of cooperative working relationships with a variety of peer associations that now positions us for further collaboration with them and their membership, and these interactions are already providing more opportunities for our membership to grow and advance in the sports turf industry.

CEO Kim Heck provides an update on our newest Strategic Plan that was implemented in January 2012 in this month's issue on page 44. Please take a look at this article to learn about our exciting new and emerging platforms and objectives for the coming 3 years. We are well on our way to bigger and better things for our membership and our industry.

A handwritten signature in black ink that reads "Mike Goatley". The signature is written in a cursive, slightly slanted style.