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President's Message

Dr. Mike Goatley

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Plan ahead to take advantage of Conference opportunities

The annual conference and exhibition is upon us and I hope many of you can join us in San Antonio very soon. As an attendee, I advise you to come to conference with a plan to get the most out of your experience. Do a little pre-conference homework and make a note of the questions that you absolutely hope to get answered. The presenters, the exhibitors, and your peers are all valuable sources of information. What are your "must see" educational sessions?

Scout the exhibition schedule and locations of specific vendors with products or services that could better you and your facility. Be sure to take advantage of all the fellowship offerings available at our annual meeting, networking sessions, welcome reception, and awards banquet. All of these events provide opportunities to make new friends and professional colleagues for a lifetime. And also be sure to find time somewhere to do a little exploring of San Antonio, one of the prettiest cities in America, full of history and great culture. The 2014 Conference and Exhibition promises to be another home run for our association.

I want every member to know that it has been an honor and a privilege to serve as your President for the past 2 years. This association is poised for continued growth as the need for quality, safe playing surfaces for athletes of all ages rises. Thanks to all of the Board members with whom I have worked since 2008; there is no better volunteer leadership anywhere. My thanks to previous Boards that paved the way for the future by developing outstanding strategic plans and making sound financial planning decisions that have provided this and future Boards the opportunities for new initiatives. I had the opportunity to learn and grow from some outstanding Presidents (all CSFM's) during my tenure on the Board: Mike Andresen, Abby McNeal, Chris Calcaterra, and Troy Smith. Each possessed unique and effective leadership qualities and they continue to lead by their examples today. Our CEO, Kim Heck, is one of the best things to ever happen to STMA. Kim has surrounded herself with a wonderful staff that allows her to efficiently and effectively advise the Board. She provides guidance and recommendations, but always reminds the Board of their responsibilities on behalf of their membership. Finally, you will be glad to know that the best is yet to come for STMA. David Pinsonneault, CSFM, is a natural leader and one of the nicest people I have met in the business; those qualities bode well for STMA for 2014.

Kim and I have been doing a countdown on the "President's Messages" for at least 6 months now. Trying to write something of value that might also hold your attention has been both a challenge AND a joy. Thanks to my wife, Lisa, for her regular editing of my writing efforts and thanks to you for putting up with 2 years of my ramblings! Most of all, thanks for your support, suggestions, and friendship as a whole. All the best to you for 2014. ■

Mike Goatley