President's Message

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Value! Value! Value!

Have you purchased bath soap lately and noticed the smaller size of the bars while also noticing the price continues to increase? Have you received a dollar-off coupon where you only get to use it if you buy more than one? In this day and age of receiving less for more, it is reassuring to know that your STMA membership provides you with more value for your dues dollars. You have more than 25 committees and sub-committees plus a task group working to find ways to enhance your membership. From certification…to the conference…to educational bulletins…to awards…to public relations, you have these and many more resources to help you succeed. People and organizations place different values on different things. It is the hope of your Board of Directors that STMA offers a membership that you find value in and that you use.

There are also resources that enhance your value as a professional and your value to your organization. Members are receiving their 5- and 10-year recognition pins. This shows commitment to the profession and dedication to providing well-maintained and safe facilities. By staying a part of STMA, members help us improve our value so we can continue being the "go-to" resource for you.

Another value-added recognition program is "Field of the Year". This is an opportunity for you and your facility to gain recognition for the outstanding work you do. A few years ago STMA recognized that there were other sports (lawn tennis, rugby, polo, horse racing) that needed a category of awards, and it was added to bring value to your membership. The application is available at STMA.org, so take advantage of this great program. We have also made some positive changes to the Innovative Awards so that both commercial members and general practitioners benefit.

Another value of membership is the opportunity to benefit from, and interact with, the SAFE Foundation. Your support of SAFE leads to better awareness about field safety. SAFE produces resources like the Mound Building/Home Plate Maintenance and Infield Management videos. SAFE is creating many more educational videos. Please check out its new website, SafeFields.org, and see the value SAFE adds to your membership.

The last value I will mention is the ability to pick up the phone or send an email to any sports turf manager or commercial member to discuss issues you may be having at your facility. What a benefit it is to know that I can call Troy with the Arizona Cardinals, Abby with Wake Forest University, Jody with the Blue Valley School District, Sarah with the city of Phoenix, or Lynda with Hunter Industries and receive help to do my job better. STMA members are known for giving back to the profession. Our ability to network with members across the country and across disciplines is an invaluable benefit of membership.

While someday our prices may increase, it is with the hope that we will continue to add value, continue to be a bargain and to make STMA the organization that you cannot do without. ■