

# President's Message

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## We have a plan so let's use it!

I am happy to report that at the recent Board of Directors meeting we spent valuable time developing a new, 3-year strategic plan to keep STMA positioned for success. I am proud to be part of an organization that promotes its members, is forward-thinking, is not afraid to try new ideas, and is transparent. Your board represents the interests of each member category and the differing ideas and viewpoints that come together to find common ground make STMA a cut above the rest. The full strategic plan for 2015 – 2017 will be unveiled at the conference in January. See page 44 in this issue for a preview of the major platforms we will be addressing.

A recap of the 2012 -2014 strategic plan will be given later this year, and I hope you will agree that we have accomplished much for the growth and viability of the profession. You will see that we did not put a neat bow on the plan and leave it on the shelf to collect dust. The objective of a plan is to develop goals and tasks to accomplish for the overall good of the association. The same is true for plans you develop at your facility. Remember that once you have finalized a plan, you need to implement, review, update and adjust. Even though not everything that looks good on paper translates into good results, in the real world you need to keep striving to meet your goals to garner success. I am sure there are not many of us who operate without a turf management plan that must be implemented

within our resources, reviewed regularly, adjusted for use and weather, and updated to ensure it meets the needs of the turf and provides a safe surface for user groups. STMA's strategic plan is reviewed at every Board meeting and the appropriate sections are given to committees to guide their tasks.

During the planning process we recognized the need to revamp our mission statement and develop a vision statement. The mission statement tells who we are and what we do: "Professionals in sports field management and safety coupled with education, awareness and industry development." The vision statement tells where we want to be: "The recognized leader to enhance and strengthen the members and the industry."

One of our sayings here in Lexington is that poor planning on your part should not create a crisis for us. No one likes to pick up the pieces for someone else's lack of planning. Your Board and staff want to ensure you that we are doing everything to prevent you from falling into crisis mode. Our hope is that we set you up for success through networking, education and professionalism.

It is never too early to plan. Even though it is only September, here in Lexington we are already planning for next July's capital projects. We are also planning for our snow operations, but I try not to think of that just yet. One final thought to remember is that a plan is only as good as the drive to achieve it. ■