

# president's message

## What a year!

**I**t's hard to believe that 2001 is nearly over. It's been a year none of us would like to repeat. Yet, despite the September 11 terrorist attack and all that has resulted from it, this has been an extremely progressive—and productive—year for the Sports Turf Managers Association.

STMA founders believed and sports turf managers everywhere agreed that sports fields could be improved through sharing knowledge and exchanging ideas. Our mission statement is, "To be the recognized leader in strengthening the sports turf industry and enhancing members' competence and acknowledgement of their professionalism." As an Association, and an industry, our ultimate goal is providing the best sports surfaces for all levels of play.

To better understand how to achieve all this—and how to better serve our membership—earlier this year STMA conducted the first All-Member Survey. We then integrated this survey feedback into the STMA Strategic Plan. The Board and Committee Chairs analyzed their key initiatives as outlined in the overall Strategic Plan and developed action plans and timelines to carry out those initiatives.

Much has evolved from that process. Some of the initiatives undertaken were structural, organizational, or logistical. Some were a product of the Association's growth and development. Others involved taking an idea or suggestion raised in the survey or strategic planning sessions and developing it into a working program, such as the member referral program introduced last October.

Many of the initiatives are communication and networking related, directly addressing our mission. The best example of this is the newly revamped STMA Website: [www.sportsturfmanager.com](http://www.sportsturfmanager.com). It is already a more informative and interactive vehicle than the old version, and the Website Committee is continuing to enhance it and add new features. Please log on and check it out.

Simultaneously, we have continued to expand and enhance those things the survey feedback indicated we should, including our Conference. The 13th Annual Conference & Exhibition will be held January 16-20, 2002, in Las Vegas. The educational program is terrific and the trade show will be bigger and better than ever. And, as much as I look forward to both, as I've said before, I personally believe the greatest jackpot of the Conference is the networking. So please plan now to join many of your peers and me in Las Vegas.

As 2001 draws to a close, I wish you joy and blessings during the Holiday Season, and a productive and prosperous 2002. I am proud and humbled as this progressive year, and my term as your President, comes to a close. I thank all the board members and committees for their dedication and hard work. I also want to thank Trusty & Associates, especially Steve, Suz, and

Stephanie, for without them all the growth and provided services would not have happened.

Most of all, I want to thank each and every member. You're the greatest. I've made so many friends and had a lot of fun. We've come a long way. Thank you for the honor of being your President.

ST



Rich Moffitt,  
STMA President

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