

# President's Message

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## Swinging into summer

**J**UNE? That means we are almost half way through the year, and I still can not write 2013 on anything. Our committees have been in full swing for a few months now and it is encouraging, rewarding, and exciting for the Board to get our weekly updates from Kim Heck (STMA CEO) each Friday about all the progress being made. The continued commitment of your time and talents in serving this association is what makes us the vibrant association that we are.

There have been plenty of opportunities for me to expand my writing skills over the past month as well, as the Board addresses important issues raised by the membership. You should always feel empowered to challenge the Board and let us know your thoughts and concerns; we represent you and will always strive to do what is in the best interest of our membership. I had the opportunity to represent STMA at the US Department of Agriculture's Grass Roots Initiative at the National Arboretum in Washington, DC in early May. This is the first time ever that turfgrass is scheduled to be a featured horticultural plant at the Arboretum, complete with a multi-acre outdoor display and turfgrass-specific educational programming for the arboretum audience. For 4 years, arboretum visitors will learn first-hand about the function, benefits, and value of grasses, with the focal point being turfgrass (and one exhibit site devoted to sports turf). STMA is proud to support this initiative.

There is one particular article that I hope you will give special attention to this month so that you might possibly garner some recognition for your efforts in delivering safe and aesthetically pleasing sports fields: STMA's Field of the Year program (see p. 42). I will once again have the privilege of presenting these awards to our winners in 2014 in San Antonio, and I doubt there is more meaningful recognition than to have your peers select your facility for a FOY award. Having served on the Awards Committee several years ago myself, I know how challenging it will be for 2013 Chair Andy Gossel and his committee members to select this year's winners. I encourage you to take the time to put together a really well-prepared submission and make this committee's job that much tougher (sorry Andy)! Put your marketing expertise to work and "sell" your facility. In particular, spend extra time on your written materials and carefully detail your challenges (whatever they may be... budget, climate, labor...), strategies, and solutions, that allow you to deliver a field most worthy of recognition. And by all means, if you don't win this year, keep trying in the coming years. It is an old adage but it still rings so true—"Anything worth having rarely comes easy."

I hope your summer season has gotten off to a great start. I do hope you can find some time in your busy schedules to plan a little rest and relaxation with friends and family during this time of year. Seeing the schedules that many of my colleagues keep during the summer season, I know you deserve it. Take care. ■

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