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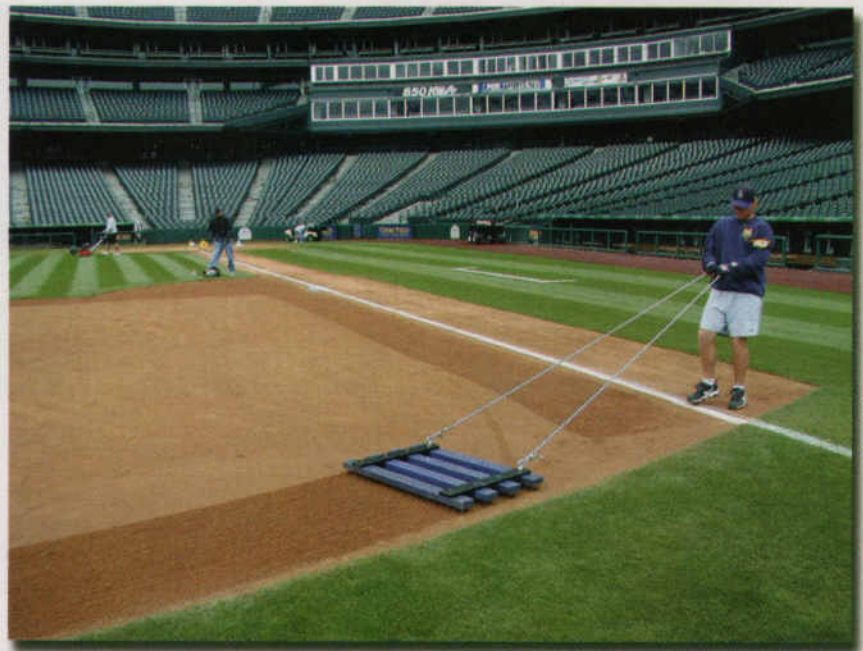
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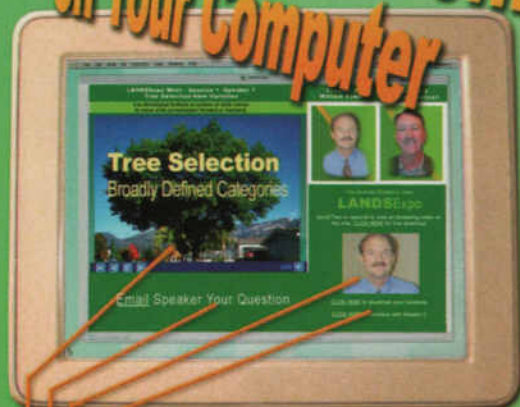
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STMA Board Develops Strategic Plan

The 2005 Sports Turf Managers Association (STMA) Board of Directors made the commitment to develop a 2-year Strategic Plan to guide the association. Building on the 2001 STMA Strategic Plan, the Board validated the progress that has been made during a 3-day meeting in February, and set the following goals and objectives that will continue to advance the association's mission. This Strategic Plan will lead the work of the Association and strengthen the framework through which decisions are made.

Strategic planning is a continuous process. The Board will be vigilant in monitoring the Association's progress and driving new goals as these are achieved.

GOAL I: INCREASE MEMBERSHIP/CERTIFIED MEMBERS

- OBJECTIVE 1: Increase membership by 10% in all categories by April 2006.
- OBJECTIVE 2: Evaluate appropriate dues structure
- OBJECTIVE 3: Analyze and adjust membership categories.
- OBJECTIVE 4: Conduct a survey of members to determine awareness of STMA services and perceived value.
- OBJECTIVE 5: Enhance benefits and use them as a membership-recruiting tool.
- OBJECTIVE 6: Increase Certified Sports Field Manager count from 53 to 75 by the middle of 2006.

GOAL II: ENHANCE THE IMAGE OF MEMBERS AND THE PROFESSION

- OBJECTIVE 1: Teach members how to manage their own image enhancement.
- OBJECTIVE 2: Leverage partnerships with Allied Associations.
- OBJECTIVE 3: Utilize trade shows.
- OBJECTIVE 4: Effectively use the STMA Speakers Bureau.
- OBJECTIVE 5: Train members in crisis management.
- OBJECTIVE 6: Build relationships with the media.
- OBJECTIVE 7: Involve chapters.
- OBJECTIVE 8: Consider selecting/developing a spokesperson in each chapter/region.

GOAL III: EFFECTIVELY INFLUENCE OUR EXTERNAL AND INTERNAL AUDIENCES THROUGH OUR COMMUNICATION VEHICLES

- OBJECTIVE 1: Improve the STMA E-Digest.
- OBJECTIVE 2: Improve SPORTSTURF magazine.

GOAL IV: STRENGTHEN AND IMPROVE THE COMPETENCY OF MEMBERS EFFECTIVELY UTILIZING THE LIMITED RESOURCES OF STMA.

- OBJECTIVE 1: Request funds from SAFE for educational resource development.
- OBJECTIVE 2: Create educational fact sheets with the STMA logo.
- OBJECTIVE 3: Review existing ASTM turfgrass standards for currency and promote the standards through educational articles.
- OBJECTIVE 4: Create involvement with the ASTM task group that is writing synthetic turf standards.
- OBJECTIVE 5: Develop a vision for education by 2007.

- OBJECTIVE 6: Utilize the STMA Speakers Bureau as a vehicle for educational outreach.
- OBJECTIVE 7: Advise SPORTSTURF on editorial content.

GOAL V: MAKE THE STMA CONFERENCE THE MUST-ATTEND INDUSTRY EVENT OF THE YEAR.

- OBJECTIVE 1: Strengthen the educational program.
- OBJECTIVE 2: Grow the show.
- OBJECTIVE 3: Work more effectively with Marketing and Events.

GOAL VI: EFFECTIVELY MANAGE STMA'S RESOURCES THROUGH SOLID FISCAL PROCEDURES, EFFICIENT OPERATIONS, AND A STRONG BOARD GOVERNANCE/COMMITTEE STRUCTURE

- OBJECTIVE 1: Engage the Finance and Audit Committee to review and enhance financial operations.
- OBJECTIVE 2: Develop a process to review board training, make-up, electoral procedures/succession, and category of membership representation.
- OBJECTIVE 3: Institutionalize a strategic plan progress report at each board meeting.
- OBJECTIVE 4: Effectively utilize the committee system to guide association services and programs.

GOAL VII: STRENGTHEN THE STMA CHAPTER NETWORK.

- OBJECTIVE 1: Distribute the Strategic Plan to Chapter leaders.
- OBJECTIVE 2: Use chapters to gain insight and information.
- OBJECTIVE 3: Explore incorporating chapter and national fees.
- OBJECTIVE 4: Request each chapter's mailing list.
- OBJECTIVE 5: Dedicate headquarters' staff to chapter management.
- OBJECTIVE 6: Make chapters aware of the STMA Speakers' Bureau.
- OBJECTIVE 7: Focus on outreach to chapter contacts.



Synthetic and natural turf experts collaborate

BY **ABBY MCNEAL, CSFM**

As chairperson for STMA's Synthetic and Natural Turf Task Force, which was appointed this year by President Mike Trigg, CSFM, I want to report on the group's excellent progress.

The task force was formed in early March to help clarify the many questions surrounding turf selection. The group is composed of 10 members in the industry with very diverse viewpoints, representing natural turf, research and education, synthetic turf, and the sports turf management profession. As needed, additional experts are being asked to participate on subgroups to address specific topics.

The group regularly meets by conference call. Although each member of the group brings a unique perspective, the task force is singularly focused on providing facts. Their initial goal is to provide factual information in a Question and Answer White Paper format to help non-sports turf managers, such as school board members, coaches, the media and the general public, to understand why/when synthetic turf should be selected and why/when natural turf is appropriate. STMA believes that hav-

ing a 360-degree review on this subject is critical to the publication of unbiased information.

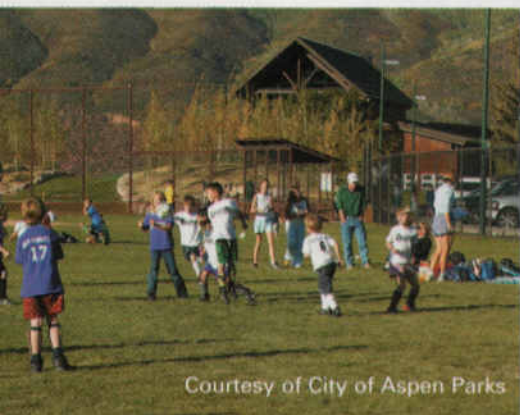
Topics that will be addressed include heat, maintenance activities and equipment, player considerations, installation, health and environmental questions, and longevity. This white paper resource should be ready later this summer. A longer-term goal of this task force is to develop a kit with detailed technical information and documentation for those who are actually ready to make purchase decisions.

It is refreshing to work with such a collaborative group who take their appointment to this task force seriously and are committed to publishing a fair and balanced white paper.

Task Force members include:

Abby McNeal, CSFM, Chair, sports turf manager
Mike Boekholder, sports turf manager
Darby McCamy, synthetic turf representative
Mike McGraw, synthetic turf representative
Andy McNitt, Ph.D., researcher and educator
James Newberry, sod grower/Turf Producers International
A.J. Powell, Ph.D., researcher and educator
Trey Rodgers, Ph.D., researcher and educator
Tony Strickland, CSFM, sports turf manager
Dave Wallace, sod grower/Turf Producers International **ST**

Abby McNeal, CSFM, is assistant turfgrass manager for the Denver Broncos.



Courtesy of City of Aspen Parks

chapter news

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Sports Turf Managers Association of Arizona:
The Arizona Chapter and the City of Flagstaff Parks

& Recreation present the "Turf in the Pines Seminar" on June 10 at Knoles Elementary. For more information on the seminar or information on the Chapter or other upcoming events, contact Chris Calcaterra at e-mail: chrisc@peoriaaz.com or call 623/412-4231 or Bill Murphy, at e-mail: bmurphy@ci.scottsdale.az.us or 480/312-7956.

Chesapeake Chapter STMA (formerly called Mid-Atlantic Athletic Field Managers Organization - MAFMO Chapter STMA):

Chesapeake Chapter STMA is planning a regional meeting with the Virginia STMA, SFMANJ and KAFMO to be held at the new Ravens Practice Facility in Owens Mills, MD in July. Our meeting at RFK Stadium in Washington, DC will be scheduled at a later date at which time we will see the change over from baseball's new team the Washington

Nationals to MLS Soccer 2004 Champions DC United. For more information contact Graham Davis at gdavis@american.edu or call 301/495-5522.

Colorado Sports Turf Managers Association:

The CSTMA will be having a field renovation seminar at Fort Carson on June 8. The infamous LMO Golf Tournament is scheduled for July 17 at The Heritage at Westmoor, for information on the golf tournament please contact Phil McQuade at 303/237-7188. For information on the Chapter or upcoming activities, visit the Chapter's website at www.cstma.org or call the CSTMA Chapter Hotline at 303-346-8954, or contact President Richard Buelter at 303/233-2922 or dbuelter@jeffco.k12.co.us.

Florida #1 Chapter: The Florida #1 Chapter is holding a Chapter meeting on July 26 at the City of

Coral Springs Sportsplex in Coral Springs. For more information on the Florida #1 Chapter visit the Florida #1 Chapter page on STMA's website or contact John Mascaro at 954/341-3115 or STMA@turf-tec.com.

Gateway Chapter Sports Turf

Managers Association: The Gateway Chapter will be hosting a Field Day June 22 from 10am-2pm at St. Louis Youth Soccer Association Park (SLYSA) and a Field Day July 12 from 8am-3pm with the Missouri Valley Turf Grass Association at MU Turf Research Farm in Columbia. For information on the Gateway Chapter or upcoming events, call Mike Krone, Missouri Baptist College at 314/392-2328 or e-mail krone@mobap.edu.

Georgia Sports Turf Managers Association:

For information on the Chapter or upcoming events, contact Skip Kirby at 770/928-1580 or e-mail skip@sportsturfmanagement.com.

The Greater L.A. Basin Chapter of the Sports



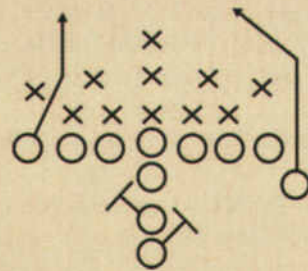
Turf Managers Association: The Greater LA Basin's next general meeting will be held June 16 at Mt. San Antonio College (Mt. SAC) from 11 am-2 pm. The cost for non-members is \$10. For information and reservations or for more information on upcoming events call Emilio Avalos at 949/824-8243 or email ecavalos@uci.edu.

Illinois Chapter (formerly Midwest Chapter) STMA: June 30 is the inaugural Vendor Expo Field Day at the College of Lake County, Grayslake. Join members and vendors for a day of education and equipment demonstrations. Lunch will be included. For more information on the Field Day or on the Illinois Chapter call chapter secretary Libby Baker at 847/263-7603 or e-mail Bake60ft6in@aol.com.

Iowa Sports Turf Managers

Association: On June 24 and 25, the Iowa/Minnesota Sports Turf Chapter Challenge is being held in St. Paul, MN, beginning with golf on Friday, June 24 at Keller Golf Course (two person, best shot format), and continuing on to tailgating and tickets for the St. Paul Giants baseball game (free tailgating and discounted tickets) that evening. On Saturday, June 25, there will be softball tentatively set at Midway Stadium and lunch to follow the game. For more information on the Chapter or upcoming activities, contact Jeff Wendel of The Turf Office at ph. 515/232-8222 or fax 515/232-8228 or e-mail Jeff@iowaturfgrass.org.

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chapter news

Keystone Athletic Field Managers

Organization (KAFMO/STMA): KAFMO will be holding a Sports Field Managers Clinic June 22 at West Chester Area East High School. Topics to be discussed include infield maintenance, field lining, and synthetic turf. For more information on the clinic, contact Nancy Bosold at 610/378-1327 or nfb1@psu.edu. For information on the Chapter or upcoming events, contact Dan Douglas, Reading Phillies Baseball Club at 610/375-8469, ext. 212 or by e-mail to: kafmo@aol.com.

Kentucky Sports Turf Managers

Association: KySTMA will be holding the University of Kentucky Research Field Day June 30 at Spindletop Farm. For more information, check out the website at www.kystma.org or contact Tom Nielsen at TNielsen@batsbaseball.com or Donnie Mefford at dbmeff00@email.uky.edu or call him at 859/257-1451.

Michigan Sports Turf Managers

Association (MiSTMA): For more information on the Michigan Chapter, visit their website at www.mistma.org or contact Chad Follis at 269/377-3340 or 269/381-0596 or by email at chadfollis@farmngarden.com.

Minnesota Chapter STMA:

On June 24 and 25, the Minnesota/Iowa Sports Turf Chapter Challenge is being held in St. Paul, MN, beginning with golf on Friday at Keller Golf Course (two person, best shot format) and continuing on to tailgating and tickets for the St. Paul Giants baseball game (free tailgating and discounted tickets) that evening. On Saturday, June 25, there will be softball tentatively set and Midway Stadium and lunch to follow the game. For information on the Minnesota Chapter, or upcoming events, visit the Chapter website at www.mstma.com or contact chapter President Greg Hoag at 651/486-8295 or by email at greg.hoag@metro-inet.us.

MO-KAN Sports Turf Managers Association:

A field day and trade show is planned for mid-June at Rockhurst University in Kansas City, MO. For more information on the Field Day or information on the Chapter or other upcoming events, contact Paul Hecker at 913/971-9717 or email phecker@olatheks.org.

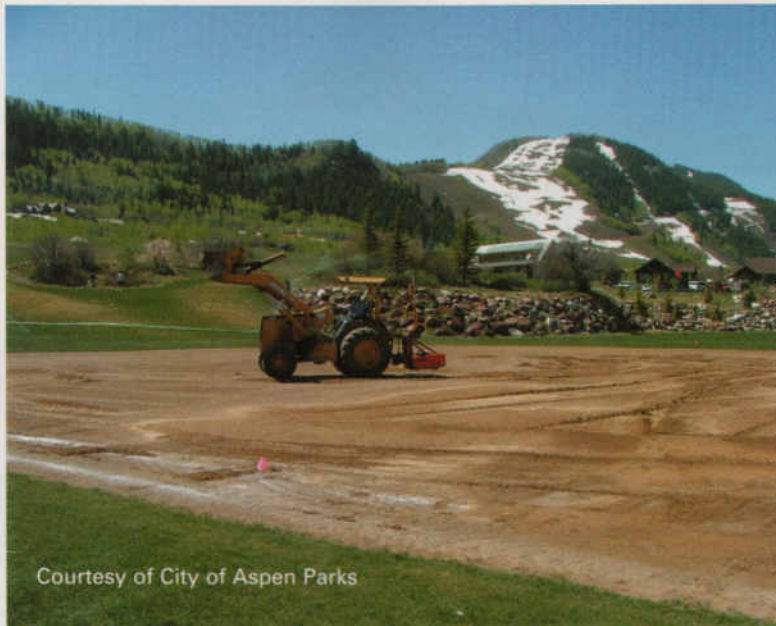
New England STMA (NESTMA):

NESTMA is assisting the New England Park Association with their 2005 NEPA Turf Show on June 16 at the Portland Expo at Fitzpatrick Stadium, Hadlock Baseball Field & Deering Oaks Park in Portland, ME. Please contact Matt Tobin at 207/229-4801 for more info. NESTMA will be holding its 14th Annual Summer Field Day at Saint Anselm's College in Manchester, NH August 10. Please contact Bill Butts at 617/484-3360 or Dave Pinsonneault at 781/861-2757 for more info. For more information on the New England chapter or upcoming events, contact David

Pinsonneault at 781/861-2757 or dpinson@ci.lexington.ma.us.

Northern California Chapter of the Sports Turf

Managers Association: For information on the Nor-Cal Chapter, or pending events, call Janet Gift at 530/758-4200 or email Emory Hunter at emhunter@usa.net.



Courtesy of City of Aspen Parks

Pinsonneault at 781/861-2757 or dpinson@ci.lexington.ma.us.
sentations from Dr. Kent Kurtz (Cal Poly), Dr. Shoumo Mitra (Cal Poly), Bruce Kidd (Dow Agro Sciences) and Bill Blackmann (Horizon). Four hours of CEUs have been applied for. Continental breakfast and lunch will be served. \$35 for members and \$50 for non-members. Non-members your \$50 also gets you the in the local chapter for the remainder of the year! For more information or information on the Southern California Chapter or pending activities, call the Chapter Hotline at 888/578-STMA (578-7862) toll free in Southern California or 760/226-8873 or Michael Tarantino at 858/679-2526 or by e-mail: MTarantino@powayusd.com.

South Carolina Chapter of STMA:

The South Carolina Chapter will have a meeting July 19 at Citizens Park in Aiken. The focus of the meeting will be sports field construction. Contact Trent Hale at 843/662-3526 ext. 206 or by e-mail at tchale@clemson.edu for more information or visit our website at www.scstma.org.

Texas Sports Turf Managers

Association: For more information contact the TXSTMA office at the Phone/Fax number: 866/TXSTMA1 (866-897-8621) or e-mail T.J. Thompson, Treasurer, at: TXturfmanager@prodigy.net.

Tennessee Valley Sports Turf

Managers Association (TVSTMA): The Tennessee Valley chapter will be holding a Field Day July 21 at the University of Tennessee football stadium, in Knoxville. For more information on the Field Day or information on the Chapter or other upcoming events, call Chapter President Chris Pearl at 615/242-4371 or visit the Chapter's website at www.tvstma.org.

Virginia Sports Turf Managers Association:

The VSTMA Field Day is scheduled for June 28-29 at Hampden-Sydney College in Farmville. For registration and sponsorship information, or more information on the Virginia Chapter please contact VSTMA President Bob Studholme of the Fairfax County Park Authority at 703/324-8590 or robert.studholme@fairfaxcounty.gov.

Wisconsin Sports Turf Managers Association:

For information on the Wisconsin Chapter or other pending events, contact Chris Brindley at 715/346-3622 or cbrindle@uwsp.edu.

Forming Chapters:

North Florida STMA Chapter: For information on the newly forming North Florida Chapter, contact Mark Clay at 904/633-6116 or Jay McCord at 904/448-2583.

New York Sports Turf Managers Association:

Contact - Mike Albino by phone at 315/468-6225 or (c) 315/427-1214 or email him at mikealbino@earthlink.net.

Nebraska Sports Turf Managers Association:

For information on the Chapter or upcoming events, call Loren Humphrey at: 402/461-2356 or e-mail to lhumphrey@cityofhastings.org.

Sports Field Managers Association of New

Jersey: For information on the New Jersey Chapter or upcoming events call SFMANJ at 908/730-7770, e-mail HQ@sfmanj.org or visit the Chapter website at www.sfmanj.org.

Ohio Sports Turf Managers Association

(OSTMA): The OSTMA will be having a 2005 Summer Field Day/Workshop June 28 at Cleveland Browns Stadium and the 2005 South East Ohio Field Day July 14 at the University of Rio Grande. For more information, visit the Chapter's website at www.ostma.org or call OSTMA Headquarters at 888/824-9805 or 419/824-9805 or Boyd Montgomery, CSFM, at 419/885-1982.

Pacific Northwest Sports Turf Managers

Association: For information on the Chapter or upcoming events, contact Bob Christofferson at 206/346-4218 or bchristo@mariners.org.

Southern California Chapter:

In July the Southern Cal Chapter will host a Field Day at Rancho Bernardo High School. This will be a mix of field and classroom. West Coast Turf will discuss different types of sod available to the industry, a brief tour of an in progress installation of Fieldturf, drill and fill demonstration and more. We will conclude with pre-

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