

Career Advancement through Association Involvement

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STMA Mission

To be the recognized leader in strengthening the sports turf industry and enhancing members' competence and acknowledgement of their professionalism.

STMA's Strategic Direction

- Grow Membership
- Enhance Image – Member & Profession
- Influence External & Internal Audiences
- Improve Members' Competencies
- Expand the Conference/Show
- Strengthen the Chapter Network
- Effective Internal Operations

A Few STMA Benefits

- **Networking opportunities/Mentoring**
- **STMA Bulletins/Guidesheets/BMP's on website**
- **External audience affiliations/partnerships**
- **Job/Internship/Resume posting**
- **Awards & Scholarship programs**
- **CSFM program**
- **Website references**
 - Soon to have discussion forum!
- **Member discounts**
- **Access to research (Turf Grass Information File)**

Key Programs & Services

- **STMA Awards Program**
 - Founders: Ericson, Toma, Daniel, Gill
 - Field of the Year: Baseball, Football, Soccer, Softball, Complex

Key Programs & Services

Certified Sports Field Manager
(Important standard of **professionalism**)



Chapter Benefits

- Education specific to your area
- Networking
- Support of and for local industry
- Workshops / Conferences
- Newsletter
- Scholarships

Be a chapter leader



"The supervisor is named by the boss; the LEADER is named by the crew."

Pictures of the year by NBC



Industry Challenges

- Fragmented market
- Differing employment structures
- Largest target market has smallest budgets (Parks and Recreation)
- Fairly young profession with growing pains

Industry Advantages

- Work in teamwork environment
- Visible profession
- Positive image in place
 - Hard working
 - Professional
 - Skilled
 - We "make a difference"

Association advantage

- Influence / Voice
- Specific Professional training
- Image enhancement efforts
 - NACDA/NRPA/AFCA/NFLPA/NIAAA/HSBCA/etc
- Professionalism enhancement efforts on our behalf
 - Certification
 - Compensation survey
 - Speaker's bureau
 - Place for individuals to engage and professionally grow
 - On and on and on...

Dynamics of Mentoring (Networking)

- Build your support system
 - Nationally and locally
- Members want YOU to succeed sometimes more than themselves
 - Ignore your legacy, work on today
 - Surround yourself with successful people
 - Always give back to future leaders and to your profession

Mentors

- YOUR success may be more important than their success at this time
- A stronger "me" means a stronger "we"
 - Investing in future leaders is investing in the profession
- STMA and the individual members in STMA are largely responsible for much of my professional success

