

**Q&A with Nick McKenna, SFMA President**

**Q: What was behind the decision to rebrand from Sports Turf Managers Association to Sports Field Management Association?**

**A: *Our association has more than 40 years of history. Over that time, we have served members faithfully and to the best of our ability, but with the industry landscape constantly shifting we*** saw the opportunity to begin taking steps in a new and exciting direction. The long-term vision of SFMA is to be the recognized leader in strengthening the sports field industry by enhancing our members’ skillsets, knowledge and professional connections, while also raising the profile of sports field workers and their importance in the eyes of employers and the general public.

The industry is growing at a rapid pace and to best represent and support the advancements of our profession, our board of directors unanimously decided to evolve. With this rebrand, we look to become an even stronger and more inclusive community that is able to represent and be an advocate for all those who make up SFMA.

**Q: How does the move to SFMA better encapsulate the association’s mission and values?**

A: The mission of SFMA is to advance professionalism in sports field management and safety through education, awareness programs, and industry development. As we looked internally as an organization, we saw some disconnect between our name and those we were actually representing. With our new branding of Sports Field Management Association, we hope to build from the foundation up, a stronger and more inclusive association that encompasses everyone, not simply those at the manager level. Beyond this, we believe *the new brand allows us to better represent the industry as a whole and drive attention to the importance of sports field management.*

**Q: Tell us about the new logo and tagline and how it aligns with the updated image of the association?**

A: *With a new name and vision for the association we knew we also had to update how we presented ourselves to the public. The new logo illustrates our forward-thinking approach with vibrant colors and a modernized image designed to capture the essence of a field from a variety of sports. Our members service surfaces associated with football, soccer, baseball, field hockey, lacrosse and more, so it had to be something inclusive of that variety.*

*The tagline captures the importance of what our members provide. Without a team of highly trained professionals to ensure sports fields are safe, healthy and aesthetically pleasing, the games we love to play, and watch, would not be what they are today. Everything truly begins with the field.*

**Q: What is the ideal outcome of this rebrand, both internally and externally?**

A:  *Internally, we want to be more accommodating of all those who work in the sports field industry. By switching from “Mangers” to “Management” we’re changing the perception of who our membership is comprised of. If you work on sports fields as a career, regardless of what your current title is, we want you to know that our association is here to help you perform better, meet new people and achieve whatever your professional goals might be.*

*Externally, we want employers and the general public to better understand what we do and how important sports field management is to athletics in general. Our members work on all types of fields, including natural grass and synthetic surfaces. Over the years, the term “turf” has become synonymous with artificial grass in the minds of many people. Because of this we wanted to move away from that misinformed perception and better encapsulate the essence of our industry. Further, we want to be able to attract the next generation of sports field caretakers by upping the overall profile of the industry so that young people are more aware that they can have an exciting and fulfilling career in sports, even after their playing days are done.*

**Q: What will the updated positioning mean for SFMA members? What differences can they expect from the association moving forward?**

A: *W*e know where we’ve been and the positive impact we’ve had on our membership. However, we also know where we have fallen short as an association and what areas need improvement. With the revised positioning of Sports Field Management Association, we aim to better serve members and promote the industry through increased involvement, new education opportunities, and so on. We are excited about these changes and the bright future of the sports field management industry.