

2004 Financial Review

President's Annual Message

Twenty four years ago, four men had the foresight to create the Sports Turf Managers Association. Their vision was to establish an organization that improved the sports turf profession. They believed that by helping sports turf managers share ideas and exchange information about cultural and maintenance practices, the industry would advance.

Their dream has become a reality. Today, the association has more than 2,200 members who represent the entire sports turf spectrum from sports turf managers...to the product developers, manufacturers and distributors...to educators and researchers...to field architects and builders...to students who are just learning about the career possibilities.

The annual conference is the venue for the sharing of information and ideas. This year in Phoenix, STMA had the largest attendance in its history. Our educational program was top-notch and featured new technology and hands-on applications.

"This year in Phoenix, STMA had the largest attendance in its history."

Our membership services were enhanced with new membership certificates, cards and a monthly electronic newsletter. Our committees brought new ideas for programs and services and staff is focused on implementing them. A new task force was appointed to disseminate information on synthetic and natural turfgrass, which will publish this winter.

The charitable arm of STMA, The Foundation for Safer Athletic Field Environments (SAFE), awarded more than \$18,000 in scholarships and support for those who won to attend our conference. Our Field of the Year program honored 10 sports turf managers for outstanding field management.

The headquarters was relocated to Lawrence, Kansas, with a new CEO at the helm and new staff. Your Board of Directors spent much time planning and revising the strategic plan and developing benchmarks by which we can measure our success.

It was a year of change, but one that resulted in solid progress and alignment of our priorities.

Mike Trigg

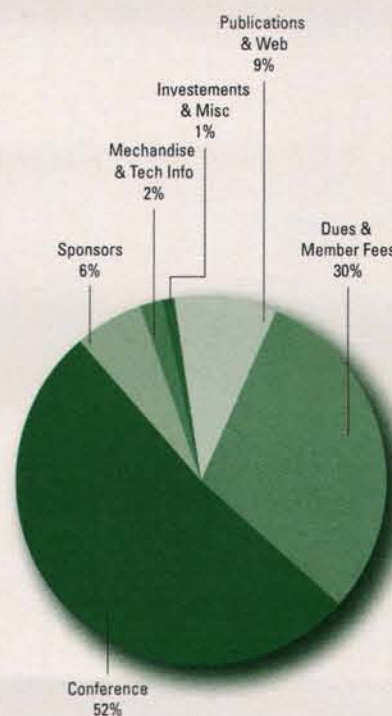
Mike Trigg, CSFM
President

STMA Financial Philosophy

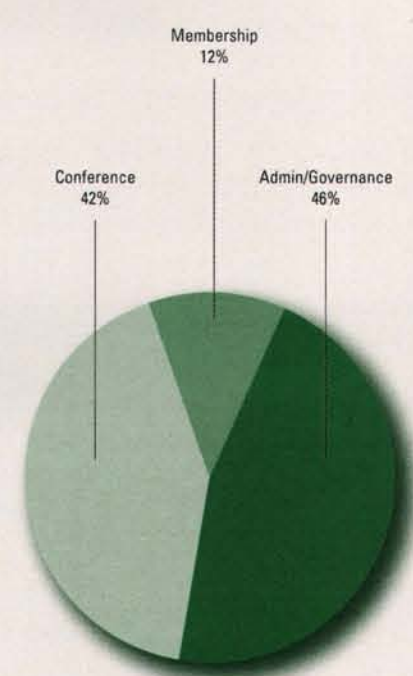
Service oriented associations use dues and sponsorship dollars to fund programs and services for members. That is STMA's philosophy – to maximize each dollar earned by providing benefits back to its members. STMA also realizes that it is prudent to build a reserve fund for financial stability. A strong reserve fund allows the organization to be very nimble so that it can take advantage of appropriate emerging opportunities. It also provides a cushion in case of a down economy, or a crisis that affects our major revenue source – the conference and exposition – so that we can continue to offer uninterrupted programs and services. It is our goal to have approximately one half of our operating budget in reserve. In addition, our headquarters staff is important to the continued success of our association. STMA wants to be known throughout the green industry for being a great place to work by offering competitive wages and top benefits.

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Total Revenue 50%

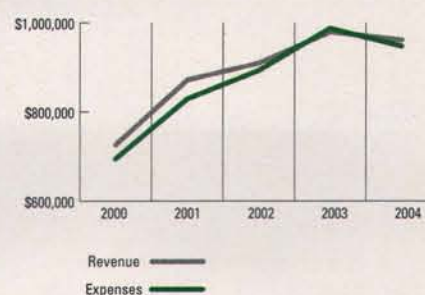


Total Expenses 50%

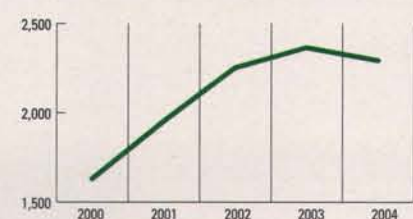


5 Year Snapshot of STMA's Growth

Financial Strength



Membership



Figures provided by Bogner & Long Certified Public Accountants, Lawrence, KS.
For more information, please go to the members only section of www.sportsturfmanager.org.

STMA Mission

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

CEO's Forecast

In 2006, we will be celebrating STMA's 25th anniversary. To recognize this significant occasion, we will present a historical review of the association and the profession in the STMA magazine, SPORTSTURF, and hold a celebration at the annual conference and exhibition.

During the remainder of 2005 and into 2006, staff and I are focusing on membership services. We plan to conduct a member survey that will provide us insight into what you value, and what we can be doing to help you attain career success.

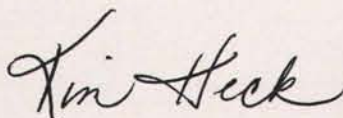
Through our survey, we plan to begin gathering industry data and compensation and benefits information. It is STMA's role to be the source for information on all aspects of the profession. It is only by benchmarking and tracking progress that we can truly measure the profession's progress.

Allied relationships are the key to advancing the sports turf manager's influence in our industry and in the sports world. A major area of focus is to continue to build collaborative relationships at the national level that will benefit our membership. This also includes working with sports field architects, engineers and contractors to provide information about the expertise of STMA members and how this expertise can help them provide an excellent sports field.

We will expand our Web site to offer more resources to our members in education and information. Look for enhanced capabilities to get specific answers to your questions through online discussion.

We are gearing up for the 2006 conference and indications are that it will surpass the size and scope of last year's event.

It is not business as usual at STMA headquarters. We are undertaking an intensive drive to garner respect and recognition for STMA members. Thanks for your support and confidence.



Kim Heck
Chief Executive Officer

An Investment in Your Future

Your membership dues investment provides to you:

- A monthly electronic newsletter that communicates association and industry information, and new resources and technology available.
- A hard copy Membership Directory with field diagrams for football, soccer, baseball and softball (2005-06 published in October).
- A certificate of membership and a membership card.
- Access to the Member's Only section of www.sportsturfmanager.org, which has a real-time membership directory, employment opportunities and many resources to help you do your job better.
- Access to Michigan State's Turfgrass Information File, the green industry's greatest resource for up-to-date technical information, a \$100 value.
- Ability to enter your field or complex in the nationally recognized Field of the Year Awards Program.
- Opportunity to become a Certified Sports Field Manager (CSFM) to showcase your professionalism.
- Access to dozens of educational sessions that you will not find anywhere else except at the STMA annual conference and exhibition, at a \$95 savings over the nonmember price; and discounts to other organizations' educational programs.
- Discounts on merchandise, turf related and professional development books and resources.
- Opportunity to participate in volunteer leadership positions.
- Opportunity to join one of STMA's affiliated chapters for a strong, local network. (Each chapter sets its own local dues.)
- SPORTSTURF Magazine each month, a \$40 value.
- The ability to apply for scholarships (students only).

SportsTurf

MANAGERS ASSOCIATION

Experts on the Field, Partners in the Game.

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