Survey validates STMA direction

The results from STMA’s 2006 Member Satisfaction Survey indicate that the association’s direction reflects the thoughts and will of its membership. The results also clearly direct STMA to focus on education and enhancing the image and respect for the profession.

Methodology
The survey was created using Zoomerang software and sent electronically in April to its sports turf manager membership. The survey attained a 35% response rate. A 15% rate is statistically valid, and this high response validates that the data clearly represents the membership’s viewpoints. The high response also indicates that the membership is engaged in the STMA.

The survey software eliminated the respondents’ identity as it calculated the data; thus each member remained anonymous.

STMA members use many titles to describe their work as a sports turf manager. Director of Grounds, Grounds Supervisor, Athletic Field Manager, and Parks Superintendent are typical titles. Members report that within their titles, 25% include the word “Manager,” 18% contain “Supervisor,” 16% incorporate “Director,” 10% have “Superintendent,” and 9% include “Groundskeeper.” Just five percent of Sports Turf Managers call themselves by that title. Two percent are owners or presidents and the remaining 15 percent vary widely. The two most unusual titles are “Facility Expeditor” and “Beautifications Manager.”

Networking is #1
When asked about conference attendance, 63% of sports turf managers report that they attend the STMA annual conference. Members’ cite networking as their top reason for attending the STMA conference (48 percent). Thirty-one percent attend for the education and 21 percent for the new technology/product information at the trade show.

Members’ satisfaction with STMA programs and services is high, with SportsTurf magazine receiving an 89% rating of “Satisfied” to “Very Satisfied” and 98% of those surveyed indicating that it is an “Important” to “Very Important” benefit for them. The top three STMA programs/services that are “Very Important” to the membership are:

<table>
<thead>
<tr>
<th>Very Important</th>
<th>Important</th>
</tr>
</thead>
<tbody>
<tr>
<td>* Overall Membership in STMA</td>
<td>61%</td>
</tr>
<tr>
<td>* SportsTurf Magazine</td>
<td>58%</td>
</tr>
<tr>
<td>* Annual Conference</td>
<td>56%</td>
</tr>
</tbody>
</table>

The program that is not important to members is STMA merchandise at 34%, and it is the program that members know the least about at 10%.

Members believe their professional success is impacted by STMA with 71% indicating that their membership advances their professionalism with their employer. Fifty-five percent cite the certification program as the most important program that contributes or will contribute to their success as a sports turf manager. A distant second is STMA’s allied relationships with 23% ranking partnerships with organizations such as the NRPA, NIAAA, NACDA, MLB, etc. as most important to their professional success. That may be because these partnerships are not very well known by the membership (47%), which indicates that STMA needs to do a better job of explaining these relationships and their value.

Fifty-one percent of the membership believes that providing relevant educational programs should be the highest priority for STMA, followed by 27% who indicate image enhancement as a strong second priority for the organization. The third and fourth priorities do not have much statistical significance at 3% each: growing membership and certification.

TGIF (Michigan State’s Turfgrass Information File) provides solid satisfaction to those members who use the service. Sixty-two percent indicate that they are “Satisfied” to “Very Satisfied” with the technical service. STMA has opportunity to grow this usage by helping the 25% of members who do not use it to see value in it.

Members also indicate that www.sportsturfmanager.org is important to them. Ninety-five percent of members rate it as an “Important” to “Very Important” member benefit.

The top three most highly used methods for continuing education are hands-on workshops/field days (75%); classroom-style learning (68%); and accessing written publications (64%).

STMA employers are helping to fund members’ dues and conference education. Sixty-seven percent of employers pay all costs for members to attend the STMA conference with an additional 23% paying a portion of conference costs. Eighty-one percent of employers are paying STMA annual membership dues, with an additional 3% paying a portion of them.

Internet usage and e-mail usage is a way of life for members. One hundred percent of sports turf managers report that they use the Internet. Ninety-one percent check e-mail at least one time per day primarily from their offices.

The STMA Board of Directors will be using this data as they continue to develop a long-term strategic vision for the association. STMA will measure its progress against these results by repeating this survey in future years.

Membership Demographics

- 98% view SportsTurf Magazine as an important benefit of membership
- 97% view STMA membership as important to their job

Facility Type
- Parks and Recreation 31%
- College and University 27%
- Schools K-12 16%
- Professional Sports 15%
- Other (private facility, management co., etc.) 9%
- Educator 2%

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Dues to Increase in 2007

At the summer 2005 Board Meeting, the STMA Board of Directors approved a dues increase for the 2007 membership year as recommended by the Membership Committee for several membership categories. Accompanying the dues increase was the committee’s recommendation to adjust and expand the STMA membership categories. Rather than implementing these changes in 2006, the STMA Board wanted to provide ample time for the Bylaws Committee to rework the Bylaws language to align with these new and expanded membership categories. The Bylaws Committee, led by Chair Ken Mrock, accomplished this work and also undertook a complete review of the Bylaws, which was finished this spring. All Bylaws changes will be sent with the STMA Board Election materials to each voting member for their review and vote this fall.

The new categories and dues structure is highlighted in blue or green in the table on the following page.

www.sportsturfmanager.org
<table>
<thead>
<tr>
<th>Cat. ID</th>
<th>Category Description</th>
<th>Voting Status</th>
<th>Fee</th>
</tr>
</thead>
<tbody>
<tr>
<td>I</td>
<td>Sports Turf Manager</td>
<td>Voting</td>
<td>$110 (was $95)</td>
</tr>
<tr>
<td>II</td>
<td>Sports Turf Manager Associate</td>
<td>(NEW)</td>
<td>Voting</td>
</tr>
<tr>
<td>III</td>
<td>Commercial - (NEW)</td>
<td>(NEW)</td>
<td>$205 (no change)</td>
</tr>
<tr>
<td>IV</td>
<td>Academic - (NEW TITLE)</td>
<td>(NEW)</td>
<td>$0 (no change)</td>
</tr>
<tr>
<td>V</td>
<td>Past President</td>
<td>Voting</td>
<td>$0 (no change)</td>
</tr>
<tr>
<td>VI</td>
<td>Honorary Lifetime</td>
<td>Voting</td>
<td>$0 (no change)</td>
</tr>
<tr>
<td>VII</td>
<td>Student</td>
<td>Non-Voting</td>
<td>$25 (was $20)</td>
</tr>
</tbody>
</table>

(NEW) Sports Turf Manager Associate: Person with primary responsibility of employment in the management/maintenance of sports field(s) AND who is employed by the same organization, team, city or company as a Category I member upon payment of dues and being accepted for membership may become an active voting member in STMA and is eligible to hold elective office. Each facility must have a Category I member before a person can join this category.

(Minor wording changes) Company engaged in a commercial enterprise providing services and/or products to the sports turf profession upon payment of dues and being accepted for membership, may become an active voting member in STMA. One individual within the company shall be designated as the contact to receive communications and that individual is responsible for casting any votes on behalf of the company. This individual is eligible to hold any elective office available to the commercial category.

(Minor wording changes) Person engaged in research, education or in extension outreach programs related to sports fields, upon payment of dues and being accepted for membership may become an active voting member in STMA and is eligible to hold elective office.

(Minor wording changes) Past President: Upon retirement in good standing, a Past President shall be awarded a lifetime voting membership and is eligible to hold elective office.

(Minor wording changes) Honorary Lifetime: By majority vote of the Board of Directors, Honorary Lifetime voting membership shall be conferred upon a nominee who has made a significant contribution to the sports turf management profession and is eligible to hold elective office.

(NEW) Student: Any full-time student, upon payment of dues, verification of enrollment and being accepted for membership may become a non-voting member of STMA and is not eligible to hold elective office.

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choosing the STMA’s long history of sharing knowledge and exchanging ideas, the association is now offering sports turf managers online training. This accessible method of training is just another step to increase the outreach and professionalism to our industry. The sessions, workshops and demonstrations are available 24 hours a day, 7 days a week, 52 weeks a year.

The STMA is using Green Industry Education’s OnlineClassroom for its online training sessions, workshops, and demonstrations. Sports turf managers everywhere can attend pre-recorded classrooms via the Internet. The classroom is easy to use, but users are advised to test their PC by selecting “Demo our OnlineClassroom” at www.OnlineClassroom.org. The classroom works well with the following browsers: Explorer and Mozilla Firefox for Windows, and Safari for Mac.

Java plugin is required to view PowerPoint presentations. Quicktime must also be installed on your PC. Make sure the Quicktime plugin is available for your Internet browser. This is required to view streaming video. Free downloads for Java, and Quicktime are available via the “Demo our OnlineClassroom” page at www.OnlineClassroom.org.

The following six sessions, workshops and demos from Orlando are now available 24/7 online at www.GreenIndustryEducation.com or www.OnlineClassroom.org as pre-recorded Online Training:

**Session OC01** - $30 for STMA members, $50 for non-members
Schools K-12 (0.175 CEUs)
Speaker 1: Floyd Perry, Grounds Maintenance Services
Speaker 2: Dr. Grady Miller, University of Florida
Speaker 3: John Mascaro, Turf-Tec International
Speaker 4: Dr. John Cisar, University of Florida

**Session OC02** - $30 for STMA members, $50 for non-members
Parks & Recreation (0.15 CEUs)
Speaker 1: Preston Courtney, Disney Wide World of Sports
Speaker 2: Floyd Perry, Grounds Maintenance Services
Speaker 3: Bill Berry, City of Rock Hill
Speaker 4: Richard Sanger/Ron Kelley, Sarasota County

**Workshop OC03** - $30 for STMA members, $50 for non-members
Developing A Comprehensive Master Plan (0.25 CEUs)
Speaker 1 - Francois Hebert, Consultant

**Workshop OC04** - $30 for STMA members, $50 for non-members
Building Athletic Fields (0.2 CEUs)
Speaker 1 - Dr. Chuck Darrah, CLC Labs
Speaker 2 - Boyd R. Montgomery II, The Toro Company
Speaker 3 - Mark Heinlein, The Motz Group

**Workshop OC05** - $30 for STMA members, $50 for non-members
Fertilizer (0.35 CEUs)
Speaker 1 - Brad Jakubowski, University of Nebraska
Speaker 2 - Dr. Chuck Darrah, CLC Labs
Speaker 3 - Mark Heinlein, The Motz Group

Speaker 2 - Dr. Tom Samples, University of Tennessee

**Demonstration OC06** - $30 for STMA members, $50 for non-members
Outdoor Demonstrations (0.2 CEUs)
Speaker 1 - Dr. Roch Gaussoin
Speaker 2 - Floyd Perry, Grounds Maintenance Services
Speaker 3 - Preston Courtney, Disney Wide World of Sports

For registration and information, visit www.GreenIndustryEducation.com

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<table>
<thead>
<tr>
<th>Cat. ID</th>
<th>Cat. Name</th>
<th>Category Description</th>
<th>Voting Status</th>
<th>Fee</th>
</tr>
</thead>
<tbody>
<tr>
<td>NEW #</td>
<td>New Title</td>
<td><strong>Commercial Associate</strong> <em>(Minor wording changes)</em> Person employed by the same</td>
<td>Non-Voting</td>
<td>$75</td>
</tr>
<tr>
<td>VIII</td>
<td>Commercial</td>
<td>Category III member company, but who is not the designated representative, upon</td>
<td></td>
<td>(no</td>
</tr>
<tr>
<td></td>
<td>Associate</td>
<td>payment of dues and being accepted for membership may become a non-voting member in</td>
<td></td>
<td>change)</td>
</tr>
<tr>
<td></td>
<td></td>
<td>STMA and is not eligible to hold elective office.</td>
<td></td>
<td></td>
</tr>
<tr>
<td>NEW #</td>
<td>[NEW] Affiliate</td>
<td>*(NEW) (Minor wording changes) <strong>Affiliate</strong> *(includes coaches, athletic directors,</td>
<td>Non-Voting</td>
<td>(NEW)</td>
</tr>
<tr>
<td>IX</td>
<td></td>
<td>administrators, owners, trainers, equipment managers, volunteers, etc.* Person who is</td>
<td></td>
<td>$50</td>
</tr>
<tr>
<td></td>
<td></td>
<td>indirectly or on a part-time basis, involved in the maintenance/management of sports</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>fields, and upon payment of dues and being accepted for membership may become a non-</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>voting member of STMA and is not eligible to hold elective office.</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

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2006 STMA Committees
Shown here are the remaining 2006 STMA committee listings that began in our June 2006 issue.

Technical Standards
To influence the development of appropriate technical standards that impact sports field management.
David Minner, Ph.D.
Abby L. McNeal, CSFM
Michael DePew
Jim Brosnan

Website
To oversee the STMA website, enhance its content, and improve its navigation to drive more traffic to it; to investigate new technologies.
Boyd Montgomery, CSFM, SCPS - Chair
Eric Fasbender
Carl Larson
John Mascaro
Rick Perruzzi, CSFM
Pamela Sherratt
Jay Sutton
Lance Tibbetts, CSFM - Board Liaison
Lynda Wightman

Ross Kurcub, CSFM, won two 2005 STMA Field of the Year Awards for his work at INVESCO Field at Mile High in Denver. He says, “When assessing a potential event, I always ask, ‘How many people, of what age group, wearing what kind of shoes, will be doing exactly what, at what time of what day?’.”

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- Reduces G-Max
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- Eliminates standing water
- Strong enough for vehicles
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- Air void for heating and cooling
- Allows flushing and sanitizing
- Maintains level playing surface

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- Reduces installation time
- Reduces irrigation requirements
- Extends playing season
- Eliminates standing water
- Reduces maintenance costs
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- Superior perched water table
- Greater root mass
- Greater root mass

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