

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 Expediter" and "Beautifications Manager."

Networking is #1

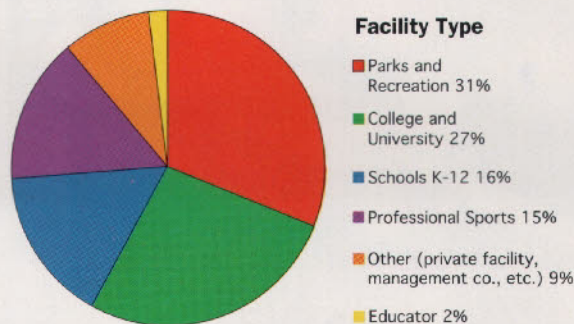
When asked about conference attendance, 63% of sports turf managers report that they attend the STMA annual conference. Members cite networking as their top reason for attending the STMA conference (48 percent). Thirty-one percent attend for the education and 21 percent for the new technology/product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

	Very Important	Important
* Overall Membership in STMA	61%	36%
* <i>SportsTurf</i> Magazine	58%	40%
* Annual Conference	56%	31%

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, MiLB, 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.

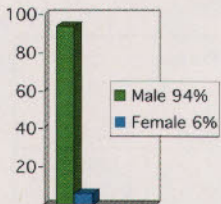
Internet usage and e-mail usage is a way of life for members. One hundred percent of sports turf managers report that they use the Internet. Ninety-one percent check e-mail at least one time per day primarily from their offices.

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.

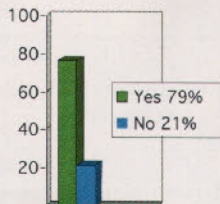
Membership Demographics (Because numerical entries are rounded to the nearest significant digit, resulting percentages may not always add up to 100).

Snapshot of Membership Survey Results

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

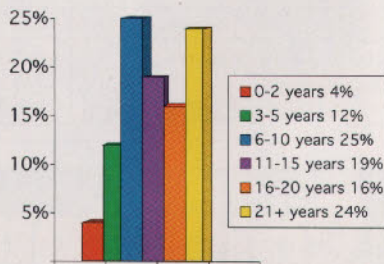


Gender



STMA Chapter Member

- 91% access email at least once per day
- 86% are satisfied to very satisfied with STMA conference
- 84% STMA Members have 6+ yrs. experience in sports turf management
- 79% are members of their local chapter
- 76% view CSFM Certification as important to their professional success
- 75% view hands-on workshops/field days as top continuing education method
- 74% access the internet at least once per day
- 71% view STMA membership as advancing their professionalism with their employer
- 63% attend the STMA annual conference



Years in Sports Turf Management

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.

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STMA In Action

Cat. ID	Cat. Name	Category Description	Voting Status	Fee
I	Sports Turf Manager	Person with primary responsibility of employment in the management/maintenance of sports field(s) upon payment of dues and being accepted for membership may become an active voting member in STMA and is eligible to hold elective office.	Voting	\$110 (was \$95)
(NEW) II	(NEW) Sports Turf Manager Associate	(NEW) Sports Turf Manager Associate: 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.	(NEW) Voting	(NEW) \$75
NEW # III	Commercial - (includes consultants, architects, designers, contractors, distributors and manufacturers, etc.	(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.	Voting	\$295 (no change)
NEW # IV	(NEW TITLE) Academia	(Minor wording changes) Academic: 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.	Voting	- 0 - (no change)
NEW # V	Past President	(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.	Voting	- 0 - (no change)
NEW # VI	Honorary Lifetime	(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.	Voting	- 0 - (no change)
NON-VOTING Categories				
NEW # VII	Student	(Minor wording changes) 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.	Non-Voting	(NEW) \$25 (was \$20)

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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. Montbomery 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. 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 ■

Continued from page 46

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



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