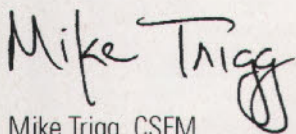


## President's Reflections: 2005-2006 Goals

In early 2005, the STMA Board of Directors developed an aggressive plan around seven goals. The goals are:

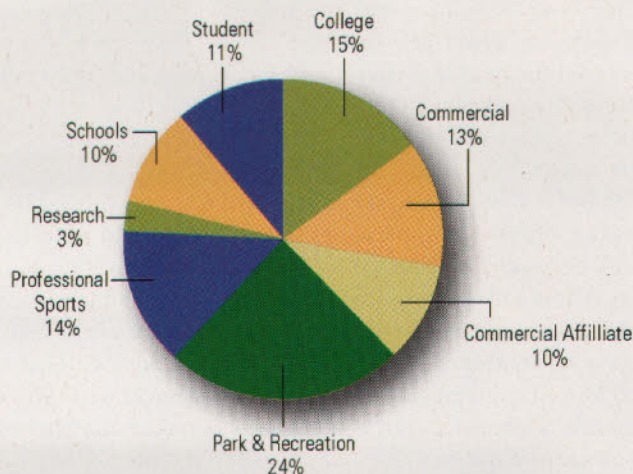
- Goal I: Increase membership/certified members.
- Goal II: Enhance the image of members and the profession.
- Goal III: Effectively influence our external and internal audiences through our communication vehicles.
- Goal IV: Strengthen and improve the competency of members effectively utilizing the limited resources of STMA.
- Goal V: Make the STMA Conference the must-attend industry event of the year.
- Goal VI: Effectively manage STMA's resources through solid fiscal procedures, efficient operations, and a strong board governance/committee structure.
- Goal VII: Strengthen the STMA chapter network.

I am happy to report that STMA has achieved significant progress on these goals. Our membership numbers including certified sports field managers have increased. Our efforts in public relations and with allied associations are bringing more recognition to the profession and to our members. Our conference education program is the strongest it has ever been, and we're using web technology to bring more information, education and resources to members. Our magazine, *SportsTurf*, delivers timely and relevant information. Our STMA "house is in order," with solid fiscal health, and our chapter network is growing in numbers and in strength. Because these goals are of great consequence, they will always be important to the business of STMA. As we set new goals and put plans in place to attain them, we will continue our efforts to advance these essential benchmarks.



Mike Trigg, CSFM  
STMA President

## Membership Representation



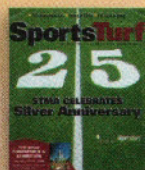
## STMA Profile

- Formed in 1981
- Members representing 15 countries
- 26 chapters
- 68 certified members
- 12-member board/3 full-time & 1 part-time staff
- \$1 million budget
- 18 committees/subcommittees

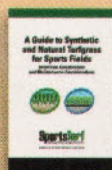
## STMA Member Profile

- 100 percent use the internet, and 78 percent primarily use it at the office
- 90 percent of those who attend conference have all or partial costs paid by their employer
- 84 percent have been sports turf managers for 6+ years
- 84 percent have all or partial STMA dues paid by their employer
- 79 percent are members of their local chapter
- 69 percent have an associate, bachelor or post-graduate degree
- 63 percent attend the annual conference and show

## 2006 First Six Months Timeline



January 2  
New *SportsTurf* magazine debuts



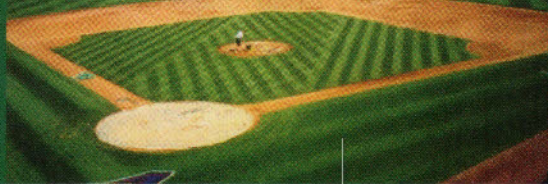
January 5  
Introduction of the publication, *A Guide to Synthetic and Natural Turfgrass for Sports Fields*



January 17  
Induction of the newest STMA Chapter, Sports Turf Managers of New York (STMONY), to the STMA national chapter network

January 18-22  
STMA 17th Annual Conference celebrates the association's 25th Anniversary. Total attendance (includes exhibitors) 1,541. SAFE Auctions and Golf Tournament raises \$31,941.





## 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 aspires to fund more education and initiate research for the profession. We also realize 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 one half to one full-year of our operating budget in reserve. To that end, the STMA Board of Directors allocated \$120,000 of the 2005 revenue to board restricted funds, bringing those funds to \$393,338.

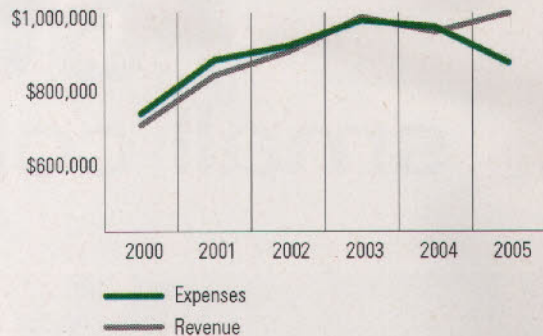
### Operating Fund Report 2005

Total Income	\$998,452
Total Expenses	\$834,677
Revenue	\$163,775

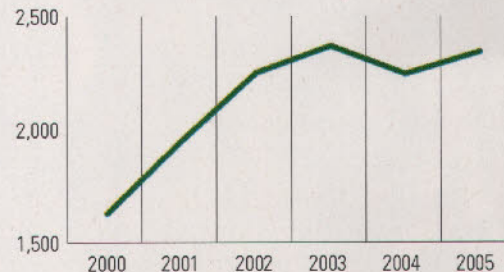
**\$120,000 Allocated to Restricted Fund**

## 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](http://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."

# SportsTurf

## MANAGERS ASSOCIATION

Experts on the Field, Partners in the Game.

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Ph. 800-323-3875, Fax 800-366-0391  
[www.sportsturfmanager.org](http://www.sportsturfmanager.org)

February 24  
STMA-The First 25 Years  
video vignette appears  
on Green-TV.net.

March 28  
STMA Committee  
participation surpasses  
200 members

# 200+

Yes

April 6  
STMA conducts  
benchmark Membership  
Satisfaction Survey



May 1  
STMA offers first web-based  
education – 6 sessions are  
offered on-line



June 8  
STMA's first-ever "Call for  
Presentations" generated  
66 submittals from which  
two-thirds are selected for  
presentation at the 2007  
annual conference.