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September 2014 - Expires January 2015 - RS1409

1 What is your company's primary business? (check ONLY ONE)

F Sports Complex G Athletic Field and/or Park Architect/Designer
T School, College or University P Park
H Other (please specify) _____

2 Which of the following best describes your title? (check ONLY ONE)

A EXECUTIVE/ADMINISTRATOR — President, Owner, Partner, Director,
General Manager, Chairman of the Board, Purchasing Agent, Athletic Director
B MANAGER/SUPERINTENDENT — Superintendent, Landscape/Ground
Maintenance Manager, Foreman, Supervisor
C GOVERNMENT OFFICIAL — Government Commissioner, Agent, Other
Government Official
D SPECIALIST — Architect, Designer, Consultant, Agronomist, Horticulturist,
Certified Specialist
F COACH
E Other (please specify) _____

3 Do you have the authority to buy, specify or recommend products and/or services for your business or organization? Y Yes N No

4 Yearly operating expenditures (excluding salaries)

F Over \$1 million C \$50,001 - \$100,000
E \$500,001 - \$1 million B \$25,001 - \$50,000
D \$100,001 - \$500,000 A \$25,000 and under

5 Please also send a free subscription to the following people at the same location

Name _____ Title _____
Name _____ Title _____

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them. Using the SAFE Twitter handle, I was able to promote SAFE's scholarship opportunity and their new Night of Entertainment for the 2015 STMA Conference in Denver. I also got to compose tweets recognizing donors who graciously gave to the SAFE Foundation. Twitter is a great way for the STMA and SAFE twitters to correspond and promote each other. Testimonials, pictures of raffle auction items and links to SAFE's website are all things you could find on SAFE's Twitter. On SAFE's website, I added a Testimonials page. This page is full of scholarship advice straight from the source of those who have already received the scholarship. I also added an option on the contact page where previous scholarship recipients could also share their story with us. Since we would not have the time to interview all recipients,

this gives anyone an opportunity to share their story and have their advice on the testimonials page.

Over the course of the summer, I have learned so much about this industry and researching for a new advertisement for SAFE helped me learn even more. I had the opportunity to gather some statistics for a new advertisement. This advertisement will be used to show numbers of how sports turf managers impact their community and how crucial it is to have safe fields to prevent injuries.

I am very grateful to any and all who have corresponded with me and helped me gather information this summer. I truly understand that the sports turf community is one of the nicest and most helpful, and I look forward to seeing how sports turf managers, STMA and the SAFE Foundation progress in the future. ■