

Healthy & Well-Conditioned

The STMA Annual Report and 2008 Financial Audit Results

As the economy tightened in 2008 and throughout 2009, many leaders were afraid to move forward, and their prevailing 'doom and gloom' attitudes rapidly damaged the progress of their organizations.

Not so at STMA.

The STMA Board of Directors reacted with refreshing optimism and purpose. Their focus became even more unshakable: to provide maximum value to the membership during this time of uncertainty. The guidepost for the Board has always been its strategic plan. After another careful review of its goals and progress, the Board directed resources to programs and services that could be of immediate help to our membership.

Strengthening Our Roots

STMA's roots have always been in education. Our mission, "To be the recognized leader in strengthening the sports turf industry and enhancing members' competence and acknowledgement of their professionalism" is all about education.

In the last quarter of 2008, STMA hired its first staff member whose specific role is to develop educational tools and resources. Many resources have been added to the website including information on cool and warm season grass management; design and renovation; pests, diseases, and weeds; irrigation and drainage; and environmental stewardship. In addition, www.STMA.org now hosts 15 educational bulletins, 14 online classes, a PowerPoint presentation and two DVDs to help with the continuing education of sports turf managers.

Actively Growing

During the previous twelve months, STMA achieved several "firsts" during its twenty-eight year history. The association membership voted in its first female president, Abby McNeal, CSFM. This election also saw the first race between two candidates for the new position of Secretary/Treasurer. The outcome of this race put into motion the new ascension process to the Presidency. Other firsts include the expansion of the Board of Directors to 13 members and shortened officers' terms from two years to one year.

The STMA Certification Program passed a milestone of 100 Certified Sports Field Managers, and the association affiliated its 32nd chapter, the Oregon STMA.

2008 Financial Audit Results Independent Auditors' Findings

STMA continues to demonstrate sound fiscal management; and for the fourth year in a row has posted positive financial growth. The Board of Directors approved a recommendation of the Finance and Audit Committee to engage a professional financial management company to help it diversify its financial portfolio. In the third quarter of 2008, STMA retained the services of Citi-Smith-Barney.

Long CPA, PA conducted the 2008 annual audit. Per the STMA Financial Policy, the Board directed 75 percent of the net increase in unrestricted assets (\$136,080) to the STMA Reserve Fund. The Reserve fund helps to sustain the association's operations in case of an emergency and provides a resource for financing valuable opportunities to benefit the membership. Funds from this reserve cannot be used without a three-fourths majority vote of the STMA Board of Directors. The Board seeks to build the reserve fund to cover one full year of operations.

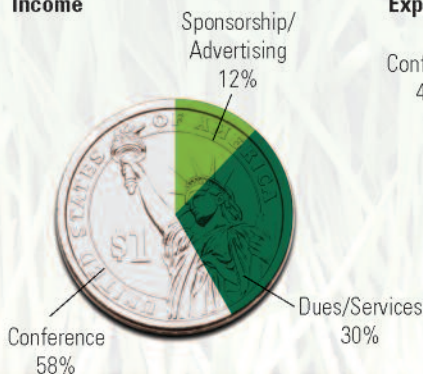
Independent Auditor's Report

| | 2008* | 2007* | 2006* | 2005** |
|-----------------------|-------------|-------------|-------------|-----------|
| Support & Revenue | \$1,199,759 | \$1,201,349 | \$1,111,763 | \$998,452 |
| Expenses | 1,018,319 | 908,502 | 878,544 | 834,677 |
| Excess (Deficit) | | | | |
| Revenue over Expenses | \$ 181,440 | \$ 292,847 | \$ 233,219 | \$163,775 |

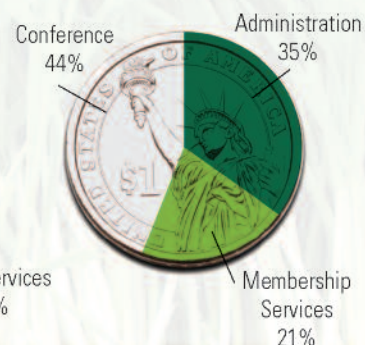
\$136,080 Allocated to Board Reserve Funds

Figures provided by * Long CPA, PA, Lenexa, Kan.; **Bogner & Long Certified Public Accountants, Lawrence, Kan.

Income



Expense



STMA rolled out its Playing Conditions Index (PCI) for its members to use to gain recognition for their knowledge and expertise. The PCI is proving to be an excellent evaluation instrument for field playability and a communication tool to use with the media, employers, players, coaches and fans. It also has helped members to validate budget expenses and support the need for additional resources.

STMA also conducted its first two-day regional conference with a full exhibition in June in Ames, Iowa. Bringing national-level education to local chapter members is a key objective for the association.

Beginning in 2010, to help counter the effects of the economy on employment, STMA is forgiving dues payments for up to six months for unemployed members, while continuing to provide all the benefits of membership.

STMA's Super Bowl

Just a few weeks before the NFL's championship game, STMA holds its main event: the STMA Annual Conference and Exhibition. For the first time ever, the conference was held in San José, Calif. STMA received outstanding ratings from attendees on its educational program and networking events. In addition to the excellent marks, the Return on Investment (ROI) of attending this conference was calculated at a whopping 1,375 percent!

Cultivating Partnerships

As the economy was having holes punched in it, opportunities emerged, and STMA was poised to act. The association collaborated with several groups and initiated joint projects including signing a Memorandum of Cooperation with the Global Sports Alliance—USA. The goal is to support and encourage projects that are mutually beneficial and of environmental significance.

STMA is also a co-sponsor of the new certification program of the American Sports Builders Association (ASBA) and is providing technical expertise to its sports field construction manual.

International opportunities are on the horizon for STMA, and as a first step the association has developed a model for international sports turf groups to become affiliated organizations.

These and all of STMA's relationships are key to the advancement of the profession.

SportsTurf
MANAGERS ASSOCIATION

Experts on the Field, Partners in the Game.

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