

Annual Report to the STMA

The Sports Turf Managers Association was founded in 1981, and throughout its short history it has helped to shape sports field and athletic facilities management into a significant profession. Continuing education and professional development are core to its mission: *"To be the recognized leader in strengthening the sports turf industry and enhancing members' competence and acknowledgement of their professionalism."* Through its programs, services and outreach efforts, STMA strives to help its members succeed and be recognized for their important work.

An association's strength is also determined by its financial stability, and STMA presents solid financial health, as validated by the 2009 Audit process.

Key Accomplishments

2009

- Certified our 100th sports field manager through the CSFM program.
- Presented STMA's first webinar, Foliar and Granular Fertilization.
- Installed the first International Affiliate Organization, The Sports Turf Association, headquartered in Ontario, Canada.
- Held the STMA Conference and Exhibition in San José, a new location for the event.
- Created and offered a dues forgiveness program for unemployed members.
- Added more than two dozen educational resources to the website.
- Elected the association's first female president, Abby McNeal, CSFM.
- Co-sponsored the American Sports Builders Association (ASBA) certified sports field builder program.

2009 Independent Auditors Report Summary

Long CPA, PA

Support and Revenue

| | |
|---------------------------|--------------|
| Administrative & Programs | \$ 605,728 |
| Annual Meeting | 653,961 |
| | <hr/> |
| | \$ 1,259,689 |

Expenses

| | |
|---------------------------|--------------|
| Administrative & Programs | \$ 562,785 |
| Annual Meeting | 472,924 |
| | <hr/> |
| | \$ 1,035,710 |

Excess Revenue over Expenses

\$ 233,979

STMA's financial goal is to hold one year of operating expenses in reserve. To this end, the STMA Board of Directors moved \$116,000 of the excess revenue to its restricted funds to further the goal of \$1+ million in operating fund in reserve. For more details, go to STMA members only at www.STMA.org and click on the 2009 Audit Report.



Membership

2010 (first 7 months)

- Introduced a new member recognition program with 5, 10, 15, 20 and 25 year service pins.
- Co-published the second edition of *Sports Fields Design, Construction and Maintenance* with John Wiley & Sons, Inc.
- Held a successful annual conference in the Orlando area and for the first time audio-recorded it for members continuing education.
- Officially installed two new STMA Affiliated Chapters: the Oregon STMA and the Central Florida STMA, which expands the network to 33 affiliated chapters.
- Digitized the entire collection of *SportsTurf* in collaboration with MSU Libraries.
- Brought national level education to four local chapters through the STMA Northwest Regional Conference, held in Seattle on July 21-22.
- Developed a recognition program, the Innovative Awards Program, for commercial companies that advance the industry.
- Created educational bulletins, one on composting and a series of maintenance calendars for summer and fall field management practices for warm-season, cool-season and transition zone turfgrasses.
- Engaged 22 committees and created two new task groups: one to focus on international initiatives and one dedicated to defining STMA's role in environmental stewardship.
- Developed a plan and began implementation of a website redesign for www.STMA.org.

On the Horizon

During the next few months you will have the opportunity to participate in a podcast and have access to new educational resources via the website. The Conference and Exhibition will be held in Austin, TX, another new venue for STMA, on Jan. 11-15, 2011. To see the complete digital brochure, go to www.STMA.org.

Look for member-authored articles promoting the importance of professional field management in publications that your employers read and in other sports industry periodicals. Your ballot to elect your 2011 Board of Directors will be arriving via US mail next month. Please take a few minutes to vote. Committee service will gear up in the first quarter of next year, and we will be asking you to volunteer to help direct the programs and services of STMA.

Your association is committed to finding more ways to provide you with value. Our goal is to save you time and money and provide a ready network of professionals who you can turn to with questions. We welcome your ideas and input on what you need now to create a more successful future.

SportsTurf
MANAGERS ASSOCIATION

Experts on the Field, Partners in the Game.

STMA Headquarters

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