



The Local Connection

STMA Chapters Newsletter – November 2004

Special thanks go out to 2004 for Chapter Sponsors for their continued support of STMA Chapters.

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STMA Board Adopts Chapter Bylaws & Agreement at September Board Meeting

At the fall STMA Board meeting the board approved the new Chapter Affiliation and Chapter Fee Agreements. All current STMA affiliated chapters will be asked to sign a copy of the attached agreement and return it to STMA headquarters by Feb. 7, 2005 to maintain their affiliation. This new agreement is a simplified version of the older one which can be found in the Chapter Compliance Handbook for you to compare. If you have any questions please contact Abby McNeal, CSFM, Mike Andresen, CSFM or STMA headquarters.

What it means for your Chapter

The new chapter bylaws and agreement means a totally different approach to how the STMA handles chapters. The chapter relations committee took a hard look at what chapters have been looking for from STMA and then formulated the new agreements. Please continue to forward comments and suggestions to Abby McNeal, CSFM or HQ and bring YOUR chapter needs to the C.O.T.S. training in Phoenix.

Changes

- Chapters will no longer be required to pay the \$10.00 dues per non national member to STMA.
 - We would like ALL chapters to make a very concerted effort to encourage your chapter members to join STMA!
- Chapters will pay a flat fee to STMA for the services described below. (see agreement).
- Chapters can utilize national HQ for chapter billings for an additional fee under the chapter option section.

Get Ready for C.O.T.S.

The Chapter Officer Training Session will be held on January 18th at the Hyatt Regency - Phoenix, Arizona. The chapter relations committee needs your help with assembling an agenda for this event. We want YOU to take as much information from the session as you can. For that, we need your input on what you would like to discuss or see during this program. We would also like to encourage all chapters that can participate to bring examples of what your chapter is doing for your membership. Ship your newsletters, rosters, fliers, promotions, etc. to Headquarters clearly noting COTS on the boxes or just bring them with you to Phoenix.

Sports Turf Managers Association
C.O.T.S.
805 New Hampshire, Ste. E
Lawrence, KS 66044

We Need Your Chapter Information!

STMA needs your information in order to help promote your chapters event in SPORTSTURF magazine. We are always looking for short articles about your chapter events along with pictures. We want your chapter to be highly visible and with your help, we can! Please forward all chapter updates or information to:

Leah Craig - STMA

(800) 323-3875

lcraig@sportsturfmanager.com

Don't forget about your requirement of forwarding your meeting minutes, newsletters to HQ for your chapter to be in compliance. That information can be directed to

Kim Heck - STMA

(800) 323-3875

kheck@sportsturfmanager.com

Us vs. Us

The new affiliation agreement that the STMA chapters have been working on during the past 18 months is commendable. The process works – chapter leaders saw the need for change and STMA responded. But, this is a journey not a destination, and we should expect this agreement to evolve and continue with positive change in the future.

As we enter into this first year of this new agreement, we should look at this as an opportunity to strengthen each chapter locally and to build a trusting and symbiotic relationship between the local chapters and the national STMA. Chapters can promote this new relationship with STMA to draw new members and reengage those who have let their membership lapse. The *Us vs. Them* structure fades away as the value and benefits are realized by each party.

Chapters truly are the lifeblood of a national organization. In fact, if forced to choose between belonging to a national organization OR a local one, the local choice will win 100%

of the time. National organizations, however, have many resources to give to local chapters as evidenced in our new affiliation agreement. In addition to immediate resources, STMA can provide three things: 1) a global view of the profession, which helps to shape programs and services; 2) new opportunities for partnerships that will benefit local chapters and individual members; 3) and access to a strong network of peers in other regions.

Let's embrace an *Us. versus Us* mindset and embark on the journey that will make the STMA chapter network the strongest of any industry.

The board also approved the new Chapter Affiliation Fee Agreement. You will see that this will allow chapters to customize their needs/ service from STMA headquarters. This also assists newly forming chapters to gradually work towards the standard cost of an affiliated chapter, over 2 years. Chapters will also be able to select services that they would like to pay STMA headquarters to do for them. This new fee program eliminates the previous payment system that required all chapters to pay \$10.00 per non-national member to STMA. This new fee structure equitably balances the chapters' payment responsibility, which results in some chapters paying a slightly higher fee and others paying a slightly lower fee and still others paying approximately the same.

Chapter Affiliation Fee Agreement

Each chapter has the opportunity to select from the list below the options they wish to utilize from STMA at an additional cost. There is a set fee that all chapters must pay by March 31st. Listed below is the information:

Set yearly chapter affiliation fee

Each year your chapter is required to have the following chapter fee paid in full to the STMA national office by March 31st.

Standard yearly fee: \$550.00

Initial (1st year of affiliation) fee: \$300.00

Transition (2nd year of affiliation) fee: \$400.00

Your fee includes:

- Chapter development funds available, up to \$500.00
- SPORTSTURF magazine for each chapter member
- Chapter insurance (officers indemnity, event liability coverage for chapter and STMA)
- National marketing material for events
- One chapter information page on the national website
- C.O.T.S. training at the national conference
- Opportunity for chapters to utilize STMA marketing pieces
- One Free STMA membership per year for the chapter to designate

- Use of Cy-Zap database management system
This is a progressive database system that allows chapters to utilize software that will aid in the management of chapter membership data. This is a real time system which that allows you to gain access via the web. Data can be easily manipulated to search, query, print labels, etc.

STMA will only use the information for STMA business. The mailing lists will never be sold to an outside entity.

NOTE – If your chapter does not utilize the Cy-Zap system: Chapters must submit, to the STMA national office, a complete membership listing twice a year (2) in order to be considered in compliance. Data must be submitted in Excel format with all pertinent and updated member information. This information is used to ensure chapter members receive SPORTSTURF and to allow STMA to mail conference and membership information.

Additional Options

National office membership billing / processing

The STMA national office can offer billing / processing of chapter member renewals. This service is set up based on the chapter needs. Timelines and processing are developed to ensure STMA is meeting the chapters' needs. Dues collected by STMA will be processed and forwarded to chapters on the 15th and 30th of each month. Along with the payment the chapter will receive an updated member list.

NOTE – if Cy-Zap is utilized this updated list will not be provided as the chapters will have complete access to the data.

- There will be NO charge for those members that still send chapter dues to STMA along with their national membership renewal if STMA is not doing the billing and processing.
- STMA will set-up the chapter database and process membership billing the first year. STMA will maintain the Chapter database and process membership billing for each year after that, providing the fee to do so is paid each year.

Chapter cost for utilization: \$250.00 per year

Utilization of National display booth

STMA has one professional table-top size display booth. Chapters can utilize it for their workshops/field days and state or regional conferences. STMA will supply national marketing materials along with the booth. Booth reservations will be made through the national STMA office on a first come first serve basis. Chapter agrees to accept any damage charges as a result of misuse while they are in possession of the display booth. STMA will ship the display booth to the chapter contact. Chapter

will agree to pay for the return shipping charges, and will return the booth immediately following its use.

Chapter cost for utilization: The cost of return shipping or shipping to another Chapter.

Additional website pages

Chapter affiliation fee includes one chapter page for each chapter on the STMA website (www.sportsturfmanager.com). STMA can offer chapters additional website pages that will allow you to build event pages and more detailed chapter history and information. The chapters must provide ready copy for any development. Chapters are responsible for keeping their page(s) up to date.

Chapter cost for additional web page (setup only) is: \$150.00 per page

Note: All Chapters must remain in STMA Chapter Compliance in order to continue their STMA Chapter Affiliation.

Chapter Officer Training Session

Again there will be a Chapter Officer Training Session held on Tuesday, January 18, 2005 at the STMA annual Conference and Trade Show in Phoenix, Az. This is an opportunity to meet with other chapter officers to discuss and problem solve chapter related issues. We encourage all officers to attend this very informative information session. Please submit your ideas to STMA HQ or Abby McNeal, CSFM

Chapter Changes

This is the time of year when many chapters' leadership changes. Not all chapters elect their boards at this time, but for those of you that do, please make sure that you keep HQ informed when those changes occur. Keep all the necessary contact information for board members up-to-date at HQ. If you have any questions, please call Kim Heck at STMA HQ, 800-323-3875.

Sports Turf Managers Association Affiliation Agreement

(Effective January 2005)

Purpose: The purpose of this agreement is to formally establish a working organization affiliation between the Sports Turf Managers Association (STMA) and *Chapter Sports Turf Managers Association (Chapter)*. Both organizations are recognized leaders in strengthening the sports turf industry and enhancing their member's competence and acknowledging their professionalism. The proposed affiliation will benefit the members of both STMA and *Chapter* along with the entire sports turf industry.

Article 1: *Chapter* will be governed by their existing bylaws and board of directors. STMA will remain a separate organization from *Chapter* and will exist and operate per their existing bylaws. Any amendments to *Chapter* bylaws must be reported to STMA's Board of Directors prior to approval.

Article 2: As specified by *Chapter* bylaws, *Chapter* will operate with a President, Vice-President, Treasurer, Secretary, and a Board of Directors. *Chapter* will maintain its existing committee structure with appropriate chairs. Elections of *Chapter* officers shall be held in accordance with the *Chapter's* bylaws.

Article 3 *Chapter* agrees to maintain a minimum of 25 active *Chapter* members. *Chapter* members that become STMA members will be entitled to all the benefits of current STMA members. *Chapter* will provide STMA headquarters with an updated membership list quarterly.

Article 4: *Chapter* will promote the benefits of becoming an STMA member to its membership.

- *Chapter* will promote STMA in the (newsletter), at the annual and at all workshops. STMA membership applications (provided by STMA) will be included to all *Chapter* members along with *Chapter* membership renewal information.
- STMA will promote *Chapter* to its membership, within the chapter news section, throughout the year via STMA website, *SportsTurf* magazine, and through its newsletter. *Chapter* President or representative will be included in Chapter Relations conference calls and at the annual Chapter Officer Training Session (held in conjunction with the annual STMA Conference and Trade Show).

Article 5: *Chapter* is encouraged to hold two member meetings per year, which will be determined by their current board of directors.

Article 6: *Chapter* agrees to exchange copies of its newsletters with STMA headquarters and all other STMA affiliated Chapters as published. *Chapter* will receive copies of all other

STMA affiliated chapters newsletters as published. (Provided that the chapter produces a newsletter)

Article 7: *Chapter* agrees to be classified as an STMA affiliated chapter. This classification allows the *Chapter* to have the privileges of other existing STMA chapters such as using the STMA logo in chapter advertising for your specific activities, STMA promotional marketing materials, use of the membership management system, chapter web site linking, participating in conference calls with other chapters, and one, 1-year complimentary STMA Membership to use as the organization (*Chapter*) sees fit.

Article 8: *Chapter* agrees to pay STMA the Chapter affiliation fee of \$550 that is determined by the STMA Board of Directors.

Article 9: *Chapter* shall provide a financial report at the end of each fiscal year April 15th; a copy of which shall be sent to the STMA Treasurer. *Chapter* will comply with Tax laws requiring tax return filing yearly.

Article 10: *Chapter* will agree to be incorporated within the State that it is established within and will file any required State Tax reports.

Article 11: *Chapter* members, Chapter officers, and directors will be covered under the current STMA liability insurance coverage currently offered the other STMA affiliated Chapters.

Article 12: *Chapter* will agree to operate within the chapter compliance as stated below:

- A chapter found to be operating in conflict with the chapter procedures or bylaws will be notified in writing of its specific areas of non-compliance and will have a 90-day probationary period to come into compliance.

A. Probation

If a chapter meets the compliance requirements within a 90 day period, it will receive written notice that the probationary status been terminated.

B. Revocation

If a chapter does not come in to compliance within the 90 day period, its affiliation will be automatically revoked.

Article 13: In the event that the *Chapter* disbands all remaining funds shall be transferred to a STMA Board approved designated foundation that is in good standing with the IRS. (501(c) 3 recommended)

Article 14: This agreement will commence on the date listed below and will be reviewed by *Chapter* and STMA boards and officers on an annual basis.

Signatures:

Chapter President	Date
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Bob Campbell, STMA President	Date
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Please mail signed contract, the yearly affiliation fee and any additional services fees to the STMA, P. O. Box 3480, Omaha, NE 68103-0480. The president will sign the agreement and STMA will send a copy of the signed agreement to you for your recordkeeping.