

# CHAPTER BENEFITS KIT



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[www.STMA.org](http://www.STMA.org)

# Welcome to the STMA Family of Chapters

As a STMA affiliated chapter, your chapter's members receive some benefits not afforded to our individual members. These benefits include:

- \$500 in Chapter Development Funds
- Insurance for your Chapter Officers
- Free Membership for Chapter Administrator
- Access to the STMA Chapter Ambassador Program
- Access to the National Marketing Materials and Display Booth
- Access to the National Survey Software

In this packet you will find information on each of these individual topics, plus some additional information to help you keep your chapter running smoothly. By strengthening communication between chapters and STMA Headquarters, we can provide resources to help your chapter grow and thrive. The following checklist outlines the documents in this packet:

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# *SportsTurf* Magazine

As a benefit, current STMA chapter members receive a subscription to *SportsTurf* magazine. Make sure that you have sent an updated copy of your entire membership roster to STMA Headquarters, so that each of your members receives this benefit.

Also, this is the time of year when many chapters' leadership changes. For those chapters whose leadership is turning over, 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.

Please forward all chapter updates or information to:

Nora McIntire - STMA  
(800) 323-3875  
ndmcintire@STMA.org

## Media Relations

In addition, STMA needs information in order to help promote your chapter events in *SportsTurf* magazine. We are always looking for short articles about your chapter events along with pictures, quotes, and advice.

When contacted by other local or national media outlets, we want you to be proud of the job you do and your organization. Always know that you can refer any questions that you are uncomfortable answering or to which you do not know the answer to STMA headquarters. Part of our charge is to promote the STMA chapters and their members, and with the hard work and dedication that our chapters and their officers and members put in, we want STMA and your chapter to shine in the media spotlight!

## Survey Software

STMA has purchased electronic survey software so that we can gather information from our members. We can offer this service to you when you need input from your chapter members. By providing the question and answer choices and your chapter members' e-mail addresses to us, we can program the survey and send it out on your behalf. The software automatically compiles the results. Contact headquarters with any questions.

# 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 31<sup>st</sup> of each year. 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 31<sup>st</sup>. Call headquarters to find out if we have your chapter affiliation agreement on file.

<b>Standard yearly fee:</b>	<b>\$550.00</b>
<b>New Chapter Initial (1<sup>st</sup> year of affiliation) fee:</b>	<b>\$300.00</b>
<b>New Chapter Transition (2<sup>nd</sup> year of affiliation) fee:</b>	<b>\$400.00</b>

## **Your fee includes:**

- Chapter development funds available, up to \$500.00
- *SportsTurf* magazine for each chapter member (STMA must have up-to-date chapter member lists)
- 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 Cyzap 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 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 Cyzap 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 15<sup>th</sup> and 30<sup>th</sup> of each month. Along with the payment the chapter will receive an updated member list.

*NOTE* – if Cyzap 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**

### **CHAPTER COMPLIANCE** **CHECK LIST**

To remain in compliance with the STMA chapter procedures, a chapter must:

1. Maintain a minimum of 25 active members. (See Chapter Procedures, Section X.)
2. Convert your "guests" to members.
3. Make sure all chapter dues (if any) from active chapter members are collected and remit the Chapter Affiliation fee of \$550.00.
4. Fill out and return your Chapter Registration Form (Form O) each year with the requested attachments including the chapter's financial statement for the previous year.
5. Elect the following officers according to the terms in the Chapter Bylaws under Article VI, Section 2. You can alter the officers to fit your chapter needs.
  - A. President
  - B. President-Elect
  - C. Commercial Vice-President
  - D. Secretary
  - E. Treasurer

- F. Immediate Past President  
Chapter Officers are not limited to the above; there may be additions/subtractions.
6. If at all possible, please hold officer elections prior to the National Conference (each January). Otherwise, please complete officer elections by February 1<sup>st</sup> of each year. Submit new officer contact information to national annually.
  7. Appoint standing committee chairs. (See Chapter Bylaws, Article VII, Section 1.)
  8. Only officers are authorized to enter into any contracts on behalf of the chapter.
  9. Send updated membership rosters to Headquarters as requested. Roster will be checked against membership records at Headquarters. You will receive a confirmation list of paid STMA members within one month of receipt of list at Headquarters.
  10. Send Headquarters 1 copy of your chapter newsletter each time it is published. Put STMA Headquarters on the Chapter mailing list so all mailings are received.
  11. Hold a minimum of four chapter meetings per year. A meeting is a gathering of members, beyond the board of directors, for educational purposes i.e. workshop, seminar, etc.
  12. Take minutes at all board and membership meetings and send copies of each to Headquarters within 3 weeks of each meeting.
  13. Get approval from the STMA Headquarters in advance of sponsoring any joint programs with commercial organizations or when using the STMA logo, name or trademark. Allow time for request to be taken to the STMA Board if necessary.
  14. Be sure that your chapter has been incorporated. (See Chapter Procedures, Section VI, A.)
  15. File necessary reports each year with your Secretary of State to maintain your incorporation status as required in your state. (See Procedures, Section VI, A.)
  16. File any required State Tax reports each year (See Form L).
  17. Be sure to inform Headquarters of your Federal Employer ID Number when you receive it from the IRS. Use this number on your chapter checking account.
  18. It is recommended that financial reports be audited annually or at a minimum, every 2 years, with the audit committee composed of at least 2 board members and an outside financial person.

# National Marketing Materials and Display Booth

To aide chapters in enhancing the image of their members, STMA has one professional tabletop-size display booth dedicated for use at chapter events. 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 should be made through the national STMA office and are on a first-come, first-served basis.

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

## Chapter Sponsors

The STMA would like to thank the following companies for their continued support of the STMA and its Chapters:

### Gold Level Sponsor



### Silver Level Sponsors



# Insurance FAQ

As one of our chapter benefits, the STMA provides all of the officers and directors of its chapters General Liability and Directors and Officers insurance, and insurance coverage for your chapters' events – provided you are in compliance with the Bylaws of the Association. On an individual chapter basis, this insurance could cost between \$2,000-3,000. The STMA has put together a FAQ page regarding this insurance coverage. This page can also be found on the website.

## **Who is covered?**

The STMA insurance provides liability coverage for your officers, board, and committee members, 100% indemnification, and general liability for your meetings and/or events.

## **What are the limits of the coverage?**

The business owner's policy, which covers general liability, has limits of \$1,000,000 per occurrence and \$2,000,000 aggregate. The D&O policy (Directors and Officers), which covers professional actions, has a limit of \$1,000,000 with a \$2,500 deductible.

## **Is there coverage for special events that my chapter may hold?**

Yes. The business owner's policy would cover any special events that your chapter should hold (with the approval of the underwriters) including meetings, conventions, field days, and tradeshow.

## **Is there any special documentation that I may need for a special event?**

Yes, but only if the facility or organization requires you to provide a Certificate of Insurance. Also you will need to fill out the SPECIAL EVENTS QUESTIONNAIRE (SEQ) for the underwriters AT LEAST 30-45 DAYS PRIOR to the event for which you wish to receive coverage.

## **How can I get a certificate of insurance and the SEQ?**

Fax or email a request to:

**Kim Heck**

Chief Executive Officer, STMA  
FAX 800-366-0391  
kheck@STMA.org

## **Return the documents to:**

**STMA Headquarters**

805 New Hampshire, Suite E  
Lawrence, KS 66044  
FAX 800-366-0391  
STMAinfo@STMA.org

**If you have any questions, please contact STMA at (800) 323-3875.**



# Special Event Questionnaire

CERTIFICATE HOLDER NAME: \_\_\_\_\_  
CERTIFICATE HOLDER ADDRESS: \_\_\_\_\_  
\_\_\_\_\_

(\*1-9 Mandatory for Sponsors or Non-Sponsors, 10-21 Mandatory for Sponsors)

- 1.\* Are you the sponsor? If not, name of the main sponsor:
- 2.\* Describe the Event (meeting, convention, seminar, reception, etc.):
- 3.\* Is anyone requesting to be named as additional insured on your policy? If yes, provide their name, address, and relationship to you and/or the Event:
- 4.\* Is a certificate of insurance required by another party?
- 5.\* Date(s) of the Event (including move-in & move-out):
- 6.\* Address of the event:
- 7.\* Have you conducted similar events in the past?
- 8.\* Expected gross receipts: \$
- 9.\* Estimated attendance:
10. Will event be held indoors or outdoors?
11. Admission to be charged: \$
12. Have there been any claims/losses in the past? If yes, please describe:
13. Describe security to be provided:
14. Describe first aid to be provided:
15. Will there be amusement activities (i.e. Rides, petting zoo, saddle animals) or fireworks?
16. Are exhibitors required by contract to carry their own liability insurance? If so, will they be required to provide you with evidence of GL & Workers' comp insurance?
17. Describe refreshments planned:  
Will they complimentary or purchased by guests?  
How will they be provided? (Caterer, hired attendants, volunteers)  
Describe cooking to be done:
18. If liquor is to be sold, list estimated receipts:
19. Have you agreed to hold harmless any third parties? If so, please describe:
20. Will you be promoting any seminars, meetings, conferences or special events during the convention/ tradeshow? If so, please provide a brief description indicating the purpose and number of attendees:

# STMA Chapter Development Fund

Through the generous support of Chapter Sponsors (Gold Sponsor John Deere and Silver Sponsors Syngenta, Stabilizer Solutions and Hunter Industries) and other revenue streams such as the Chapter Affiliation Fee, Chapter Option Fees and STMA funding, the STMA maintains a “Chapter Relations Fund”. Included in that fund are monies earmarked for “Chapter Development”, Chapter Officers Training Session (COTS) at the STMA Annual Conference, correspondence to the Chapters from STMA, web site information, Chapter News in “*SportsTurf*” magazine, use of the trade show booth and conference calls of the Chapter Relations Committee. In fiscal year 2007, each Chapter has \$500 allocated from the Chapter Development Fund to use for a broad range of items and services. The Fund may be used for multiple items (up to \$500 total) or to offset the cost of a big-ticket item.

Loosely defined, the Chapter Development Fund is used “for the enhancement of Chapter Membership through educational programs, improved administration and/or the betterment of the Chapter.”

Examples of Qualifying Expenses up to \$500 maximum include:

- Visits by the STMA Chief Executive Officer, President or other Board Member to a Chapter’s Annual Meeting or Special Event. The fund will cover travel expenses, accommodations, meals and/or per diem.
- Speaker(s) for a Chapter’s educational event. The fund will cover speaker fees, travel expenses, accommodations, meals and/or per diem.
- Procurement of office equipment such as personal computer (desk top or lap top), printer or copier.
- Procurement of software such as Microsoft Office, various databases for tracking membership, Adobe Writer, and Newsletter development.
- Registration of a web address and/or annual fees associated with it and/or procurement of an additional Chapter Web Page(s) on the STMA website. The STMA provides each Chapter with a single page as part of the Chapter Agreement.
- Procurement of mailing lists such as state High School Leagues, state Colleges, state Parks and Recreation societies or state Turfgrass Associations to disseminate Chapter information.
- Procurement of a Chapter Banner and signage.
- Development of a Chapter Logo.
- Printing expenses for the Chapter Newsletter.
- Mailing expenses of Chapter Membership packets, Newsletter, etc.

- One night of accommodations or other travel expenses for a Chapter Representative to attend Chapter Officers Training (COTS) at the STMA Annual Conference.
- To support of a Chapter Student Turf Challenge Team(s) at the STMA Annual Conference with expenses such as travel, accommodations, and meals.

Examples of Unqualified Expenses:

- Salaries for Chapter Administrative Assistants.
- Procurement of resale items.
- Procurement of apparel for Board of Directors or other Chapter Members.
- Used in lieu of the Chapter Affiliation Fee.

## **PROCESS**

The Chapter *must* be “in good standing” to qualify for the Chapter Development Fund.

- Chapter President applies for funds with a Chapter Development Fund Application. Deadline for submission(s) is November 1. A separate form is required for each request.
- Form is submitted to STMA headquarters electronically, fax or mail.
- STMA reviews the application to be certain that the expense lies within the realm of Qualified Expenses, approves or denies the application, and issues a check to the chapter.

# Chapter Request for Funds Form

Chapter Name: \_\_\_\_\_

Submittal Date: \_\_\_\_\_

Chapter President's contact information:

Presidents Name: \_\_\_\_\_

Address: \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

Phone: \_\_\_\_\_

Fax: \_\_\_\_\_

E-mail: \_\_\_\_\_

Amount of Funds Requested (itemize for more than one request): \$ \_\_\_\_\_

Briefly explain the reason for the request(s): \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

**Chapter Relations Committee Use Only:**

Date received: \_\_\_\_\_

Date approved: \_\_\_\_\_

Date declined: \_\_\_\_\_

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Fax or mail form to STMA, **Attn: Kim Heck**  
(f) 800-366-0391 or  
STMA, 805 New Hampshire St, Ste E, Lawrence, KS 66044

# Chapter Ambassador Program

Over the course of 2005, the chapter relations committee and the membership committee brainstormed ways chapters could expand the use of the current chapter development funds, promote the association and its benefits, and strengthen the relationship between chapters and STMA. The idea of a Chapter Ambassador Program was, and the STMA Board of Directors approved it at their 2006 winter board meeting. This program will allow any affiliated chapter in good standing the opportunity to invite an STMA Ambassador from the approved STMA Ambassador list to speak, **with all expenses (not limited to \$500)** fully paid by the STMA chapter development fund. The Ambassador would speak on a specific technical topic and would also promote STMA and its benefits in his/her presentation.

This program is in development and an approved list of STMA Ambassadors is being compiled. Please contact STMA Headquarters with any questions regarding the program, to recommend someone as an STMA Ambassador, or if you are interested in becoming an STMA Ambassador.

# Chapter Officers Training Session

The Chapter Officer Training Sessions (COTS) is held every year at the annual STMA Conference. It is required that every chapter sends at least one of its chapter officers to the conference to attend COTS. The Chapter Relations Committee needs your help with assembling an agenda for this event each year. We want you to take as much information from the session as you can and therefore we need your input on what you would like to discuss or see during COTS each year. We also encourage all chapters 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 the conference. Chapter leadership plays a vital role in the development of the chapter network and helps STMA thrive, and COTS is the key information sharing session for these chapter leaders. Contact your local chapter or headquarters about becoming a chapter officer.