



Professional Designers
Landscape Architects
Engineers
Specification Writers
Testing Laboratories
Manufacturers
Builders
Suppliers
Installation and Maintenance Contractors

Consider Membership in the

S Y N T H E T I C T U R F C O U N C I L

the SOURCE

for trustworthy information
about synthetic turf



WHY THE COUNCIL WAS ESTABLISHED

- To promote the synthetic turf industry.
- To provide information that is neutral, objective and validated by independent research.
- To foster an organized approach to action.
- To encourage, promote and facilitate an understanding of expectations and responsibilities between all parties.
- To encourage innovation and product improvements.
- To provide straightforward answers to questions about the performance, safety and environmental impact of synthetic turf systems.
- To shape a fast growing industry.
- To develop standard guidelines for the performance of synthetic turf systems.
- To encourage professional business practices and ethical conduct, and reward self-discipline.

Your active participation demonstrates a commitment to serve the best interests of your customers and the industry.



AMONG OUR MANY ACCOMPLISHMENTS

The Synthetic Turf Council was officially organized on October 2, 2003. Since that time the STC has:

- Developed a standards document that serves as a reliable tool for those selecting or using synthetic turf systems. "Suggested Guidelines for the Essential Elements of Synthetic Turf Systems" is a living document subject to official updating procedures to reflect new innovation, product development, industry practice, etc.
- Adopted a Code of Ethics which includes guidelines for professional practice by STC member companies.
- Established a voluntary Certification Program available to STC member companies who meet the qualification requirements and voluntarily commit to adhere to all STC guideline documents. It is a promise to deliver what is promised to the customer.
- Actively engaged committees to help shape the STC as a reliable source by which end-users can measure their expectations from the industry. Committees are also actively engaged in technical matters, synthetic turf promotion, educational information, training, government relations, and internal Council governance.
- Initiated a platform by which an interchange can take place between the industry and customer groups; e.g., municipalities, athletic federations, specification and standards organizations, etc.
- Conducted STC membership meetings to achieve consensus on issues, identify initiatives, and exchange information.
- Launched Public Outreach & Education Campaign to promote synthetic turf, and to provide buyers and end-users with honest answers to their most frequently asked questions about synthetic turf. The goal of the campaign is to present accurate information in layman's terms and supported by available independent, current, and credible research to athletic directors, parents, community groups, school boards, parks and recreation departments, architects, landscape designers, environmental groups, and others interested in learning more about synthetic turf.
- Created a well-designed and content-rich website to serve as a resource for the public and Synthetic Turf Council members.



CODE OF ETHICS

Adopted December 3, 2003

Amended July 18, 2005

MEMBERS OF THE SYNTHETIC TURF COUNCIL shall strive collectively and individually to serve the best interests of the owner/end-user by providing quality synthetic turf systems and services,

They shall provide systems appropriate to the needs of the activity to assure performance in accordance with project requirements,

They shall fully disclose all items, conditions and services included or excluded in the job to permit fair value comparison,

They shall assume full responsibility for their representations within the scope of their involvement,

They shall assure service in accordance with the contract during the reasonably expected performance time,

They shall respond in a timely fashion to any reported or alleged problems,

They shall utilize good business practices,

They shall use legal resolution only as a last resort,

They shall respect their industry competitors by abstaining from inaccurate representations of their competitors' as well as their own products and services,

They shall conduct themselves professionally with honesty and integrity,

They shall adhere to the ethical practices guidelines for individuals who own, or serve an STC member company as a principal, employee, agent or representative.*

*These guidelines are contained in the document entitled "Conduct Guidelines for Members of the Synthetic Turf Council."



STC CERTIFICATION PROGRAM

The Synthetic Turf Council was founded to encourage and influence the industry to achieve the highest level of integrity and service. STC certified companies voluntarily commit to a higher standard of quality.

The certification process, which is available only to STC member companies, requires a minimum of two years in business and experience with at least seven systems successfully installed. Certified companies commit to:

- Adhere to the STC Guideline documents
- Adhere to official document updates
- Deliver/provide as declared in the job specification
- Live up to realistic warranty terms and show the ability to make restitution (if necessary) in the future
- Remain involved with the program for a minimum of two years

These companies can be so designated at all levels of the process; e.g., independent professionals, consultants, systems builders, material manufacturing suppliers, testing laboratories, and specialty service providers.

Owners, end-users, and specifiers are urged to request work by STC certified companies who are listed on the STC website. The STC certification provides a level of confidence to the purchaser that the products and services delivered will meet and/or exceed expectations.



*STC MEMBERSHIP IS A SERIOUS
AND BENEFICIAL COMMITMENT*

- Member companies are expected to be active and participate on committees, governance, and activities.
- Intermingling with colleagues is beneficial in direct proportion to the level of involvement.
- The STC gives members an equal opportunity to provide and exchange new ideas, input, etc.
- Membership is by company and is an initial commitment of two years with dues to be paid one year each in advance (schedule enclosed).
- Two representatives per company can participate. (One vote per company regardless of size.)
- One membership meeting per year. Others are called when necessary. Committee meetings are called as may be determined by the assignment (usually by conference call). Meetings that may have anti-trust implications will be attended by STC's legal counsel.

To become a member:

- Complete the membership application as a confirmation of your intent.
- Determine the membership classification applicable to your company which will determine the amount of annual dues.
- Submit the application with an original signature and your check payable to Synthetic Turf Council and send to the STC office at 400 Galleria Parkway, Suite 1500, Atlanta, Georgia 30339.

Upon receipt of the application and dues for the first year, the approval process will take approximately five working days. We look forward to receiving your membership application.



Confidential

MEMBERSHIP APPLICATION (rev. 4-2-08)
(To be signed by Key Contact)

COMPANY _____

Address _____

CITY _____ **STATE** _____ Zip Code _____ **COUNTRY** _____

PHONE _____ **WEB SITE** _____

SYNTHETIC TURF BUSINESS DESCRIPTION:

NOTE: Information in **BOLD** will appear in your membership listing on the STC website.

Principal business (based on revenue): _____
(See Classification of Member Companies)

Years in business: _____ Number of employees _____

Other locations: _____

STC member who referred you, if any: _____

BASIS FOR CALCULATION OF DUES

- A. Headquarters in North America: Gross revenues of Company and its subsidiary and related companies from global sales of synthetic turf systems (base works, etc.), services, and products.
- B. Headquarters outside of North America: Gross revenues of Company and its subsidiary and related companies from sales of synthetic turf systems (base works, etc.), services, and products in North America.

CATEGORIES OF MEMBERSHIP and ANNUAL DUES

Check one. Payment of annual dues must accompany application; dues are pro-rated in Year 2 for those who join after October 30. All sales information is confidential.

- A. **Associate Member** – This is a one year membership option. This is a non-voting membership. Associate Members are eligible to participate in STC general membership meetings, but are not eligible to serve on the Board of Directors, Standing Committees, or Task Forces, or apply for STC Certification.
- Independent Professional and Consultant, or Testing Lab Annual Dues: \$500
- All other companies with Gross Revenues of \$1,500,000 or less Annual Dues: \$1,000



CATEGORIES OF MEMBERSHIP and ANNUAL DUES (continued)

B. **Full Member** – Voting membership. Eligible to participate in STC general membership meetings; serve on Board of Directors, Standing Committees, and Task Forces, and apply for STC Certification.

Gross Revenues (as defined under Basis for Calculation of Dues on previous page)

- \$0 to \$1,500,000 Annual Dues: \$1,500
- \$1,500,001 to \$5,000,000 Annual Dues: \$2,500
- \$5,000,001 to \$10,000,000 Annual Dues: \$5,000
- \$10,000,001 to \$15,000,000 Annual Dues: \$7,500
- \$15,000,001 to \$30,000,000 Annual Dues: \$10,000
- \$30,000,001 to \$60,000,000 Annual Dues: \$12,500
- \$60,000,001 or Over Annual Dues: \$15,000

SPECIAL NOTE FOR COMPANIES WITH SUBSIDIARY OR RELATED COMPANIES

Subsidiary or related companies that want to appear on STC’s membership roster, earn STC Certification, and receive the other benefits of membership should apply separately for membership. In such cases, the dues of the COMPANY in this application should be based on its Gross Revenues, as defined, exclusive of the Gross Revenues of the subsidiary or related company (ies) that have separate STC memberships.

PAYMENT INFORMATION Credit Card Type: (check one) MasterCard Visa AMEX

Credit Card # _____ Expiration Date _____

Cardholder Name _____ Billing Zip Code _____

3 or 4-digit Code _____ Amount to be charged \$ _____

Wire transfer: STC Account #2000016214464 Wachovia Bank #061000227 Swift Code PNBPU33

Checks should be made payable to Synthetic Turf Council.

The COMPANY herewith applies for MEMBERSHIP in the Synthetic Turf Council (STC) and agrees to abide by the STC’s Bylaws, Code of Ethics, and Code of Conduct.

The following individual is assigned to be the Key Contact:

Name: _____ Title _____

The Key Contact will participate in all official STC activities and exercise COMPANY’s vote on STC matters.

Phone: _____ Fax: _____ Cell: _____

Email: _____

Second Non-Voting Representative: _____ Title _____

Phone: _____ Fax: _____ Cell: _____

Email: _____

It is agreed that this membership will be for a minimum of two years. Annual dues are due on October 1 of each year.

Date _____ Signature of Key Contact _____

Please sign and send application with payment to:

Rick Doyle, President
Synthetic Turf Council
400 Galleria Parkway, Suite 1500
Atlanta, Georgia 30339
Phone: 678.385.6720 Fax: 678.385.6501



CLASSIFICATION OF MEMBER COMPANIES

These classifications are used to assist buyers, end-users, and others to more easily locate a member company on the STC website or membership directory.

Independent Professionals and Consultants

Firms with legally registered or licensed design professionals who are officially designated as such as well as those with non-licensed practitioners or consultants that represent or advise the owner/end-user with surface and systems selection information, technical specifications, system designs, bid and construction documents, etc.

Builders

Companies whose primary responsibility is installing synthetic systems either directly or indirectly through a subcontractor or distributor. These organizations often have turn-key responsibility for the synthetic turf installation and provide the overall warranty for the installation. It is recognized that some companies in this category may be manufacturers.

Material Manufacturers or Suppliers

Companies whose primary business is to provide materials or manufacturing services to the synthetic turf industry. These organizations do not provide turn-key installation of the synthetic turf systems nor provide the overall warranty for an installation.

Specialty Services Companies

Maintenance organizations, equipment manufacturers, professional service organizations, and other companies, typically independent, that sell their products and services primarily to the buyer or end-user.

Testing Laboratories

Independent testing organizations capable of testing synthetic turf and its components.