



## **STC Sets Up New Management: Hires New President/CEO**

Press Release

For release: August 15, 2016

The Synthetic Turf Council (STC), the not-for-profit trade association dedicated to serving the synthetic turf industry, announced today that the Board of Directors has selected Daniel K. Bond, CAE as the STC's new President/CEO effective August 15, 2016.

As part of the management change and growth strategy for the STC, Stringfellow Management Group (SMG) has been hired as its Association Management Company. SMG will manage the STC from its Maryland headquarters, and will continue to have a local presence in the Atlanta, Georgia area.

"After a thorough and deliberate search process, the Board of Directors is delighted that SMG and Daniel Bond will be working with our Board of Directors to lead STC during this time of incredible growth and innovation in the synthetic turf industry," said Amy Brackin, Chair of the Board of Directors. "Daniel is a recognized association leader with extensive experience in developing innovative strategies that drive sustainable change; and SMG's track record in helping associations to succeed is impressive. I have no doubt that we have the right management team in place to take the STC and the synthetic turf industry to the next level. We've significantly enhanced the infrastructure of the STC and are now poised to focus on worldwide growth and the needs of our entire member base."

"I am honored to be selected as the next President/CEO of the STC and have the opportunity to build on the many years of commitment to community wellness and environmental responsibility through the use of synthetic turf," said Daniel Bond. "It is an incredible time for STC's members as they continue developing new products and services geared to the synthetic turf industry, and I look forward to strengthening STC's standing as the industry voice for promoting the highest ethical and professional standards, education, legislative and community advocacy."

"Having played soccer almost my entire life, I always loved playing on turf because of the faster pace of play, and the field being easier on my joints. I look forward to incorporating my own past experiences on turf into my new role as well."

Mr. Bond joins STC with over eight years of association management experience in senior leadership roles with the Shipbuilders Council of America and the American Institute of Certified Public Accountants. Bond earned his Master of Science in Management from The Catholic University of America and undergraduate degree in Political Science from Furman University. He holds the Certified Association Executive (CAE) credential. He also serves on multiple boards of directors and is an active member of ASAE: The Center for Association Leadership.

Melanie Taylor will continue to serve as the STC's Director of Operations from Atlanta; and will be supported by the Council's new Member Services Coordinator, Maria Donovan. The headquarters staff can be reached as follows:

Daniel Bond, President/CEO	<a href="mailto:dan@syntheticturfCouncil.org">dan@syntheticturfCouncil.org</a>	443-640-1067 x143
Melanie Taylor, Director of Operations	<a href="mailto:melanie@syntheticturfCouncil.org">melanie@syntheticturfCouncil.org</a>	443-640-1067 x142
Maria Donovan, Member Services	<a href="mailto:maria@syntheticturfCouncil.org">maria@syntheticturfCouncil.org</a>	443-640-1067 x137

Synthetic Turf Council  
9 Newport Drive, Suite 200  
Forest Hill, MD 21050

The STC's [2016 Annual Membership Meeting](#) will be held October 10-12 in Tucson, Arizona. Registration is now open.

Media Contact  
Melanie Taylor, Director of Operations  
Phone: 443-640-1067 x142  
Email: [melanie@syntheticturfcouncil.org](mailto:melanie@syntheticturfcouncil.org)

#### **About the Synthetic Turf Council**

The Synthetic Turf Council was founded in 2003 to promote the industry and to assist buyers and end users with the selection, use and maintenance of synthetic turf systems in sports field, golf, municipal parks, airports, landscape and residential applications. The organization is also a resource for current, credible, and independent research on the safety and environmental impact of synthetic turf, as well as technical guidance on the selection, installation, maintenance, and environmentally responsible disposal of synthetic turf. Membership includes builders, landscape architects, testing labs, maintenance providers, manufacturers, suppliers, installation contractors, infill material suppliers and other specialty service companies. For more information, visit [www.syntheticturfcouncil.org](http://www.syntheticturfcouncil.org).