m2media360
PRESIDENT/CEO Marion Minor
DIRECTOR OF FINANCE Gerald Winkel
CORPORATE DIRECTOR OF CIRCULATION
Joanne Juda-Prainito
PRODUCTION DIRECTOR Mary Jo Tomei
DIRECT MAIL LIST SALES
Cheryl Naughton 770-995-4964 Cnaughton@aip.com

Reader Service Services
DIRECTOR OF READER SERVICE
Joanne Juda-Prainito
Readerservice@aip.com

SUBSCRIPTION SERVICES
Phone 847-763-9565 Fax 847-763-9569
REPRINTS
Claudie Stachowiak 866-879-9144 x121

Advertising Sales Representatives
MIDWEST
IL, IA, KS, MN, MO, NE, ND, SD, WI
Colleen Murphy
1328 N. Illinois Avenue
Arlington Heights, IL 60004
847-259-2835, 847-259-2836 Fax
cmmurphy68@comcast.net

WEST
AK, AZ, CA, CO, HI, ID, MT, NM, NV, OR, UT, WA, WY, Alberta, British Columbia,
Manitoba, Saskatchewan
John Bolduc
P.O. Box 12367
Orange, CA 92869
714-538-4730, 714-538-4785 Fax
jbolduc@mail.aip.com

SOUTHEAST
AL, AR, FL, GA, KY, LA, MD,
NC, OK, SC, TN, TX, VA, WV
Deanna Morgan
2005 Exeter Road, #80-336
Germantown, TN 38138
901-759-1241, 901-624-0333 Fax
dmorgan@mail.aip.com

EAST
CT, DE, DC, ME, MA, MD, NH, NJ, NY,
OH, PA, RI, VT, Ontario, New Brunswick,
Nova Scotia, Quebec, Europe
Paul Garris
35 Greenbrier
Aurora, OH 44020
330-562-2512, 330-562-3512 Fax
pgarris@mail.aip.com

PUBLISHER’S NOTICE: We Assume No Responsibility For The
Validity Of Claims In Connection With Items Appearing In
Sportsturf. Reader Service Numbers Are Given To Facilitate Further
Inquiry. Commercial Product Names Are Used For The Convenience
Of The Reader. Mention Of A Commercial Product Does Not Imply
Endorsement By Sportsturf Or Bev-al Communications, Or
Preference Over Similar Products Not Mentioned.

President’s Message

Change is in your hands

MIKE TRIGG
CSFM
mtrigg@waukeganparks.org

Change is in your hands—literally with this new edition of SportsTurf magazine and with the opportunities
that the STMA Conference will present to you in
a few days. Change has also been the rule, rather
than the exception during 2005 for the STMA.

There is a saying, “If you aren’t changing, you’re standing still.”
That means if you are standing still, you are not advancing or
improving. Change is good for business, good for professionals,
and it is particularly important to the sports turf management
world. We can no longer solve new problems with old solutions,
but must embrace change, and use all opportunities to improve
our profession and ourselves.

As STMA members, we rely on SportsTurf magazine to bring new
ideas and innovations to help us with our daily management challenges. Inside you will find more information, more research, more
peer-authored articles, more applicable features and the latest in new
products and technology. We listened when you told us you didn’t like
the tabloid size and we think the new size will be a welcome change.

The 17th Annual Conference and Exhibition is upon us, and its
58 educational sessions offer tremendous opportunity for change.
You’ll see new technology and learn new ideas and how to apply
those innovations. No where else will you find such a rich offering
of athletic field-specific education to help you do your job better. In
addition to the formal education, be sure to take advantage of the
informal networking opportunities.

Change has been the “status quo” as our new association head
quarters staff has been implementing the 2005 STMA Strategic Plan.
Highlights include: increasing publication of our on-line membership
newsletter; engaging a large number of members through committee
service; breaking conference and exhibition attendance records; creating
a Membership Directory; developing and implementing a long
range conference site selection plan; and meeting operational and
budget expectations. It has indeed been a year of change.

Looking ahead to 2006, I see more change as we position the
association as a key organization in the world of sports and the
sports turf manager as the person crucial to the success of every
athletic facility. We plan to use member surveys, qualitative
research and one-on-one interactions with members and employ

www.sportsturfmanager.org