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VP OF CIRCULATION AND

COLLATERAL SALES

Joanne Juda-Prainito

PRODUCTION DIRECTOR

Mary Jo Tomei

DIRECT MAIL LIST SALES

Cheryl Naughton 770-995-4964

cnaughton@m2media360.com

Reader Services

DIRECTOR OF READER SERVICE

Joanne Juda-Prainito

Readerservice@m2media360.com

SUBSCRIPTION SERVICES

Phone 847-763-9565 Fax 847-763-9569

REPRINTS

Cheryl Naughton 770-995-4964

cnaughton@m2media360.com

Advertising Sales Representatives

East

J.F. Purcell

135 E. 55th St., 5th floor

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212-588-9200, ext. 1329

Midwest

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Detroit

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248-530-0300, ext. 1402

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Classified Advertising Sales

Glenne Belton

626 Wilshire Blvd., Suite 500

Los Angeles, CA 90017

213-624-0900, ext. 1226

gbelton@m2media360.com

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Moving forward

Wow! What a terrific Conference. Great weather, camaraderie, and education— just what we needed to get us ready for all the challenges of our next season. I thank everyone who was involved in the Conference. Our Conference education committee worked hard to bring our attendees excellent educational sessions, and our staff and marketing partners really made everything come together and flow flawlessly. I'd like to especially recognize Dr. David Minner, our conference education chair, for his work. His term on the board is complete, and he has really helped to grow and advance our educational program. Thanks, Dave!

I also want to thank Tra DuBois and David Rulli for their board service. Their terms are up, and STMA is in a better place because of their service. We are already planning for the 2009 Conference in San José. Our new Academic representative on the board, Dr. Mike Goatley, will take charge of steering the Conference education program. I have also appointed the 2008 Committee Chairs, and they will be helping me to place on a committee those of you who volunteered to serve. All Committee appointments should be completed by early March. Most committees conduct their work through conference calls. I am amazed at how much gets accomplished through these calls. Our committee system definitely works. Our committee involvement ties directly to our Strategic Plan, which we use to guide the operations of STMA.

As I continue into my second year as President, I feel gratified to see all that has been accomplished in 2007, but I see much opportunity for even more to be done this year. I am committed to providing more educational resources to help you easily find information to fit your needs. To help expand our educational offerings, your board has authorized the addition of an education-specific employee to our headquarters staff. Our organization is all about education, and now is the time to ensure that we are funding that initiative for success.

We also want our educational efforts to inform our employers and other sports audiences. Our message is that sports turf managers make a difference in athletes' performance and fan enjoyment. So, we are stepping up our public relations efforts, and will be rolling out a tool that can help you to publicly elevate your importance to your facility and to the sports world. Our board is committed to furthering our mission through our strategic plan. I encourage you to review the highlights of our plan in the members' only section of www.stma.org. As sports turf managers, we realize that STMA needs to be flexible and responsive to industry trends. I have initiated a process at our board meetings at which we do "environmental scanning." We look at various trends, issues, and technology with a view toward how these may impact STMA, positively or negatively. If you are aware of any potential issues, please contact me. With your help, we want STMA to be proactively leading our industry.



MIKE ANDRESEN

CSFM

mandrese@iastate.edu

Mike Andresen