

M2MEDIA360

PRESIDENT/CEO

Marion Minor

VP OF FINANCE AND OPERATIONS

Gerald Winkel

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

CT, DE, IN, KY, MA, MD, ME, MI,
NH, NJ, NY, OH, PA, RI, VA, VT, WV,
New Brunswick, Nova Scotia,
Ontario, Quebec and Europe.

Paul Garris

35 Greenbriar

Aurora, OH 44202

330-562-2512; 330-562-3512 (fax)

pgarris@m2media360.com

AL, AR, AZ, CA, FL,
GA, LA, NC, NM, NV, OK, SC,
TN, TX, UT and Mexico.

Deanna Morgan

2095 Exeter Road, #80-336

Germantown, TN 38138

901-759-1241; 901-624-0333 (fax)

dmorgan@m2media360.com

AK, CO, HI, IA, ID, IL, KS, MN, MO,
MT, ND, NE, OR, SD, WA, WI, WY,

Alberta, British Columbia,
Manitoba and Saskatchewan.

Colleen Murphy

1326 N. Illinois Ave.

Arlington Heights, IL 60004

847-259-2835; 847-259-2836 (fax)

cmmurphy88@comcast.net

Classified Advertising Sales

Debbie Sutphin

815-267-7690; 815-267-7691 fax

dsutphin@m2media360.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 M2MEDIA360,
Or Preference Over Similar Products Not Mentioned.

Getting it done

The Sports Turf Managers Association continues to grow and reach out! At the conference I'll be looking to catch that annual positive vibe. It's the nourishment I need to reenergize for another grueling year out on the fields. Hopefully, you'll be able to make the trek to Phoenix. Your bosses would find you soaking up the powers of warm sunshine and helping STMA deliver great education, networking with new and old friends, and celebrating noteworthy achievements by colleagues.

The culture of this association is very active because the level of involvement by you is high! STMA isn't doing great work because we "just decided it needed to be done." STMA's value is high because members are deciding that there's work to be done, they like the direction of that work, and they can see how delivering it makes a difference. We have 18 committees in STMA with many of those having additional sub-committees. The amount of work being done by committees is exceptional. It's also exceptionally important!

Dr. Martin Luther King, whose birthday we celebrate this month, once said, "Life's most urgent question is, what are you doing for others?" Our committee members can clearly answer this question with pride. In 2007, more than 200 members invested time and talents into committee work. That is a staggering number. The Strategic Plan is our work plan. I have to admit, when we developed the plan last fall, the plan seemed very aggressive and challenging. Even with our exceptional CEO, Kim Heck and the fabulous staff she has, I would not have bet we'd be this far along.

In association circles we have a small full-time staff. Just running the office is a handful! Kim and her staff have been amazing. The committee chairs and members worked their tails off accomplishing tasks and pressing forward. Every one of our committees is on target and on schedule. We identified "education" as a main platform. The Information Outreach Committee organized and put together more pieces of education than I thought could be done in 3 years! The Certification Committee had numerous items they wanted to accomplish and WOW, are they working! Kim Heck was asked to focus on creating alliances with other associations and now STMA now has more partnerships than ever before. These are just three small examples of the many I could illustrate.

It's time again to prioritize and refocus each committee's charge for 2008. Having members engaged and doing the work ensures STMA looks and feels like "us." We all want STMA to have great value to members and to others in our industry. A strong STMA sells to all others that our profession, and your job, has great value. Please let Headquarters know if you'd like to volunteer to serve on a committee. The work will not be burdensome, but the results are vital to our future success. Volunteering will be extremely gratifying, and you'll be answering life's most urgent question.



MIKE ANDRESEN
CSFM

mandrese@iastate.edu

Mike Andresen