

From the Sidelines

SportsTurf

New website for sports turf managers



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As the only audited magazine in the country devoted exclusively to the concerns of sports turf managers, we at *SportsTurf* take a lot of pride each month in providing you with the best information to help you do your job better.

And, like just about every other business in the country, we have a presence on the World Wide Web via the Internet. Recently our website was hacked into and digitally beaten to a pulp that would make Florida citrus growers proud. Why anyone would bother messing with that old site is a true mystery; some computer geek's basement must have been leaking radon like crazy, who knows?

But we were prepared because www.sportsturfonline.com was close to being ready to launch this spring. So last month we went "live" with this new website even though not all the interactive functions have been fully developed. This site is meant to meet the growing demand for more instant communication expected in today's business environment. It is NOT intended to be simply an online version of this magazine.

"With the launch of SportsTurfOnline we hope to create a community where sports field managers, sports facilities managers, designers and contractors can gather to get the latest news, share ideas, and find new suppliers and customers. We feel that this new site will be a great complement to STMA.org, as well as the print edition of *SportsTurf* magazine," says Douglas Hebbard, group publisher of M2MEDIA360's Green Media division, which consists of *OPE*, *Landscape and Irrigation*, *Arbor Age* and *SportsTurf* business to business magazines.

The top of the new site features links to the home pages of Green Media and each of the other three aforementioned magazines, so that you can get a comprehensive overview of the entire green industry or take a closer look at a specific market. It also has an "Industry Jobs" section, where you may view or post job openings—free of charge. Plus, near the upper right corner, you may click on a weather radar map to go directly to The Weather Channel's website, where you may find out the latest weather conditions and forecasts.

The left edge of the site is divided into four main sections: news and features, resources, interactive and contacts, all with several subsections. The "news and features" section contains articles and archives, daily news, product news, personnel news and a calendar of events. The "resources" section features the media kit/editorial calendar, classified ads, buyer's guide/directory, an online subscription form, and industry links to top organizations and other resources. The "interactive" section will feature attractions such as virtual trade shows and e-newsletters. The "contacts" section is self explanatory, listing all of the vital contact information for the magazine's sales and editorial staff.

Please take a moment to visit our new home—and yours—at www.sportsturfonline.com and respond with your thoughts at eschroder@m2media360.com. We hope that this new tool will help enlarge and enhance the professional sports turf community as it provides an outlet for comments, advice, and questions for all.

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