

Abby McNeal
CSFM

Abby.McNeal@is.mines.edu



M2MEDIA360 PRESIDENT/CEO

Marion Minor

VP OF FINANCE AND OPERATIONS

Gerald Winkel

VP OF CIRCULATION AND COLLATERAL SALES

Joanne Juda-Prainito

PRODUCTION & OPERATIONS DIRECTOR

Mary Jo Tomei

DIRECT MAIL LIST SALES

Cheryl Naughton 678-292-6054
cnaughton@m2media360.com

SUBSCRIPTION SERVICES

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

REPRINTS

Cheryl Naughton 678-292-6054
cnaughton@m2media360.com

Regional Account Representatives:

East

J.F. Purcell

135 E. 55th St., 5th FL
New York, NY 10022 • Ph: 917-421-9059
jpurcell@m2media360.com

Midwest

Joy Garipey

16267 W. 14 Mile Rd., Ste 202
Beverly Hills, MI 48025 • Ph: 248-530-0300, ext. 1401
jgaripey@m2media360.com

West

Bruce Loria

626 Wilshire Blvd., Ste 500
Los Angeles, CA 90017 • Ph: 213-596-7226
bloria@m2media360.com

Classified Sales/Marketplace:

Glenn Belton

Phone: 213-596-7212
Fax: 213-624-0997
gbelton@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.

STMA goes global

THE STMA CONFERENCE AND EXHIBITION REGISTRATION is in full swing. Have you made plans to attend? The brochure should be on your desks and break room tables, or you can access it online. Please review the educationally rich program. In the brochure and online, you will find useful tools to provide to your employer to help justify attending the conference. It is a must-attend event for sports turf managers, and the "take-away" value to attendees is without equal. The conference registration fees and the hotel rates increase after December 15 so don't wait to sign up. Register now.

STMA has taken a huge step forward in international outreach in the past several months. At the summer board meeting, the Chapter Relations Committee recommended to the board that we approve implementing an International Affiliate Organization status. This status is an adaptation of an STMA chapter that will allow an organization in another country to operate in the spirit of an STMA chapter, but without the legal complexities of affiliating with STMA. I am pleased to announce our inaugural International Affiliate Organization, the Sports Turf Association, headquartered in Guelph, ON, Canada. The STA is similar to STMA including a parallel mission: "The STA is dedicated to the promotion of better, safer sports turf through innovation, education and professional programs." We also believe that a group in Israel will come on board very soon as our second International Affiliate Organization.

Our next efforts took place in October with CEO Kim Heck's attending and presenting at the Institute of Groundsmanship (IOG) 75th anniversary celebration and sports turf conference in London. Two weeks later, I attended and presented at the International Turf Seminar presented by the Centre for Urban Greenery and Ecology (CUGE) in Singapore. While in Singapore, I was able to recognize and install STMA's first international affiliated chapter, the Singapore Chapter of the Sports Turf Managers Association. I also made connections for further collaboration with other sports turf associations, including two in Australia. These efforts support a very important objective in our Strategic Plan: To develop relationships internationally that will benefit the STMA membership. Kim and I found that there is common interest from these groups to cooperate and share information, research, and educational resources. There is also much interest in STMA's certification program internationally. We have much to share and also much to learn from these groups. We have invited them to them to attend our annual conference, and I hope that you will have the chance to welcome their representatives and share your insights and management practices with them.

The New Year is just around the corner, and economic issues still surround us. STMA is committed to providing relevant and robust educational programs with strong value to all our members. For 2010, we will continue to strive to enhance our programs and services and promote the importance of you, the sports turf manager, to fans, athletes, and employers.

Happy New Year!