

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.

## Dues payment help is available

AS WE MOVE INTO THE FINAL MONTHS OF 2009, I know that the economy and what it is going to do in 2010 is on all of our minds. It is definitely a topic that your STMA Board of Directors regularly discusses because the beginning of the year marks two very important activities for the association: STMA conducts the dues renewal process and we hold our annual conference and exhibition. These two events fund 75% of the association's budget.

STMA has been tracking 5% behind our 2008 membership numbers all year. Although I'd like to report that our numbers grew this year, the fact that this percentage lag is small is a true credit to our memberships' commitment to STMA. With budgets and other resources being cut, our membership has stepped up and continued to support STMA. I ask that you consider this same commitment for 2010. Dues renewal notices will be sent later this month. Our staff at Headquarters will be happy to work with you if you are unable to pay the entire dues amount at one time. STMA also will extend your membership for up to 6 months if you are unemployed at the beginning of the year.

We continue to bring services and resources to you as a member, and hope that you feel you receive more value from your membership in STMA than the actual cost of membership. If you haven't checked out the new technical information available to you, please go to the website, [www.stma.org](http://www.stma.org). Staying connected with peers during uncertain times provides a strong network of support, which can really help all of us with our field management.

I have spoken with many members who are excited about the upcoming conference in Disney. Most are adding on a family vacation before or after our event. If you haven't considered a vacation, Disney's prices are the best they have been in years and Florida in January will give you a warm break.

I want to call attention to the very essential role our members take in selecting the leadership of this association. The annual election process will be conducted this month. Voting members will receive a hard copy ballot in the mail, but there are instructions included on how to vote electronically. Please take the time to review the candidates' biographies and vision statements on our website to help you cast your vote. The Directors up for election include those representing the categories of Parks and Recreation, Academic, Higher Education and the elected At-Large position. The ballot will also contain two members slated for the Secretary/Treasurer race. The full slate of candidates is on page 42 of this issue and can also be found on the STMA website. Please cast your ballot and ensure that you have a voice in your association's leadership.