

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 Datz

Phone: 213-596-7220
Fax: 213-624-0997
gdatz@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.

President's Message

Chris Calcaterra,
CSFM, CPRP

chris.calcaterra@peoriaaz.gov



New task forces to advance initiatives

As the economy woes continue, the number of Americans trying to make a difference is going sky-high. According to the Bureau of Labor Statistics, 63.4 million people volunteered in 2009, up 1.4 million from 2008.

STMA is definitely benefitting from this trend. Members volunteering to serve on an STMA committee is at an all-time high, and I am pleased to report that **everyone** who volunteered has been placed. This year we have some committees with more than 20 participants! Committee members bring great insight and innovation to our association. They are the arms and legs that help association staff with developing programs that address the specific needs of our membership. Your STMA Board follows a strategic plan to guide the association to achieve our goals. From that plan flows objectives and action plans, and committees are essential to implementing these plans.

Your Board of Directors just held its Spring Board meeting during which we further discussed elements in the strategic plan. Those discussions led us to the realization that some very important Task Groups need to be formed to further advance these initiatives. Thus, in addition to our more than 20 committees and subcommittees, I have appointed four new Task Groups.

The first is one that will focus on governance issues that directly relate to our committees. Our plan states to "Effectively Use Committees." The Committee Task Group will be reviewing our committee volunteer process and terms to be certain that we are actually using our volunteers' time and talents most effectively. The second Task Group is one that is delving into our annual conference. Our stated goal is to "Be the Must-Attend Event for the Industry" and the Conference Management Task Group will be taking a comprehensive look at all of the elements needed to present an annual conference.

The third Task Group is one that will help us to define our environmental role. Our plan specifies that STMA "Take a Leadership Role in Environmental Stewardship." Your board acknowledges that although our members protect the environment, we do not have a plan in place to gather the environmental practices being accomplished by our members, promote that stewardship externally, and create a best management practices model for our members to adopt. The final Task Group will focus on our international efforts. As you know STMA has been effective in reaching out internationally, and the objective in our strategic plan is to "Develop Relationships Internationally that will Benefit the STMA Membership." Because the international arena is new territory for STMA, we will benefit from further exploration by the International Outreach Task Group.

Another important outcome from our meeting is the approval by the Board of Directors to expand our marketing efforts and allocate the resources needed. You will see in the coming months a new website that has more utility and content and other image enhancement materials.

I welcome your input and comments. Good luck with your spring sports seasons!