

**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

**Account Representatives:**

**Joy Garipey**

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

**J.F. Purcell**

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

**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

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# President's Message

**Chris Calcaterra,**  
CSFM, CPRP

chris.calcaterra@peoriaaz.gov



## Take care of yourself in tough times

**T**he old adage "When the going gets tough, the tough get going" is so evident in today's economy. I see examples of our members not only doing more with less, but implementing field management plans that have *eliminated* fundamental practices. Although this is definitely **not** a good thing, the silver lining is that budget reductions have challenged all of us to be more innovative in our day-to-day practices.

That innovation can also have a profound impact on the future of our facilities, if we take the opportunity now to define that future. When things seem overwhelming, conducting strategic planning within your organization can help to open up future possibilities. A strategic planning exercise can also help to set priorities and retool your operations now to achieve short- and long-term successes. An example of this within our own organization is our SAFE Foundation. Charitable giving was down this year, which has affected SAFE. That organization's Board of Trustees just spent several days in a strategic vision session to design a new future for our Foundation. You'll hear more in the coming months about SAFE's strategic direction.

Now is also the time to focus on you. The stress of managing your facilities with fewer dollars and personnel can take its toll on your personal and professional lives. Faced with too much to do with too few resources can be unbearable and can cause inaction. A way to move beyond these difficulties is through professional development. Make a commitment to spend just 15 minutes a day learning something new that will positively affect your career. An easy place to start is STMA's website, [www.STMA.org](http://www.STMA.org). The Resources tab on the public side has very rich technical content, and the Members Only side offers even more, including a Career Center.

Members typically use the Career Center to check out job openings or find an assistant or intern. We've added career enhancing articles and comprehensive job descriptions for a Sports Turf Manager and an Assistant. I encourage you to share these position descriptions with your Human Resources department. Although you may not be responsible for every function listed in the descriptions, these are meant to be very comprehensive and position you as the expert and a professional.

The STMA is committed to continuing to enhance the website. As you navigate around the website, please let us know what information and educational resources would be valuable to you. Also, please evaluate how easy to use you find the website. We are at the beginning of a website redesign and welcome your input. Please contact headquarters with your suggestions.

I hope your spring season has been successful and that you are ready for the challenges of summer sports. Remember that we have the perfect opportunity to create our futures now. If you can envision it, you can make it happen!