

President's Message

Troy Smith,
CSFM

troy.smith@broncos.nfl.net



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 Gariepy

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

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.

The benefits of Board service

I AM VERY PLEASED TO REPORT that STMA's regional conference, being held later this month, is shaping up to be a tremendous experience for attendees and exhibitors. If you are able to get to Knoxville, TN I highly encourage that you spend July 15-16 at the Southeast Regional Conference. STMA has lined up 16 speakers, of which six are Ph.D.s. There are excellent facility tours at the University of Tennessee, including all of the major sports venues, and the new Center for Athletic Field Safety. The conference also has concurrent classroom education. Our exhibition has been sold out since the beginning of May, and for the first time at STMA's regional events, some exhibitors are providing field demonstrations of their products. This event is being supported by our host chapter, the Tennessee Valley STMA, and the Georgia, North and South Carolina, Virginia and Kentucky chapters. It will be an excellent networking event, too, and non-STMA members will receive a free chapter membership.

A major effort of your association, and of my job as president, involves the governance of STMA. Much governance is behind-the-scenes and affects processes. One area, however, directly requires your engagement: the annual election of your Board of Directors. Although we send out our ballots in late November, your Nominating Committee is working now to identify qualified candidates for board service. I encourage you to consider board service, or if you know of a chapter member who would be a great board member, persuade them to submit the Board Service Interest Form. That form is in this issue on page 42 and on STMA's website, at www.STMA.org.

I am often asked about the time commitment from those considering service. It is very reasonable. We ask our Board members to attend four board meetings per year (one is at the annual conference). These meetings are usually at an upcoming conference venue, or a location being considered for a future conference. Typically, the board meetings are on a weekend so that time away during the week is very minimal. STMA covers the expenses to attend these meetings. I also ask each board member to chair a committee. Committee chairs work with our staff to set up conference calls or meetings, craft agendas and keep the committee on task. Our committee work flows from the strategic plan initiatives.

STMA has a board handbook that provides more information on expectations and service requirements. If you are considering service and would like to review this handbook, please contact our CEO Kim Heck at 800-323-3875. Our officers do commit more time, but from my perspective, I have received so much more than the service I have given. I have made life-long friendships, become a better listener, have a much broader view of our industry, and gained leadership skills. All of this benefits me personally and professionally. I hope you will consider board service at some point in your career.