



Images courtesy of Destinations Magazine

Opportunities Abound as STMA Heads West!

STMA heads west, to Long Beach, Calif. from Jan. 10-14, 2012 for the 23rd Annual STMA Conference and Exhibition. Settled along five-and-a-half miles of sandy coastline, Long Beach is the quintessential vacation getaway, boasting both the ambience of a sophisticated urban center and the charm of a seaside community. Located just 20 miles south of Los Angeles, California's fifth largest city offers visitors a dynamic range of attractions, shopping, recreational activities, art and culture, restaurants and nightly entertainment that make it an ideal destination for attendees.

As has been the case for several years, STMA has expanded the educational track, with more than 65 education sessions to choose from, organized into nine different educational tracks (you'll learn more about these later in this article). All of this year's sessions were selected with one thing in mind... you and your facility coming away with new opportunities, ready to be capitalized on when you return home.

As usual, there will be ample opportunity to network, visit with STMA commercial members and vendors at the trade show, and take away valuable, actionable lessons from world class educators. Make sure and check out page 21 of this article for What to Do Next, to ensure that you and your crew are able to attend this invaluable investment in you, your staff and your facility.

Conference Highlights

STMA Networking Sessions Wed., Jan. 11, 4:30 - 5:30 p.m.

Members say that networking is one of the top reasons they join STMA. Thus, in addition to all of the networking opportunities throughout the conference, we've created a formalized networking kick-off. Network with professionals from facilities similar to your own! The forum is divided by category into separate sessions for schools K-12 facilities, colleges and universities, facilities used by professional athletes, parks and recreation facilities, academics and students.

Welcome Reception

Sponsored by Toro and Covermaster

Wed., Jan. 11, 7:30 - 10 p.m.

First-Time Attendees Reception – 7 - 7:30 p.m.

A must-attend networking event! Kick off the conference in style with the other influencers who are in Long Beach. Enjoy food and drink courtesy of Welcome Reception sponsors Toro and Covermaster.

SAFE Casino Night at the Welcome Reception

Wed., Jan. 11, 8:30 - 10 p.m.

The SAFE Foundation will be debuting Casino Night at the Welcome Reception at 8:30 p.m. with many games and opportunities to win prizes while supporting STMA's charity.

ESTIMATED INVESTMENT TO ATTEND

Complete Conference Package (Including meals and preconference workshops) – STMA Member – \$375

Ground Transportation – \$50

Misc. meals – \$40

3 nights lodging at STMA official hotel – \$639

Air Transportation – \$340

Total – \$1,444

Remember, that's an investment - not a cost! STMA's previous conferences have delivered a return on investment of 1,375 percent! For a detailed ROI report, go to www.STMA.org and click on the Conference tab, 2011.

*There are ways to reduce your costs significantly. Just splitting the ride to and from the airport and sharing a room with one other person can reduce these costs by more than \$340!