

President's Message

Dr. Mike Goatley

Goatley@vt.edu



M2MEDIA360

PRESIDENT/CEO

Marion Minor

VP OF FINANCE AND OPERATIONS

Gerald Winkel

SENIOR VICE PRESIDENT, AUDIENCE DEVELOPMENT

Joanne Juda-Prainito

VICE PRESIDENT, OPERATIONS AND HUMAN RESOURCES

Mary Jo Tomei

DIRECT MAIL LIST SALES

Cheryl Naughton 678-292-6054
cnaughton@m2media360.com

SUBSCRIPTION SERVICES

Phone 845-856-2229 Fax 845-856-5822

REPRINTS

Cheryl Naughton 678-292-6054
cnaughton@m2media360.com

Account Representatives:

Leslie Palmer

16267 W. 14 Mile Rd., Ste 202

Beverly Hills, MI 48025

Ph: 248-530-0300,

ext. 1402

lpalmer@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.

Daytona Beach conference to introduce changes

INOTE THE ARRIVAL OF FALL on a college campus from the energy associated with students arriving en masse for another semester and a town that appreciates the sights, sounds, and pageantry associated with college football. The arrival of fall also means (unbelievably) that our 2013 Conference and Trade Show is only a few months away. It is time to start making your plans for Daytona Beach. The STMA Board conducted a site visit of our 2013 Conference and Trade Show venue during its summer Board meeting and we all agreed that Daytona Beach has the feel of being just the right size and location for STMA. Daytona offers a variety of airports for which to shop for the best value for flights (Daytona Beach, Jacksonville, and Orlando are all possibilities) and the city is big enough for all the anticipated amenities of a conference venue, yet small enough that STMA will be the big event for the city this particular week.

Your Board continues to do everything it can to ensure you have the most affordable and rewarding conference experience possible and we want you to understand how much we listen to your suggestions and comments. When considering venues for future conferences, we debate back and forth the "value" of the location to our membership for what it offers as a venue to our attendees and vendors, but also for the costs associated with travel, lodging, and conference registration. We are a Board of members for the members; we hope you always feel comfortable letting us know how we are doing.

In particular for 2013, the Education Committee (chaired by Jeff Fowler) took a close look at comments from recent conferences and decided to shake up the educational program quite a bit. Be sure to read on page 40 in this issue about the changes in timing of many of our events and sessions as compared to previous years AND our first-time offering of STMA Academies. These specialized educational programs will offer certificates of completion for its attendees.

The newly remodeled Convention Center is going to be appreciated by both vendors and attendees from all perspectives: location, ease of access, layout, etc. It simply has a great feel for a show our size. And our host hotel, the Hilton, sits right on the beach directly across from the Convention Center. Even though January might be a little nippy for a swim in the Atlantic, it is still a treat to watch a sunrise over the ocean. Please join us if at all possible to renew friendships and make new acquaintances.

I would like to close this month by thanking Patrick Allen for 7+ years of exemplary service, most recently as STMA's Sales and Marketing Manager. Pat has accepted a position with Kansas City University of Medicine and Biosciences to become their next Assistant Director of Alumni Programs, a great opportunity for both him and his family. Thanks, Pat—we will miss you, but we are pleased for you too. Rock Chalk Jayhawk! ■