

# 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.

## I resolve to be responsibly cynical...

**I** AM SURE there are those of you out there that truly keep your resolutions and I admire you and curse you at the same time. I also know there are a lot of you that are like me and you have the best intentions in the world, but come the 2nd week of January (or maybe the 2nd day?) your resolutions are pretty much out the window.

What I have learned on the job now after 24 years of academia and 23 years of marriage is to be as realistic as possible regarding my resolutions from both professional and personal perspectives. As I began my career in academia, I remember being advised by a full professor to “undersell and over deliver” in my teaching and research efforts. I also remember one of the tenured faculty members at a departmental meeting saying “let’s get everything out of Goatley that we can before he figures out what is going on.” Neither of these perspectives made a lot of sense to me in the late 1980s, but they certainly have a lot more meaning in my career at this point in time.

When you are young and ready to conquer the world, one of your biggest challenges is to figure out an appropriate balance between work and home (my wife would say that it took a while but I’ve finally figured this out). I admire our students and the young professionals in the sports turf industry and your gusto for your profession and life in general. You all inspire and motivate many of us more, shall I say, “mature” members. However, I join others that are my age and older to remind you to take your time and soak things in as much as possible as the opportunities present. I always remind my students that I doubt they will ever be as smart as they are than the day they graduate from college—when the real education begins.

What? No inspirational New Year’s message for success? I do encourage you to identify a few “must do” goals in your personal and professional lives and try to find a balance between ones that you know you are going to achieve, and those that you really want to achieve IF things go as planned. I truly anticipate great things for STMA in 2013 and it is because we have such a well-defined strategic plan to take us forward for the next 2 years. It has what I think is the appropriate balance of “must do” and “what if” goals and we have an immensely qualified staff, a great Board, and some of the most dedicated members of any association with whom I have ever worked. I wish everyone only the best for 2013. And I want you to know, I am not really a stick-in-the-mud. I am fulfilling my resolution of being “responsibly cynical.” Trust me; you’ll probably get there one day yourself. ■

