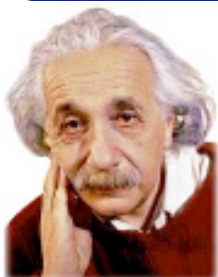


PRESIDENT'S MESSAGE



Yes . . .
I've Taught
Him Everything !



Happy New Year !

~ 2006 ~

1/06



BOB PAPICH
SODA PRESIDENT

I hope that the New Year will bring you all the a prosperous year. One way to help you become more prosperous is to attend the summit in Feb. at the Tuscany Suites in Las Vegas.

Please come with the idea to share your ideas with others. It is through sharing that we will all increase our knowledge and become better at what we do. It will be a great time to renew friendships and to make new friends in our industry. Someone has the knowledge to help you solve your biggest problem or headache.

We will have our new insurance program out the first part of Jan. if you need any help contact Don Aselin at our New York office. It is also time to renew your 2006 membership for those of you who have not done so, for those who have already renewed, thank-you.

About six weeks ago we sent out our survey form, please fill it out and return it to our office. If you need a new survey form , please contact Don for that form.

Sports in our country has under-gone some changes since I started working in the field 30 years ago, and I'm not sure we have made the adjustments to keep up with the trends and attitudes of our customers.

We need to refocus our approach to meet their needs. What do our advertisers expect from us? Are we meeting their needs? Are we still trying to market our product in the same old way or our we trying new approaches? Is it time to form new alliances to help our business grow? If you are private is it time to get or try to get the public sector to use your facility or vice versa. Has the public forgotten you are there? Perhaps a new advertising program is needed to reacquaint people to who and what we are.

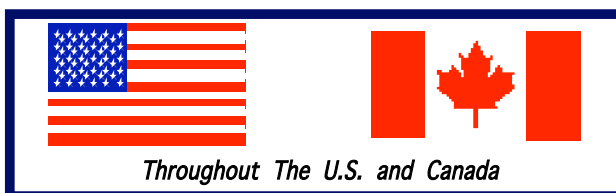
Have we kept up to date by changing or improving our software to meet the needs of our users? I have a ton of questions and I know that many of you have the answers to share with us all.

Please join us in Feb. 13-15 at the Tuscany Suites, in Las Vegas, to share and to help us re-focus to meet the challenges of 2006 and beyond.

Sincerely,

Bob Papich

Bob Papich
SODA President
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