

**Meno Consulting to Make Monthly Contribution to
ESPN Affiliate Inside Lacrosse**

Morgantown, W.Va., January 27, 2010 - Meno Consulting managing partners Dan Leidl and Joe Frontiera will be making a monthly contribution to ESPN affiliate *Inside Lacrosse*.

Leidl and Frontiera will be authoring a column entitled “Beyond X’s and O’s”, focusing on the methods that elite Lacrosse coaches use to lead, motivate, and develop their athletes. Each month, the column will focus on the methods of one lacrosse coach who has an established record of success. So far, Georgetown women’s head coach Ricky Fried, University of Denver coach Bill Tierney, and Colby women’s head coach Karen MacCrate Henning have been profiled.

“Developing leaders and motivating followers is a critical part of any leadership position, and arguably more important for coaching,” says Leidl. Adds Frontiera, “You can do so much with X’s and O’s, and the best leaders - the best coaches - are the ones who are constantly trying to delve into the psyche of their followers; it’s the methods of these individuals that we’re trying to highlight. All leaders, whether in business, sport, government, and politics, can learn from these individuals.”

The latest Beyond X’s & O’s column can be found at:

<http://blogs.insidelacrosse.com/2010/01/22/beyond-xs-and-os-tomb-guards-never-forget/>

Inside Lacrosse has truly helped lacrosse become the far-reaching sport that it is today. It now has subscribers in all 50 states and eight foreign countries. And that’s without even mentioning the exposure that the highly popular website garners throughout the world.

Meno Consulting represents a progressive approach to consulting services for corporate, non-profit, and athletic organizations, focusing on leadership and team development. The primary mission of Meno Consulting is to optimize individual and organizational performance through the promotion of effective teams and leaders.

For more information on Meno Consulting and its services, go to www.menoconsulting.com.