

EVENTS

CALENDAR

OCTOBER

9-10 25th Annual Southern California Turfgrass and Landscape Equipment & Materials Education Exposition, Orange County Fairgrounds, Costa Mesa

12-15 American Society of Landscape Architects 85th Annual Meeting and Educational Exhibit, Cincinnati Convention Center, Cincinnati, Ohio, (202) 466-7730

20-23 73rd Conference and Trade Show of the Professional Grounds Management Society, Flagship Inn, Arlington, Tex., (201) 653-2742

29-30 Athletic Field Seminars, Anaheim Holiday Inn, Anaheim, Ca., (415) 898-1281

29 Sports Turf Information Forum of the Musser Foundation USDA Research Center, Beltsville, Md., (301) 344-3655

NOVEMBER

3-7 National Institute on Parks and Grounds Management Annual Conference, Holiday Inn, Worlds Fair & Conference Center, Knoxville, Tn., (414) 733-2301

12-13 Athletic Field Seminar San Francisco Holiday Inn San Francisco, Ca., (415) 898-1281

DECEMBER

2-5 New Jersey Turfgrass Expo '85, Resorts International Hotel, Atlantic City, N.J., (201) 932-9453

JANUARY

14-17 Golf Course Association Annual Meeting, Palm Springs, Ca., (312) 644-6610

26 Super Bowl XX Louisiana Superdome, New Orleans, La.

27 Golf Course Superintendents Association Annual Conference San Francisco, Ca., (913) 841-2240

THE FRONT OFFICE

OPINION PAGE

COCK THE GUN, THE RACE IS ABOUT TO START



Welcome to **sportsTURF** magazine, the publication devoted entirely to sports turf! It's my job to help you do your job and to keep you informed of new trends and techniques.

You may ask, "Why a new magazine?" Until this first issue, the only publications covering the problems and technology of sports turf were either coaches magazines, general landscape or grounds care publications, or magazines that really focus on food service, general services, or janitorial

maintenance. These magazines devote very little space to the needs of the playing surface and the people responsible for it.

The future of sports turf as part of the American recreation scene is more solid than ever. Current usage is wearing fields out at a rapid pace. More and better built fields are urgently needed. The problem can no longer be swept under the rug. The Baby Boomlet is starting to hit, and hit hard.

sportsTURF is the first magazine to address the needs of all sports turf. It will reconnect golf with the other sports played on turf. Multisport facilities, such as parks, schools and resorts, will be covered to the same degree as single sports facilities, such as college and professional stadia.

sportsTURF will be free to cover any controversial topic, free of association politics, free of competition from any other publication we own, and even free from tradition that has hampered the advance of technology. We are not out to condemn any particular technology, rather we'd like to see all available technologies combined and put to their most effective use.

Initially, we will focus on outdoor sports surfaces, since the need is greatest there. But, over time, we will broaden our range to include indoor sports surfaces as well. Natural and artificial surfaces will be thoroughly covered.

Most importantly, we will address those areas you want us to cover. We will research and report on subjects you want to know more about. Your input is most important. Let us know regularly what your needs are.

One of the first issues will focus on the connection between field budgets and player injuries. No one doubts the importance and cost of helmets, padding, or proper shoes in sports. Yet management seems to be reluctant to spend the money necessary to make and keep a field safe. Notice I said safe, not just green.

Statistics prove that many injuries take place without any contact from another player. The only contact in these injuries is between the player and the surface beneath him. If we make the investment to protect players from one another, we should make the more obvious investment to protect the player from the turf and the turf from the player.

Another major shift taking place in sports turf is in public golf. The National Golf Foundation has been reporting a shift away from private golf to public. Contract golf course management of municipal and resort golf courses is growing rapidly. Baby boomers are now in the peak age group for golf and lines at first tees across the country are starting to grow.

Also, President Reagan's tax proposals threaten to eliminate ticket sales and membership fees as corporate business expenses. They also threaten to disallow tax and interest for second homes which could hurt condominium and resort sales. Both of these would directly affect sports turf.

Starting with Volume one, Number one, let's make the most of this opportunity. We are starting none too soon. In fact, we have plenty of catching up to do.

Bruce F. Shank