

THE FRONT OFFICE

OPINION PAGE

THE GREENEST PASTURE



Despite all you hear and read about recession, certain segments of the turf industry are growing and will continue to grow.

First of all, the golf market is hot. Architects and builders are heavily backlogged with projects. The recent Golf Summit sponsored by the National Golf Foundation revealed that this backlog represents years of work. The American Society of Golf Course Architects adds that the number of requests for information on renovation of older courses is also greater than ever before.

However, the action isn't restricted to golf. A survey of the three top architects of sports facilities during the Baseball Winter Meetings indicated a surge in construction and renovation. One builder of sports fields told us that he has twice as much work to do in 1991 as he did in 1990! Furthermore, their work is spreading from major urban stadiums to minor league parks, university campuses, and municipal parks.

Finally, landscape contractors who perform athletic facility work report increased sales over the past year. Many are redirecting their business toward sports field renovation and maintenance as more traditional types of landscaping fall off.

The way to protect yourself in a recession is to direct more attention toward growth markets. Other businesses may appear greener during good times, but fade quickly when the economy turns sour. You are fortunate to be part of the golf and sports turf markets. It's something to be grateful for during the holiday season.

Speaking of grateful, I'd like to take this opportunity to thank the crew here at Golf & sportsTURF. They are the foundation of the publication. Without their effort and support, the ink would never find its way to paper.

Matt Trulio writes a large portion of the magazine each month. Anne Goldstein and Jim Gregory turn Matt's and my words into prose.

Pam Brooks and Stacey Goldstein prepare the copy, pictures, and ads for the printer each month. Andrew Brozek sells the ads which pay for just about everything. Denise Allen and Sue Lagomarsino keep track of all your names and addresses. And newlywed Randi Green (formerly Goldstein) keeps the books and pays all the bills.

Of course, Golf & sportsTURF wouldn't exist at all if it weren't for Denne Goldstein. He's still recovering from Randi's wedding and all the travel this past fall.

We especially want to thank our advertisers and readers, because you make it all possible. We are here to serve you and help you grow.

The staff of Golf & sportsTURF wants to wish you and yours the happiest of holidays.

Denne Goldstein
Andrew M. Brozek
Sue Lagomarsino
Randi Green
Anne Goldstein
Stacey Goldstein
Bruce Shank
Jim Gregory
James Gregory
Pam Brooks
Denise Allen

EVENTS

CALENDAR

DECEMBER

12-14 Pacific Coast Turf & Landscape Conference, Washington State Convention and Trade Center, Seattle, WA. Contact: Jones and Assoc., (509) 327-5904.

13-16 Georgia Turfgrass Conference and Trade Show, Hyatt Airport Hotel, Atlanta, GA. Contact: Karen Lavender, (912) 681-5189.

JANUARY

7-9 Maryland Turfgrass '91, Baltimore Convention Center and Festival Hall, Baltimore, MD. Contact: Stephen Potter, Woodholme Country Club, 300 Woodholme Ave., Pikesville, MD 21208, (301) 486-8280.

7-9 25th Annual Tennessee Turfgrass Association Conference, Holiday Inn World's Fair and Knoxville Convention Center, Knoxville, TN. Contact: Donnie Callis, 533 Hagan St., Nashville, TN 37203, (615) 242-4600.

7-11 Golf Course Maintenance Short Course, Columbus, OH. Contact: Dept. of Agron., Ohio State University, 2021 Coffey Rd., Columbus, OH 43216.

8-11 Eastern Pennsylvania Turf Conference, Valley Forge Convention Center, King of Prussia, PA. Contact: Pennsylvania Turfgrass Council, Landscape Management Research Center, Orchard Rd., University Park, PA 16802, (814) 863-3475.

21-23 Michigan Turfgrass Conference, Clarion Hotel, Lansing, MI. Contact: Michael Saffel, 584C Plant and Soil Sciences Bldg., Michigan State University, East Lansing, MI 48824, (517) 353-9022.

29-30 Athletic Fields/Sportsturf Seminar, Parke Hotel, Columbus, OH. Contact: Sue White, extension associate, Dept. of Agronomy, Ohio State University, Room 202, 2021 Coffey Rd, Columbus, OH 43210, (614) 292-2001.

FEBRUARY

19-20 Northeastern Pennsylvania Turf & Grounds Maintenance School, Luzerne County Community College, Nanticoke, PA. Contact: William Pencek, Lackawanna County Coop Extension, 200 Adams Ave., Scranton, PA 18503, (717) 963-4761.

Send announcements on your events two months in advance to editor, Golf & SportsTURF, P.O. Box 8420, Van Nuys, CA 91409. Fax: (818) 781-8517.