

EVENTS

CALENDAR

JULY

25 Facilities Management Seminar, Professional Grounds Management Society, Ohio State University, Columbus, OH. Contact: PGMS, 10402 Ridgland Road, Suite 4, Cockeysville, MD 21030, (301) 667-1833.

28-30 International Power Equipment Expo, Outdoor Power Equipment Institute, Kentucky Fair and Exposition Center, Louisville, KY. Contact: Expo '91, (800) 558-8767 or (502) 473-1992.

29 Turfgrass Field Day, South Farm, University of Missouri, Columbia, MO. Contact: Missouri Valley Turfgrass Association, 344 Hearn Center, University of Missouri, Columbia, MO 65211, (314) 882-4087.

30 Midwest Regional Turf Field Day, Midwest Regional Turf Foundation, Purdue University Agronomy Research Center, West Lafayette, IN. Contact: Clark Throssell, (317) 494-4785.

31 Griffin Field Day, Georgia Golf Course Superintendents Association, Georgia Experiment Station, Griffin, GA. Contact: Karen White, GGCSA, P.O. Box 683, Watkinsville, GA 30677, (404) 769-4076.

AUGUST

1 Turfgrass Research Field Day, National Turfgrass Evaluation Program, USDA Beltsville Agricultural Research Center-West, Beltsville, MD. Contact: Kevin Morris, USDA-BARC-West, Building 001, Room 333, Beltsville, MD 20705, (301) 344-2125.

5-6 Summer Meeting, Georgia Golf Course Superintendents Association, Lake Lanier Islands Hotel and Golf Club, Lake Lanier Islands, GA. Contact: Karen White, GGCSA, P.O. Box 683 Watkinsville, GA 30677, (404) 769-4076.

6-8 Field Diagnostic Course for Turfgrass Managers, New York State Turfgrass Association, Inc., Cornell University, Ithaca, NY. Contact: Joann Gruttadauro, (607) 255-1792.

8 Turfgrass Research Field, Rutgers Cooperative Extension, Adelphia Research Center, Halls Mills Road, Freehold, NJ. Contact: Edmund Milewski, Rutgers Cooperative Extension of Morris County, P.O. Box 900, Morristown, NY 07963-0900, (201) 285-8300.

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.

THE FRONT OFFICE

OPINION PAGE

SOMETHING FOR EVERYONE...



In planning and creating this magazine each month, the promise of "Something for everyone" is easy to make, but difficult to keep. Our readers are diverse. They include people like Ross Kurcab, superintendent of the Denver Broncos' practice facilities, and Ed Bacon, a Salem, OR, resident who cares for his own baseball field, notched out of the hillside next to his home. We go to the keepers of obscure, suburban three pars, as well those who care for well-known, 18-hole private courses.

Satisfying everybody's needs is tricky at best. One reader may find an article too complicated, another too simple, and still another simply irrelevant. No matter how completely we try to cover the field, we will always fail someone. We know this, but that doesn't mean we accept it, sit back, and stagnate.

The best way for us to learn what you need from *Golf & SportsTURF* is to hear your criticisms. (Certainly, praise is nice, but it's hard to really *learn* anything from it.) We can stay in our offices, waiting for the phone to ring or for the morning mail to arrive, but it's far more enlightening for us to get out in the field and meet you face to face.

In mid-June, I traveled to the Northwest for the first time for field days and tours of seed companies. In a somewhat frantic week, I visited seed companies in Oregon and Idaho. Along the way, I learned a bit about the seed trade, got lost in the spectacular countryside and liked it, met readers, and made a few friends. Best of all, I heard, firsthand, a number of suggestions for this magazine. What follows are a few of the many I wrote down:

"We should provide useful information for superintendents at the high school and junior high school level. We should be more attentive to what's going on in the middle regions of the country. We shouldn't be too 'commercial,' but should keep readers abreast of the latest products. We should concentrate more on the people in the industry."

Valid points, one and all. We will incorporate each of them into our editorial focus, in addition to the areas we're already striving to cover. I can't say that *every* issue will have an article specifically geared to, for example, the high school field manager, but that area will become a regular part of our rotation.

There are a number of fine turf management magazines, but any one that claims to "have it all covered" is kidding itself and you. That's an irresponsible attitude for an editor to take—one that hints of complacency. When a publication becomes "satisfied" with the job it is doing, it stagnates. We won't let that happen. We can always do better. That's the standing challenge of magazine publishing and, I suspect, most professions.

Still, I know that in the "Something for everyone" department, we will always come up just a little bit short. But that won't stop us from trying. We'll keep listening, learning, and growing. *Golf & SportsTURF* is *your* magazine, and your comments play a big role in the final product. Call or write Bruce Shank or me, any time.

Matt Zuck