

EVENTS

CALENDAR

MARCH

19 Sports Turf Institute and Grounds Operations Conference, Cal Poly, Pomona, CA. Contact: Kent Kurtz, Dept. of Horticulture, Cal Poly University, Pomona, CA 91768, (714) 869-2219.

21-22 Sports Turf Conference and Show, Joe Robbie Stadium, Miami, FL. Contact: Ed Birch (305) 928-0217 or John Mascaro (305) 928-7477.

APRIL

15-16 Southeastern Turfgrass Conference, Georgia Coastal Plain Experiment Station, Tifton, GA. Contact: University of Georgia, College of Agriculture, Coastal Plain Station, Tifton, GA 31793, (912)386-3353.

MAY

15 North Carolina Turf and Landscape Field Day, Turf Field Center, Raleigh, NC. Contact: R.H. White, NCSU, P.O. Box 7620, Raleigh, NC 27695-7620, (919) 737-7615.

JUNE

24-25 Annual Turfgrass Summerfest, Washington State University Puyallup Research and Extension Center, Puyallup, WA. Contact: Northwest Turfgrass Association, P.O. Box 1367, Olympia, WA 98507, (206) 754-0825.

JULY

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.

NOVEMBER

19-20 Southern Grounds & Turf Maintenance Exposition and Conference, Myrtle Beach Convention Center, Myrtle Beach, SC. Contact: South Carolina Board for Technical & Comprehensive Education, 111 Executive Center Drive, Columbia, SC 29210, (803) 737-9355.

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

A RENEWED COMMITMENT TO SERVICE

In February, without fanfare or ceremony, Denne Goldstein typed the last words of his column in this issue, flipped off his computer, shook everyone's hand, and left the office for the final time. He could barely speak, something unusual for a man who never hesitates to voice his opinions.

Personally, Denne was a friend and yet my greatest critic. He gave me an opportunity to turn ideas into a tangible, hopefully useful product, this magazine. Not many people have the gumption to turn words into action. Denne did and put his money where his mouth was.

Working for Denne must have been like playing for Lombardi. He always wanted more out of his team and kept the pressure on. He thrives on pressure and expects others to do so as well.

In retrospect, that is the type of drive necessary to launch a magazine in the turf industry. There is no draft in the publishing business. You start off at the bottom and compete for the attention of every reader and advertiser. We have been bucking tradition for almost six years trying to expose the common bonds between the golf industry and the recreational turf industry. We do this every month, not once or twice a year like our competitors.

Denne's record speaks for itself. Five magazines in 13 years is a tremendous accomplishment! Few people contribute so much in such a relatively short period of time.

One of his final acts as publisher was to make sure that *Golf & SportsTURF* and its four sister publications would continue to serve their readers for years to come. He was very selective about to whom he sold the company. More than once he walked away from an offer on the table.

Last year, he was approached by Adams Communications Company, a company established on a long family tradition of strong management and quality products and services. Steve Adams, owner of the company, wanted to create a trade magazine division to go along with a network of consumer magazines, television and radio stations, and outdoor advertising companies. Just before Christmas, after months of careful negotiations, the contract was signed.

To make sure Gold Trade Publications receives the attention it deserves, Adams assigned the job of publisher to his son, Mark. For the past three months, he has been working seven days a week, 14 hours a day, to provide a smooth transition.

Golf & SportsTURF is in good hands. Mark and I are committed to you, the reader. We want to hear from you, share your ideas with others, make changes you would like us to make, and serve your needs.

We will be attending shows across the country, visiting your facilities, and producing the best magazine we can. In other words, we are going to get more involved than ever before in order to serve you the best way we can.

We invite you to write or call with your suggestions, your news, your events, and comments. *Golf & SportsTURF* is your magazine. We simply put it together for you.

The changes here at Gold Trade Publications are positive ones. Let me assure you that we are dedicated to serving your needs today and long into the future.



Bruce Shank