

THE FRONT OFFICE

OPINION PAGE

UNITY RESTORED



Seven years ago, this magazine was launched with the goal of organizing the sports turf industry. The original title of sportsTURF was intended to recognize the untapped potential of the high-use recreational turf market and to promote unity among groundskeepers of stadiums, parks, schools, and universities. We shared this mission with the Sports Turf Managers Association (STMA) and therefore received its official endorsement.

Our relationship with STMA went through a series of ups and downs for various reasons. In 1990, STMA pulled its endorsement, one reason being the change in the magazine's name to Golf & sportsTURF. I'm happy to report that effective next month, STMA and sportsTURF magazine are together again.

Our logic in changing the name to Golf & sportsTURF was flawed.

Knowing full well that the golf course superintendent was served admirably by the Golf Course Superintendents Association of America (GCSAA), our original goal was to create a medium for the superintendent's advanced knowledge of turf management to cross over to all other sports. This knowledge could then be mixed with the expertise of leading groundskeepers to provide other managers of recreational turf with the best of both worlds.

This goal, however, was not understood by many of the advertising agencies representing turf manufacturers. To them, golf was far easier to comprehend and quantify than the rest of the sports turf industry. Rather than to work with STMA and get the message about the huge athletic field market across to agencies, we made a decision to be more of a golf publication. It seemed the right thing to do at the time since we were having difficulty working with STMA as a team.

There have been significant changes at both STMA and Adams Publishing Corporation, the publisher of Golf & sportsTURF. After months of soul searching and negotiations, the two organizations have discovered that they can once again work together to help the industry achieve its potential.

Next month, this magazine will carry the sportsTURF logo and will be the official publication of STMA. It will continue to cover golf, as it always has, to permit the crossover of important turf management information. But it will refocus its energies on building the foundation for the rest of the sports turf industry. That's where a magazine is needed and that's where we will be from now on.

Bruce F. Shank

EVENTS

CALENDAR

JANUARY

20-22 Michigan Turfgrass Conference, Michigan State University, Holiday Inn, Lansing, MI. Contact: Michael Saffel, Crop and Soil Science Department, Michigan State University, East Lansing, MI 48824-1325, (517) 353-9022.

29-30 Turf And Landscape Exposition, Northern California Turfgrass Council, Santa Clara Convention Center, Santa Clara, CA. Contact: NCTC, 425 Oak St., Brentwood, CA 94513, (510) 516-0146.

FEBRUARY

5-7 Mid-Winter Conference and Exposition, American Sod Producers Association, Bally's Casino & Resort, Las Vegas, NV. Contact: ASPA, 1855 Hicks Road, Rolling Meadows, IL 60008, (708) 705-9898.

10-17 63rd International Golf Course Conference and Show, Golf Course Superintendents Association of America, New Orleans Convention Center, New Orleans, LA. Contact: John Schilling, GCSAA executive director, 1421 Research Park Drive, Lawrence, KS 66049-3859, (913) 841-2240.

13 Connecticut Turf and Landscape Conference, Connecticut Groundskeepers Association, Hartford Civic Center-Exhibition Hall, Hartford, CT. Contact: Elizabeth Maisano, Connecticut Groundskeepers Association, P.O. Box 876, Bethel, CT 06801, (203) 791-8615.