

# THE FRONT OFFICE

OPINION PAGE

## A CALL TO CAMERAS



Over the years, we've profiled dozens of outstanding turf managers—people like Murray Cook and Steve Wightman, people who “bleed green” for turf excellence. We work hard to capture not only the turf management techniques and philosophies these people use to succeed consistently, but *who* they are. We feel an obligation to tell their stories well.

Photographs are a big part of that “telling.” Without them, profiles—and most articles—are

incomplete. It makes little sense for us to chronicle how someone manages an outstanding field without showing you photos of the field itself. These shots are usually taken and provided by the turf managers and superintendents themselves. And a number of them are pretty talented photographers!

But you don't have to be an expert photographer to take decent pictures—you don't have to spend a lot of money on equipment. You need only bring whatever camera you own to work and use it. If you don't own a camera, there are plenty of inexpensive models out there that do everything but put themselves back in the case. Photo gear has progressed to the point where amateurs can take “expert” shots without a life's worth of study, practice, and capital.

Even if you're not tapped for a magazine profile (and we could fill every issue until the year 2000 with nothing but profiles and still be a long way from spotlighting everyone deserving), it makes good sense to take pictures of your field in top condition, especially if you took over a field in decline and brought it back to life. A good set of “before and after” shots could come in handy during salary negotiations, or even job interviews.

Photographing your field is more than a possible career advancement tool. It's about pride in a job well done—about capturing a moment when everything clicked.

The efforts and sacrifice top-notch turf managers make to keep their fields in shape are astounding. Words alone cannot do them justice. If it's worth doing right, it's worth preserving on film.

Matthew Trulio

# EVENTS

CALENDAR

## SEPTEMBER

**28** Athletic Field Seminar Doubleday Field, Cooperstown, NY. Contact: New York State Turfgrass Association (800) 873-TURF or (518) 783-1229.

**29** California Regional Sports Turf Institute, Santa Anita Race Track, Arcadia, CA. Contact: Steve Guise (818) 574-6378.

## OCTOBER

**2-4** 11th Annual Mickey Mantle Celebrity Golf Classic, Shangri-La Resort and Conference Center, Afton, OK. Contact: Shangri-La Resort (800) 331-4060

**7-8** 32nd Annual Southern California Turfgrass Expo, Orange County Fairgrounds, Costa Mesa, CA. Contact: Southern California Turfgrass Expo (714) 951-8547.

**21-24** 46th Northwest Turfgrass Conference and Exhibition, Sunriver Lodge and Resort, Sunriver, OR. Contact: NTA Office (206) 754-0825.

## NOVEMBER

**8-10** Georgia Golf Course Superintendents Association Meeting, King & Prince Hotel, St. Simons Island, GA. Contact: Karen White, GGCSA (404) 769-4076.

**8-11** 22nd Annual Education Conference and Show of the National Institute on Park and Ground Management, Richmond, VA. Contact: NIPGM (414) 733-2301.

**12-14** Arbor Expo '92, Clarion Plaza Hotel, Orlando, FL. Contact: Jeff Tappeiner (818) 781-8300.

*Send announcements on your events two months in advance to editor, sportsTURF magazine, P.O. Box 8420, Van Nuys, CA 91409 or FAX to (818) 781-8517.*