

THE FRONT OFFICE

OPINION PAGE



Last Inning

In 1989, I came to the publisher of *sportsTURF*, then Gold Trade Publications, fresh from two years as a managing editor of bi-weekly newspaper. I had no experience with national trade magazines and thought that "green industry" had something to do with Irish-American business interests. The jargon, from aerification to zoysiagrass, was completely foreign to me. I planned on staying just long enough to get my next newspaper or "mainstream" magazine job.

So much for plans. Four years ago, Adams Publishing bought Gold Trade and I was given several amazing opportunities and responsibilities. One of those opportunities was editing *sportsTURF*, and for that I will always be grateful. It wasn't the company's biggest or most prosperous magazine, but it dealt with an important topic and a group of down-to-earth people.

I can't imagine being associated with a better group of *individuals*. As such, you're all different. You don't agree on everything. Your educational and socio-economic backgrounds are diverse. You have personality conflicts. (Show me a group that doesn't.) You fight for your beliefs. You're loyal, both to your profession and one another. You're dedicated and united in your desire to promote healthy, safe, natural sports turf.

You will succeed, both as professionals and a professional group.

This is my last issue of *sportsTURF*, and I would be remiss if I didn't thank at least a few of you.

Bruce Shank will "re-take" the editorial duties of *sportsTURF*. Bruce created the magazine, and letting me take his "baby" demanded an enormous leap of faith. For his trust and guidance I am deeply grateful — for his friendship I am privileged.

My fellow editors at Adams Publishing, namely Luke Frank and Helen Stone, as well as art directors Sue Noble and Debbie Belle, have been unfailingly supportive.

I was fortunate to get to know a number of STMA members — and forgive me for not being able to mention all of you — including Greg Petry, Gil Landry, Scott Gaunky, Bill Whirly, Steve Guise, Bob Milano, Tom Lujan, David Minner, Chuck Dixon, Dr. Dick Caton and Dr. Henry Indyk, George and Chip Toma, Dave Mellor, and many more. Steve Wightman of San Diego Jack Murphy Stadium has been eternally helpful and accessible. Early on, Dr. Kent Kurtz made me feel like I *belonged*. And I feel lucky to have worked with Steve and Suz Trusty of Trusty Associates, as well as Bob Tracinski of John Deere.

This magazine has some incredibly loyal advertisers. They stayed with it, as did Mark Adams of Adams Publishing, when both economic times and *sportsTURF* didn't look too promising, and for that I am eternally grateful. Magazines are not charities; they are businesses, and as such need revenue to survive. They serve both readers and advertisers, and although the interests of each group tend to be rather different, both are crucial.

Ultimately, it is you the reader I must thank the most. You care for the fields on which champions of today and tomorrow are made. You are the keepers of the Fields of Dreams. I wish you all the success you wish for yourselves.

Blue skies,

Matt Trulio

EVENTS

CALENDAR

July 24-26 Texas Turfgrass Association Seminar. Arlington, Texas. Contact Shirley Duble at (409) 693-1656.

July 4-8 World Scientific Congress of Golf. St. Andrews, Scotland. Contact the Sports Turf Research Institute/World Congress of Golf at 44/334-75560.

July 19-21 3rd Annual Midwest Grounds Management Conference. Illinois State University, Normal, Illinois. Contact: Chuck Scott (309) 438-2032 or fax (309) 438-7955.

July 13-16 American Association of Nurserymen Conference. Baltimore, MD. Contact: (202) 789-2900.

July 24-26 International Lawn Garden and Power Equipment Expo. Louisville, KY. Contact: (502) 473-1992.

Sept 11-13 Golf Europe '94 Munich. Munich, Germany. Contact Jerry Kallman, Jr., Kallman Associates (201) 652-7070.

September 18-21 Florida Turfgrass Conference. Ft. Lauderdale, FL. Contact: (407) 898-6721.

September 26-29 48th Northwest Turfgrass Conference. Salishan Resort, Gleneden Beach, OR. Contact the Northwest Turfgrass Association: (206) 754-0825.

October 5-6 Southern California Turfgrass Expo. Orange County Fairgrounds, Costa Mesa, CA. Contact: (619) 723-0947.

October 10-13 Northwest Turf Conference. Seaside, OR. Contact: (206) 754-0825.

October 13 The First Urban Integrated Pest Management conference. Royal Plaza Motel, Marlborough, MA. Contact: Allen Christensen, (617) 565-0895.

Send announcements on your events two months in advance to editor, *sportsTURF* magazine, 68-860 Perez Road, Suite J, Cathedral City, CA 92234. Fax (619) 770-8019.