

# THE FRONT OFFICE

## OPINION PAGE



### Wanted: Your Input

**E**nthusiasm. "Ya gotta have it." An enthusiastic attitude can get you through stressful times better than beer, brute force or bitching. It's all too easy to slide into the doldrums when the pressure starts mounting. By facing each day with enthusiasm, the crises can come and go and leave you still smiling.

Those of you who attended the STMA annual meeting know by now that Bruce Shank has left Adams Publishing to pursue other interests. We wish him well. But we're very fortunate in finding Mike Augsdorfer to take over the helm at *SportsTURF*. Mike has a great background for this job. He was formerly an editor at a regional golf publication and is a diehard fan of just about any sport that's played on a field.

Best of all, Mike has enthusiasm. He's truly excited about the opportunity to learn more about you and the work you do. You'll find him accessible, outgoing and willing to listen to all your suggestions, ideas and insights. Since *SportsTURF* will be one of Mike's primary jobs, he will have time to actively participate in the industry.

In my new position as editorial director at Adams Publishing, I'm also looking forward to working more closely with STMA. I've been in the horticultural field for about 10 years now, and I've had the chance to meet many of you at various green-industry events. I've always enjoyed the chance to network with sports turf managers, mainly because your enthusiasm about your work is contagious. It's a quality that sets you apart from most of the other green professions.

So please, write, call or fax us with your input (we'll also have an e-mail address up and running in the next few months). Our primary goal is to make the nuts and bolts of your job easier and more efficient. In addition, we want to address legislative, regulatory, safety and personnel issues. But in order to achieve these goals, we need to hear from you. Remember, you are the whole reason this magazine exists.

# EVENTS

## CALENDAR

### FEBRUARY

**15-17** Athletic Field Construction and Maintenance, Cook College, Rutgers University. Contact: (908) 932-9271.

**20-27** Golf Course Superintendents Association of America International Conference and Trade Show. Moscone Center, San Francisco, CA. Contact: GCSAA, (913) 841-2240.

**22** PLCAA Winter Workshop. Detroit, MI. Contact: (800) 458-3466. Fax: (404) 578-6071.

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**25-28** Restoration '95 — "Affordable Preservation: Practical Strategies for the '90s." Hynes Convention Center, Boston, MA. Contact: Steve Schuyler, (617) 933-9055. Fax: (617) 933-8744.

**27-28** Legislative Day on the Hill, Washington, D.C. Hosted by PLCAA. Contact: (800) 458-3466.

### MARCH

**28-3** International Erosion Control Association Show. Atlanta, GA. Contact: (303) 879-3010.

**5-8** Massachusetts Turfgrass and Industrial Show. Springfield, MA. Contact: (413) 549-5295.

**7-9** Western Pennsylvania Turf Conference and Trade Show. Pittsburgh Expo Mart/Radisson Hotel, Monroeville, PA. Contact: Eric Oesterling, (610) 837-1402 or P.T.C., (814) 863-3475.

**8** Professional Turf and Plant Conference. Huntington Town House, Huntington Station, NY. Contact: Maria Cinque, (516) 454-0900.

**11-14** Forty-sixth Canadian Turfgrass Conference & Trade Show. (General Meeting, March 13). Ottawa Congress Centre, Ottawa, ON, Canada. Contact: (800) 387-1056.