



Publishing: A Collective Effort

As many of you know, the Adams/Green Industry Publishing group moved its editorial office from Cathedral City, Calif., to Arlington Heights, Ill. (a western suburb of Chicago), late last year. This move resulted in a number of editorial staffing changes, and I happen to be one of those changes.

The editorial team is now in place, the assignments have been made, and we're ready to provide you, our reader, with the most up-to-date, comprehensive, balanced coverage possible of the Green Industry. Here's your new Adams/Green Industry Publishing editorial staff:

Rob Benes, Editorial Director (rbenes@mail.aip.com)

Steve Berens, Editor, *sportsTURF* (sberens@mail.aip.com)

John Fultz, Editor, *California Fairways & Irrigation Journal* (jfultz@mail.aip.com)

Steve Noe, Editor, *Outdoor Power Equipment* (snoe@mail.aip.com)

Jerry Roche, Editor, *Landscape & Irrigation* (jroche@mail.aip.com)

Pat Speer, Editor, *Arbor Age & Landscape Design* (pspeer@mail.aip.com)

Throughout 1998, we'll continually review and assess our magazines and implement improvements that'll make your reading more enjoyable and educational. We've implemented an Editorial Policy, which states our editorial goal. Please familiarize yourself with the policy.

Adams/Green Industry Publishing Editorial Policy

The editorial goal of the Adams/Green Industry Publishing horticulture magazines is to provide the green industry with high-quality, informative and accurate articles in a timely manner. Each editor accomplishes this goal by listening to readers, attending industry conferences, talking with industry experts, and consulting with the Editorial Advisory Boards. Each editor strives to provide balanced reporting that is characterized by accuracy and creativity. In doing so, each editor is faced with a myriad of companies that want their company name and/or product to be showcased. Because this industry is highly competitive, it's impossible to include every product from every company in every issue.

If an article is published and a company's name and/or its product is not mentioned in the article, Adams/Green Industry Publishing did not intentionally omit that company's name and/or its product. If a single company is mentioned in an article, this is not intended as an endorsement, nor is it intended or offered as free advertising.

Each editor works under extremely tight deadlines and adheres to an editorial calendar that is widely distributed. Adams/Green Industry Publishing encourages companies to review the editorial calendar at the beginning of the year and throughout the year. If a company wants to offer assistance in developing a balanced article and/or be mentioned in a balanced article, it should contact the respective editor.

We've established an Editorial Advisory Board for each magazine. The boards will be composed of industry experts who'll serve as peer reviewers and resources. They will ensure that our magazines are current, accurate and balanced.

We'll be reviewing each magazine's design elements and giving each one a face lift. For example, we'll be selecting new page designs and typefaces - to name two areas - to improve each magazine's readability.

The Green Group will raise the bar on its writing and editing skills by instituting a zero tolerance for spelling and grammatical errors. The group will update its *Style Manual* so that the entire editorial staff is reading from the same page; consistency is a high priority.

Finally, I - along with all the editors - want to hear from you. We can't give you what you want to read if we don't hear from you. So, call us and tell us your ideas and suggestions. You can either phone (847) 427-9512, fax (847) 427-2006, or e-mail (listed above) your comments. Also, look for us at the industry's many trade shows throughout the year. There's always an editor on-hand to talk with you.

We hope you'll like the direction that we'll be taking, and we look forward to hearing from you.

A handwritten signature in black ink that reads "Rob Benes". The signature is written in a cursive, flowing style.

Rob Benes, Editorial Director