

THE FRONT OFFICE

OPINION PAGE



sportsTURF Takes a New Direction

This month, sportsTURF says good-bye to Jim Williams, its editor for the past two years. Jim established high standards of quality for the magazine, and I hope to continue this tradition as I step into his shoes. We wish Jim all the best in his future endeavors.

As your new editor, I look forward to working closely with the STMA to bring you the most current and pertinent information in the turf industry. I will also count on readers for feedback and new ideas to keep *sportsTURF* on the right track in 1998 and beyond. My schedule is already filling with plans to attend trade shows, and I intend to remain in constant contact with leaders in the field.

I recently attended the 1998 STMA Conference and Exhibition at Disney's Coronado Springs Resort in Buena Vista, FL. The trade show gave me the opportunity to meet the association's officers, and to speak with many of the members who made the trip. The conference's various meetings, seminars and tours were well planned and very informative. They provided me great insight into the workings of the STMA, and gave me many ideas for future topics to explore in the magazine. The association's action-oriented plans promise to aggressively meet the challenges its members will face in 1998.

With the current boom in new stadium construction, the next year should be an exciting and very eventful period for the industry. In a recent *L.A. Times* article titled "Who Wins in Stadium Shoot-out," Michael Hiltzik and Lisa Dillman looked at the recent deluge of new stadiums being built around the country. "More than \$12 billion in stadium and arena construction has been completed since 1990 or is underway or proposed."

This simply reflects stadium growth on the professional level. These figures are negligible when compared to the sum of the rest of the turf industry. For every professional complex that is built, many more high school and college fields, parks and recreational centers are developed to accommodate the burgeoning populations of our nation's communities.

The turf industry will certainly rise to the challenge of meeting these growing needs. With the help of the STMA, *sportsTURF* will continue to bring readers up to date on these developments.

If you have any questions or comments about the magazine, please contact me at my direct extension (847) 427-3005, fax me at (847) 427-2006, or send me an e-mail at sberens@mail.aip.com. Better still, look for me in the Adams Business Media booth at the next trade show you attend.

Steve Berens, Editor

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