

## July 18-22

Turfgrass Producers International Summer Convention and Field Days, Westin Harbour Castle, Toronto, ON, Canada. Contact Bob O'Quinn, at tel. (800) 405-8873 or e-mail: roquinn@TurfGrassSod.org. Web site: <http://www.TurfGrassSod.org>.

## July 20-22

Outdoor Power Equipment Institute's (OPEI) 18th annual International Lawn, Garden & Power Equipment Expo (EXPO 2001), Kentucky Exposition Center, Louisville, KY. Contact Sellers Expositions, at tel. (800) 558-8767, or tel. (812) 949-9200. Web site: <http://expo.mow.org>.

## July 31

Midwest Regional Turf Field Day, Purdue University, West Lafayette, IN. Contact Bev Bratton, at tel. (765) 494-8039. Web site: <http://www.agry.purdue.edu/turf>.

## August 5

Cornell University Field Day, Ithaca, NY. Contact Joann Gruttadauro, at tel. (607) 255-1792.

## August 22

Michigan Turfgrass Field Day, Hancock Turfgrass Research Center, Michigan State University, East Lansing, MI. Contact Kay Patrick, at tel. (517) 321-1660 or e-mail: mtfurf@man.com. Web site: <http://www.michiganturfgrass.org>.

## September 2-4

GAFA Koln International Garden Trade Fair, Cologne, Germany. E-mail: gafa@koelnmesse.de. Web site: <http://km.nexum.de/gafa>.

## October 16-17

Garden Expo, Toronto Congress Centre, Toronto, ON, Canada. For more information, contact Landscape Ontario Horticultural Trades Association, Special Events Dept., at tel. (905) 875-1805 or e-mail: showin fo@landscapeontario.com. Web site: <http://www.hort-trades.com>.

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# sportsTURF *The Front Office*



## Goals

This magazine covers sports fields, but I'm not referring to soccer goals here. Rather, I'm referring to the goals I have in mind for this publication. The goals for *sportsTURF* magazine are fairly simple—publish sports facility profiles, technical articles, and product and industry news sections that are of value to you, the readers; promote the value of your industry association, the Sports Turf Managers Association (STMA), and each of its many chapters; and foster the professionalism of the industry as a whole.

Achieving those goals, on the other hand, will be a much greater challenge. Please bear with me as I learn about the sports turf industry and determine what types of stories are of value to your day-to-day work lives and your overall operations. I'd like to hear your ideas about the magazine, so drop me a line if you get the urge (*sportsTURF*, P.O. Box 2429, Milford, CT 06460, tel. 203-882-9485, e-mail: [moswald@mail.aip.com](mailto:moswald@mail.aip.com)).

I got a jump start on the learning process when I attended STMA's spring board meeting in Denver, CO, in early April. The board members deserve a good deal of credit for allowing myself, editorial director Jo Treadwell, publisher Steve Brackett, and division manager Rick Schwer to "crash" the meeting for a couple hours. Since then, the board has e-mailed me several story ideas and general suggestions for the magazine, all of which are greatly appreciated and are being considered.

One interesting and timely article, that I cannot take credit for, begins on page 8 of this issue. It's interesting, because it provides an exclusive insider's peek at the maintenance and care of Wimbledon's grass courts. It's timely, because Wimbledon is played from June 25th through July 8th. The story was written by the head groundsman at The All England Lawn Tennis & Croquet Club, F.E. ("Eddie") Seaward. Some of you may recognize Eddie from his visit to the STMA 12th Annual Conference & Exhibition last January in Tampa, FL, where he made a presentation entitled "The Wimbledon Year."

Someone once said that change is the only constant, and this magazine is no exception. In September, *sportsTURF* will make its debut in a larger, junior-tabloid size—10 x 13.75 inches. In addition to the size increase, the new *sportsTURF* will feature a redesigned appearance, reorganized layout and more clearly focused content. Readers and advertisers alike are sure to appreciate the changes planned.

Again, I welcome the challenge I have outlined for myself, and hope to eventually live up to your, and my own, expectations for *sportsTURF* magazine. Being far from perfect, I am sure to make a few mistakes along the way, as I'm sure all of you have made at some point in your profession. But with lots of hard work, a good deal of patience and a dash of luck, I'm hopeful I can meet your expectations.

Michael Oswald  
Editor