the front office

Day to Day



e're all day to day," former ESPN anchor Keith Olbermann used to say after reporting that a certain athlete's injury status was "day to day." I thought it was funny then. After the terrorist attacks of September 11, it doesn't seem so funny. In 42 years, I've never been afraid of what tomorrow might bring until now. If our fellow American citizens can die in such a horrible way, there's no guarantee you or I might not as well.

How do we respond? Though our lives changed forever last month, in ways we don't even understand yet, we cannot let those changes destroy what our forefathers and we have built in the past 225 years.

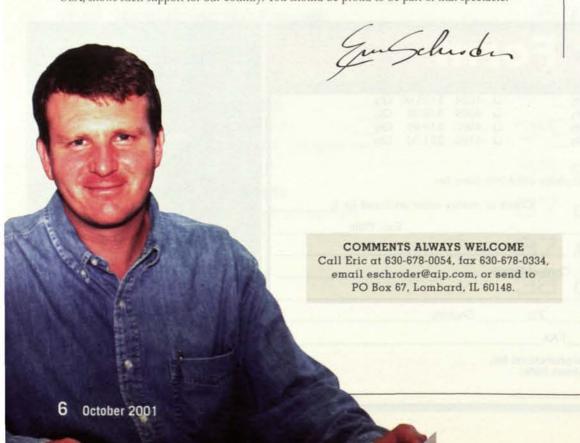
We must go to work, we must continue to gather together, we must sustain the fabric of our country. Our enemies want nothing more than to destroy what America stands for in the world, things like freedom, tolerance, and individual choice.

Like many of you, my first reaction was an emotional desire for massive retaliation. But we know that is not what we should do any more than we should take out our anger on American citizens who are Muslim; both these reactions are exactly what our enemies desire. Though "justice" doesn't seem enough revenge, it is what we first must seek, with the help of our allies, especially those in the Middle East. If we are thwarted in our quest for justice, then yes, it will be time to turn to military action. But a careless response on our part just goes against America's ideals, which is just what the radical Islamics seek.

Perhaps there will be a silver lining in this tragedy. Perhaps more Americans will see themselves as just that, Americans first, instead of German-American or African-American or Asian-American or Irish-American or Republican or Democrat or gay or whatever. Perhaps we'll all think more about the responsibilities that go hand in hand with the "civil rights" that you hear about so much.

I cried and was unable to sing the words during the National Anthem when I heard it over the radio before a baseball game after the season resumed. I cried for the victims, for America's lost innocence, for my family, for myself. And I resolved not to stay behind locked doors, not to quit living this American life, but to carry on the best I can. That is what we all must do so those who hate us will not win.

Sporting events have led the way in the nation's effort to get back to "normal." The hundreds of thousands of Americans gathering together in stadiums, large and small, around the USA, shows such support for our country. You should be proud to be part of that spectacle.



SPORTSTURF

250 S. Wacker Dr. #1150, Chicago, IL 60606 Ph: (312) 977-0999 Fax: (312) 980-3135 Web: http://www.gr

THE OFFICIAL PUBLICATION OF THE SPORTS TURF MANAGERS ASSOCIATION

PRESIDENT RICH MOFFITT PAST PRESIDENT STEPHEN GUISE

PRESIDENT ELECT L. MURRAY COOK

COMMERCIAL V.P. LYNDA WIGHTMAN

SECRETARY TIM MOORE

TREASURER BOB CAMPBELL

STMA BOARD MEMBERS MIKE ANDRESEN, TONY

KOSKI, MONTY MONTAGUE, MARK RAZUM, DAVID RULLI,

MIKE TRIGG

EXECUTIVE DIRECTOR STEVE TRUSTY

STMA OFFICE

1375 ROLLING HILLS LOOP, COUNCIL BLUFFS, IA 51503

PHONE: (800) 323-3875

E-MAIL: SportsTMgr@aol.com

WEB SITE: www.sportsturfmanager.com

INTEGRATED CONTENT TEAM

VICE PRESIDENT/

GROUP PUBLISHER STEVE BRACKETT

VICE PRESIDENT/

EDITORIAL DIRECTOR JO TREADWELL

EDITOR ERIC SCHRODER

SENIOR EDITOR JOHN KMITTA

PRODUCTION TEAM

GROUP CREATIVE DIRECTOR ANTHONY FICKE

GRAPHIC DESIGNER VIRGILIO CUASAY

PRODUCTION DIRECTOR JANINE MARZETT PRODUCTION MANAGER GABRIELLE MOUIZERH

ADAMS BUSINESS MEDIA

PRESIDENT, CEO MARK ADAMS

EXECUTIVE V.P. RICK SCHWER

CHIEF FINANCIAL OFFICER KRIS KISER

SR. V.P. H.R. & ADMINISTRATION MARGIE DAVIS

V.P., MARKETING SVCS. GROUP

LIZ SANTELLI JACQUELINE M. SERRA

V.P., DIRECTOR OF CIRCULATION DIRECT MAIL LIST SALES

REPRINT SERVICE

LIZ DASCH

BARB SYMAN (847) 221-5457

SUBSCRIPTION SERVICES

PHONE: (856) 786-6805 FAX: (856) 786-0861

ADVERTISING TEAM

SEE PAGE 37

Publisher's Notice: We assume no responsibility for the validity of claims in connection with items appearing in Sportsturf. Reader Service Numbers are given to facilitate further inquiry. Commercial product names are used for the convenience of the reader. Mention of a commercial product does not imply endorsement by Sportsturf or Adams Business Media, or preference over similar products not mentioned.

sportsTURF (Reg. U.S. Pat. & T.M. Off.) (ISSN 1061-687X) (USPS 000-292) is published monthly by Adams Business Media, 250 S. Wacker Drive, Suite 1150, Chicago, IL 60606. Material in this publication may not be reproduced or photocopied in any form without the written permission of the publisher.

SUBSCRIPTION RATES

ONE YEAR \$40 TWO YEARS \$65 FOREIGN (ONE YEAR) \$65 • \$130 Airmail or Single Copy \$5

CHANGE OF ADDRESS AND SUBSCRIPTION INFORMATION

Provide old mailing label and new address; include ZIP or postal code. Allow 6-8 weeks for change. Send payments and correspondence regarding subscription service to: sportsTURF, P.O. Box 10515, Riverton, NJ 08076-0515, (856) 786-6805

PERIODICALS POSTAGE PAID at Chicago, IL and at

additional mailing offices Postmaster: Please send change of address to Sportsturf, P.O. Box 10515. Riverton, NJ 08076-0515.





