

Just what the doctor ordered

Last spring the esteemed Chicago Tribune newspaper underwent some minor surgery; the page size narrowed and the type style and size changed. There were jokes about the "incredible shrinking newspaper," and some long-time readers admitted they thought their eyes had failed them. My father's been reading the paper for 40 years and he liked the new look. But no matter cries of dissent or exclams of approval, the Trib kept publishing newspapers and now no one talks about it at all.

The *Sportsturf* staff trusts that there will be more approval than dissent from our readers and advertisers as we present the results of our major redesign operation. Obviously we've switched to a tabloid format; we wanted a bigger canvas on which to present information and more useful photographs.

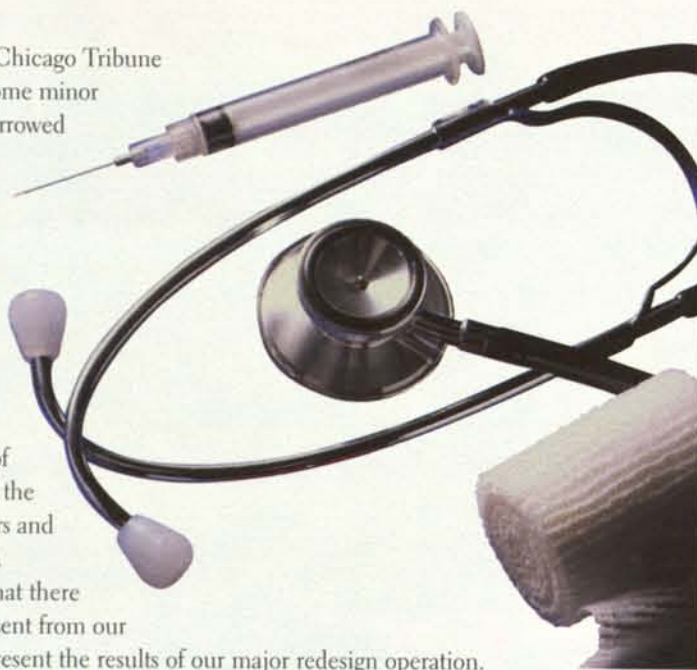
We've also changed the "Rookies" department by expanding our coverage of new, and not new but useful, products. Each issue will have three distinct product "pillars": In & On the Ground; Around the Grounds; and Maintaining the Grounds. In these sections each month we'll spotlight a particular product segment. For example in this issue you'll find information about Field & Turf Covers under the In & On the Ground banner; next month we'll turn our attention to Paint & Marking Materials, the next month Biostimulants, and so on, for each pillar.

(Note: Other products fitting under a particular pillar may be included in any particular issue, e.g., for Around the Grounds we might focus on Goals & Goalposts but still run items on Security & Safety or Lighting, etc.)

Each pillar will be introduced with a short article that will describe new technology, explain best practices, or perhaps detail how a fellow turf manager solved a problem. Some stories will offer helpful advice for readers while showing how an advertiser's product might help you on a similar job.

The familiar *Sportsturf* departments are still here: Clippings industry news, Tip o' Month, Q & A with Drs. Grady Miller and Dave Minner, and Field of the Year coverage along with all the news and counsel from the Sports Turf Managers Association—but we think you'll enjoy them more now after their visit to our OR.

Congratulations to our staff who worked hard and had fun with this makeover, especially Tony Ficke, group creative director, Steve Brackett, assistant VP and group publisher; Jo Treadwell, VP and editorial director, and graphic artist Virgilio Cuasay. The patient survived surgery and looks great!



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