

From the Sidelines



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This magazine helped save the STMA

Dr. Dave Minner, grizzled veteran if there ever was one, replied to my request regarding “Where were you in 1985?” (see page 10) as part of this magazine’s 25th anniversary story. Part of his response I’ve pasted here:

“I also remember the role that *SportsTurf* magazine played around 1985 when STMA was financially struggling and we were going through the growing pains of finding out how to manage a young and promising professional organization. Specifically we had about \$300 in the kitty and the discussion of closing the organization for a while was a distinct possibility. *SportsTurf* stepped up to the plate and donated enough money each year for the next 2 years to keep the organization moving forward.”

As Johnny Carson used to say, “I did not know that!” Three cheers for us.

The magazine’s first editor, Bruce Shank, and I crossed paths briefly; he was the managing editor of *Weeds, Trees & Turf* at Harcourt Brace Jovanovich in Cleveland in the early 1980’s before leaving to lead the effort at a new magazine, then known as *sportsTURF*. We worked in the same building for about 6 months, into early 1985 I believe, after HBJ bought my employer and I transferred from Chicago to Cleveland.

The late, great Bob Earley was Bruce’s mentor there as he was to many people, including Jerry Roche, the long-time editor of our sister publication *Landscape & Irrigation*, and Ron Hall, editor emeritus at *Landscape Management*. In fact, I replaced Bruce as another editor’s partner in the company golf league. Small world.

Thanks to the STMA, Michigan State’s Turfgrass Information File, and our own Joanne Juda, VP of Everything, you can see all the back issues of *SportsTurf* on the TGIF website. Like magazines that print “better abs quick” articles year after year, the subjects that were important to sports turf managers in 1985 mostly remain important today; the difference is that so many of you today are in charge of multi-million dollar venues.

Good segue: Speaking of venues, a few months ago we conducted an online survey with 23 different job responsibilities such as Event Management, Employee Training, Purchasing, etc., in other words, things not directly related to your turf. A lot of you apparently are responsible for a lot more than turf only. As *SportsTurf* begins its next 25 years, we’ll be paying attention to topics that matter to those folks as well as updating the subjects that matter to many of you the most, your “abs”—the playing fields.

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