

From the Sidelines



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Editor

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Tooting our own horn

I HAVE WRITTEN more than 120 of these columns since being named editor of *SportsTurf* in 2001 and have never covered a very important topic—the magazine itself.

Let's start with our editorial philosophy: Ultimately our editorial goal is found in the stadiums, on the ball fields and around athletic facilities as we strive to assist our readers in producing safe and aesthetically pleasing playing surfaces for athletes of all ages and skill levels. As the single national voice of the Sports Turf Managers Association, we represent and strengthen the recognized leaders in the sports turf industry. By featuring the best on-the-field turf managers, university turfgrass researchers, and other experts in the sports turf industry as our editorial contributors, *SportsTurf* presents the latest information available to help our readers complete their responsibilities and improve their fields. Knowing our audience and the issues that affect their business lives, on and off the field, means we publish information useful to both management as well as field crews.

Our content is driven by several forces, most notably the contributions of the STMA's Editorial Committee and Board of Directors. We also rely on the expertise of STMA Commercial members who in the course of doing business often encounter interesting circumstances, and often are the first to spot trends or new ways of tackling problems because they know and visit so many sports turf managers.

But often the best ideas for articles come from you, the reader. No one understands better the challenges you face daily, of course, so I invite you to call or email me any time there's a topic you would like us to address or perhaps write about yourself. No author gets more respect from our readers than one of their peers.

Also we are blessed to have two of the most renowned sports turfgrass educators in the country writing the "Q&A" column that appears opposite the back inside cover each issue, Dr. Dave Minner of Iowa State and Dr. Grady Miller of North Carolina State. And let's not forget the highly popular feature, "Photo Quiz by John Mascaro," that I'm told often is the first page folks turn to when a new issue arrives (I'm sure they all just forget to mention this page).

We pride ourselves on the look of this magazine as well as its content. Credit for this professional presentation goes to our art director, Brian Snook.

I would be remiss if I didn't give a shout out as well to our digital products, including the news and features available on www.sportsturfonline.com, our electronic newsletter, *SportsTurf Insider*, which you can receive weekly for free by signing up on our website, and our mobile access product (see www.sportsturfonline.com/mobile4).

Finally, I would like to introduce our new advertising sales representative, Leslie Palmer, who began working with us at the end of last year. Leslie lives in the Detroit area and can be reached at 248-530-0300 ex. 1402 or l.palmer@jamesgelliott.com.

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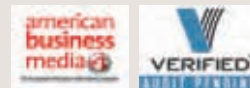
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