

FROM THE PUBLISHER



It is my pleasure to be able to introduce you to our premiere issue of **sportsTURF**. So that we all start off from the same position let me give you a little insight into who we are and where we came from.

I was living on Long Island in the metropolitan New York area when in 1961, I became involved with the first lawn care company of the modern era. I moved to New Jersey in 1963 and continued my involvement with lawn care (in those days it was barely in the embryonic stages). In 1966, I moved to the west coast and opened a western branch of that lawn care company. By 1975, we had 15 franchises operating in Southern California.

As things progressed I became more involved with landscaping, irrigation and turf management. I hold a California State Contractors License from the State of California, Pests License as well as a Pest Control Operators License from the State of California. Exactly nine years ago, to the date, we introduced our first publication, **LANDSCAPE & IRRIGATION**. When L&I moved from a western regional to a national publication, we felt it would be impossible to cover the entire spectrum of the turf/landscape/irrigation industry. **LANDSCAPE & IRRIGATION** directs its editorial content to the needs of the landscape contractor, irrigation contractor, landscape architect, etc. Oh, sure, occasionally we did a feature on golf courses or sports turf, but the emphasis was and still is on the professional contractor.

In 1980, we started a journal called **ARBOR AGE**. This publication is geared to the needs of the urban tree care industry. In 1984, we took over **IRRIGATION JOURNAL**, a magazine which addresses itself to irrigation as it pertains to agriculture. During this period I have watched our industry grow from seven billion dollars annually to over 17 billion dollars annually today. It was my opinion that no one publication could truly cover all aspects of an industry this size. It is impossible to cover sports turf, golf courses, commercial and residential landscapes, and do them all well.

sportsTURF was born out of a need to address the problems of this segment of the industry. We hope to help communicate information on all aspects of high-traffic, large turf areas.

As I was formulating the concept in my mind, I ran into Bruce Shank. Bruce as many of you know was executive editor at another trade publication. He was actively involved in helping form the Sports Turf Managers Association. As Bruce became more involved, he too realized the need for a publication to serve this segment. It was logical that we join forces.

sportsTURF is a special magazine for a special market. Although the problems that confront the stadium manager may vary with the sport and differ somewhat from the golf course superintendent or resort manager, the common interest is that they manage large, high-traffic turf areas. This requires special skills. It is to these skilled professionals — recreation and sports stadium managers, golf course superintendents, greenskeepers and groundskeepers at colleges, parks and universities — that **sportsTURF** magazine is directed. We would like you to consider **sportsTURF** your publication. We encourage your comments. If you feel we are missing the mark please let us know.

Many academicians who are involved with turf at the various universities have expressed a strong feeling about the work we are doing and the area we are about to jump into with both feet.

Recently Sports Illustrated ran a 20 page feature article on ersatz turf. I believe this article pointed out the necessity of a trade journal like **sportsTURF**.

As we all know, publications depend on advertising to help make it happen. Without advertisers, either the subscription cost would be prohibitive or there would be no publication. I want to personally thank all our charter advertisers for having the courage to support such an endeavor and for having the foresight in seeing the need to address this portion of the market.

Read **sportsTURF**, enjoy **sportsTURF**, use **sportsTURF**, but most of all remember this is your publication. We are dedicated to your cause.

A handwritten signature in black ink, appearing to read "Bruce Shank".