FROM THE PUBLISHER



erure we started to publish sports unr, many people questioned the need for such a publication. "Who questioned the need for such a publication. Who will read it?" "Why are you starting it?" and "Is it necessary?" were among the questions asked. Each time necessary: were among the questions asked. Each time I answered, I grew even more excited about what we were doing. I will try to answer each question as simply and succointly as I can, in hopes you will share some of that extement. After all, this magazine is for you.

First, sportsTURF is a trade journal that addresses the encitement. After all, this magazine is for you. tire sports and institutional market. Our reason for publishing is to stimulate and inform our readers with vital knowledge at translates into added success.

The landscape, turf and irrigation industry has grown over

The landscape, turf and irrigation industry has grown over the years to a \$17-billion-a-year market. For some time now I have felt that no one publication could serve all the needs of such a diverse readership. ation could serve all the needs of such a diverse readership.

Building a golf course or a baseball field differs substantially from constructing a lush complex. Maintaining the analysis of condominium complex. Maintaining the analysis of condominium complex. Building a golf course or a baseball field differs substantially from constructing a lush landscape environment for an industrial park or condominium complex. Maintaining the grounds of these complexes is quite different from managing colf courses or enorte stadiums. rine years to a \$17-billion-a-year market. For some time now I nav cation could serve all the needs of such a diverse readership. landscape environment for an industrial park or condominium complex. Maintaining the grounds of these complexes is quite different from managing golf courses or sports stadiums.

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Billions of dollars are spent annually on golf courses, sports stadiums, university and which are spent annually on golf courses, sports stadiums, university and Billions of dollars are spent annually on golf courses, sports stadiums, university and manager who should the professional manager. Billions of dollars are spent annually on golf courses, sports stadiums, university and college grounds and parks and recreational areas. Why should the professional manager of such projects he a stenchild and read only periodically in other trade publications about college grounds and parks and recreational areas. Why should the professional manager of such projects be a stepchild and read only periodically in other trade publications about what he or she does daily?

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sportsTURF magazine was conceived to be the voice of this segment of the industry, addressing the needs of the sports turf professional—not just once in a while but on a full-time basis. Il-time basis.

Was it necessary? You bet! We have received more inquiries from sportsTURF than any have half all he have naid the professional football and basehall all he have naid the grafes starting we've had. Many of the professional football and basehall all he have naid the grafes starting we've had. Was it necessary? You bet! We have received more inquiries from sportsTURF than any other startup we've had. Many of the professional football and baseball clubs have same for subscriptions to sportsTURF. Some major golf course companies have done the same for subscriptions to sportsTURF. what he or she does daily?

other startup we've had. Many of the professional football and baseball clubs have paid for subscriptions to sportsTURF. Some major golf course companies have done the same.

Some major golf course companies have done the same of course the little league in Williamsport. PA has sent in for a subscription. tor subscriptions to **sportsTURF**. Some major golf course companies have done the same.

These, of course, a subscription. These, of course, the course in Williamsport, PA, has sent in for a subscription. The reader resonned to our even the Little League in Williamsport, PA, has sent in for a subscribed. The reader resonned to our even the course of the many thousands who have subscribed. Even the Little League in Williamsport, PA, has sent in for a subscription. These, of course, are just a few of the many thousands who have subscribed. The reader response to our are just a few of the many thousands who have subscribed that these professions and the our product news section is another indication that these professions advertisers and to our product news section is another indication. are just a few of the many thousands who have subscribed. The reader response to our advertisers and to our product news section is another indication that these professionals are thirsting for fresh information full-time basis.

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As we enter a new year, we also enter a new chemical formulations new seed varieties.

As we enter a new year, we also enter a new chemical formulations new seed varieties. As we enter a new year, we also enter a new era. We can no longer afford to do business the way we did only five years ago. New chemical formulations, new seed varieties ness the way we did only five years ago. New chemical formulations, new seed varieties and new equipment continually appear on the market. Keening the professional manager and new equipment continually appear on the market. als are thirsting for fresh information.

ness the way we did only five years ago. New chemical formulations, new seed varieties and new equipment continually appear on the market. Keeping the professional manager informed is our job. formed is our job.

One area that will have to be addressed in the near future is how to make the most one area that will have to be addressed in the near future is how to make the most one area that will have to be addressed in the near future is how to make the most one area that will have to be addressed in the near future is how to make the most one area that will have to be addressed in the near future is how to make the most one area that will have to be addressed in the near future is how to make the most one area that will have to be addressed in the near future is how to make the most one area that will have to be addressed in the near future is how to make the most one area that will have to be addressed in the near future is how to make the most one area that will have to be addressed in the near future is how to make the most one area that will have to be addressed in the near future is how to make the most one area. One area that will have to be addressed in the near future is how to make the most of our precious natural resource—water. Everyone would rather play on a lush, green of our precious natural resource—water out. The television media will not accept a following that is dry and browned out.

of our precious natural resource—water. Everyone would rather play on a lush, green golf course than on one that is dry and browned out. The television media will not accept golf course than on one that is dry and browned out. The television media will not accept golf course than on one that is dry and browned out. The television media will not accept golf course than on one that is dry and browned out. The television media will not accept golf course than on one that is dry and browned out. The television media will not accept golf course than on one that is dry and browned out. The television media will not accept golf course than on one that is dry and browned out. The television media will not accept golf course than on one that is dry and browned out. The television media will not accept golf course than on one that is dry and browned out. The television media will not accept golf course than on one that is dry and browned out. The television golf course of higher leaving golf course than on one that is dry and browned out. informed is our job.

golf course than on one that is dry and browned out. The television media will not accept brown turf when televising a ball game. Even selecting a house of higher learning for brown turf when televising a ball game a neat green turf your child is favorably affected by a neat green turf. our child is tavorably affected by a neat, green turf.

So water plays a key role. Against this background we solid state controllers counted solid state controllers counted against this parts of this country. So water plays a key role. Against this background we are all painfully aware of the water shortages that plague various parts of this country. Solid state controllers coupled water shortages that plague various parts of this country. Solid state controllers coverage water shortages that plague various parts of this country. your child is favorably affected by a neat, green turf.

water snortages that plague various parts of this country. Solid state controllers caye. We with computers allow accurate timing, and new sprinkler heads give better coverage. Use with computers allow accurate timing, and new sprinkler heads give better coverage. Use with computers allow accurate timing, and new sprinkler heads give better coverage. with computers allow accurate timing, and new sprinkler heads give better coverage. We must have water to keep our plant material healthy and green—but do we have on the old plant material healthy and green—but do we have to use must have water to keep our plant material healthy available the old philosophy or even waste as much as we do? When water was readily available to the old philosophy or even waste as much as we do? must have water to keep our plant material healthy and green—but do we have to use or even waste as much as we do? When water was readily available, the old philosophy or even waste as much as we do? When water was readily available, the old philosophy or even waste as much as we do? When water was readily available, the old philosophy or even waste as much as we do? When water was readily available, the old philosophy of "If a little is good, a lot is better" worked. Professional managers now have to use or even waste as much as we do? When water was readily available, the old philosophy or even waste as much as we do? When water was readily available, the old philosophy or even waste as much as we do? When water was readily available, the old philosophy or even waste as much as we do? When water was readily available, the old philosophy or even waste as much as we do? When water was readily available, the old philosophy or even waste as much as we do? When water was readily available, the old philosophy or even waste as much as we do? When water was readily available, the old philosophy or even waste as much as we do? When water was readily available, the old philosophy or even waste as much as we do? When water was readily available, the old philosophy or even waste as much as we do? When water was readily available, the old philosophy of "If a little is good, a lot is better" worked. Professional managers now have to learn to conserve water and still have playable courses and fields. conserve water and still have playable courses and fields.

This problem and many others will be addressed in the ensuing months. Our job is this problem and many others will be addressed in the "must" reading. That is why snartsTIRF will be "must" reading help educate and inform.

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