

FROM THE PUBLISHER



Whew! What a year! It's hard to believe that just one short year ago SportsTURF was born. There really was never a doubt in my mind that the need existed for a publication that would devote its energies to this segment of the market. I think back to those start-up days and realize the great strides we've made. Needless to say, we could not have accomplished this without your help and support. When we started this publication I promised you interesting, informative articles and up-to-the minute happenings pertinent to our industry. As you can see, we are working overtime to live up to that promise. I want to thank our staff, for without them I don't know how I would have muddled through.

To our contributing editors, thanks for a tremendous range. Have you ever tried to segment Sports turf, boy does that cover a tremendous range. Have you ever tried to segment our industry to see how large it really is? How many thousands of people are gainfully employed in our industry and how many millions of dollars do we generate into the economy of this country?

We have to begin with the golf course architect or the landscape architect and the designers who start it all. Then the installation of the irrigation and the landscape construction. The irrigation wholesalers and irrigation manufacturers of controllers, valves, sprinkler heads, pipe and fittings, pumps, drip/trickle emitters and lines, measuring and metering devices. Also vital to the industry are sod producers, turfgrass seedsmen, flower seeds of all varieties, ground cover, shrubs and tree nurserymen as well as brokers. Fertilizer, insecticide and herbicide manufacturers and distributors, equipment manufacturers and distributors and dealers are all part of the industry.

What about the specialty areas like power tools, hand tools, trimming and pruning equipment, peat moss and soil amendments? Then there are people like professors and teachers at the different universities, farm advisors and state agricultural personnel. I could go on and on and still miss some areas. All of these segments comprise the sports turf areas. 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 are constantly seeking articles and information that will benefit our industry. If you have something to say, we would like to hear from you; if you have something you'd like to read, we'd like to know about it. In other words, we want to be your voice and express your ideas.

A lot of exciting plans are in the works to keep you better informed. We are now in the process of putting together a Product Directory/Buyers Guide: a source book that you can use, with listings of all suppliers by product category.

This is an exciting time to be in the sports turf market. It is growing as new golf courses come on stream, as cities grow, and as more parks come in to fill the gaps. But what is even more exciting is that the professionals who manage these areas are receiving more recognition than ever before. It is time that management realizes the contribution these professionals make to keeping their facility picture-perfect. SportsTURF is proud to be part of this exciting, vibrant, growing industry. Our growth has demonstrated that innovation and a better product are still a formula for success. However, without your help, support and confidence we could not have made it. Thanks, sports turf industry.

A handwritten signature in black ink, appearing to read "Dennis J. Smith". The signature is fluid and cursive, written over a background of horizontal lines.