FROM THE PUBLISI

ith this issue of SportsTURF we begin our third year. As I look back it's hard to believe that two year. As I look back its flato to believe that two years have gone by so quickly. It wasn't easy, but both Bruce and I felt we had an idea whose time had come. on bruce and I fell we had an idea whose time had come.

The turf and landscape markets generate 25 billion dol-I rie turi and langscape markers generate 25 pillion dol-lars annually into the economy of this country. Although everylars annually into the economy of this country. Although every-body is still trying to figure out what portion of this is considered in the sports and institutional markets it is easier to a sport and institutional markets. prised of the sports and institutional markets, it is safe to prised of the sports and institutional markets, it is safe to say that it is at least one third of the \$25 billion. That's one say mat it is at least one third of the \$25 billion. That's one enormous market. Yet, until sports TURF magazine appeared, enormous market. Tet, until sports runr magazine appeared, no one publication devoted itself exclusively to this market. It was a gutsy move on our part, but we had the courage of our consistions. In this short coordinate the courage of our consistions. it was a gutsy move on our part, but we had the courage of our convictions. In this short span of just two years, time

as proven that we were on the right track.
To be sure, the broad-based publications then and now are still trying to convince the tropy this seament of divertisers that they cover this area in their editorials—but the truth is this seament of divertisers that they cover this area in their editorials. To be sure, the broad-based publications then and now are still trying to convince the advertisers that they cover this area in their editorials—but the This is the niche sport advertisers that they cover this area nublication of its own. This is the niche support a nublication of its own. advertisers that they cover this area in their editorials—but the truth is, this segment of the market is large enough to support a publication of its own. This is the niche sport a publication of its own. has proven that we were on the right track.

TURF is filling.

When we started publishing sportsTURF we knew that we would be charting new waters.

They were heavy nine
when we started publishing sports who would take not shots at its. They were heavy nine
when we started publishing sports who would take not shots at its. When we started publishing sportsTURF we knew that we would be charting new waters.

We knew there would be some who would take pot shots at us. They were heavy guns and some who would take pot shots at us. They were heavy guns were heavy guns and sould be some who would take pot shots at us. They were heavy guns with a started publishing sportsTURF we knew that we would be charting new waters.

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They were heavy guns and some who would take pot shots at us. They were heavy guns and sould be charting new waters. STURF is filling.

We knew there would be some who would take pot shots at us. They were heavy guns and could have blown us out of the water, but our little boat was able to zig and zag manual and could have blown us out of the water, but our little interesting to note how manual and could have blown us out of them to zero in on us. It is interesting to note how manual and could have blown us hard for them to zero in on us. and could have blown us out of the water, but our little boat was able to zig and zag with enough speed that it was hard for them to zero in on us. It is interesting to note how many advertisers are now creating ade for the sports and institutional turf market divertisers are now creating ads for the sports and institutional turf market.

As we travel throughout the country and talk with many of you, we are hitting as we do. It means that we are hitting the have been able to impact the market as well as we do. enough speed that it was hard for them to zero in on us. It is interesting to note he advertisers are now creating ads for the sports and institutional turf market.

As we travel throughout the country and talk with many of your we are delighted throughout the country and talk with many of your we are delighted. As we travel throughout the country and talk with many of you, we are delighted that we have been able to impact the market as well as we do. It means that we are the industry the target. We are recognized herause we have our finger on the nulse of the industry.

we have been able to impact the market as well as we do. It means that we are hitting the target. We are recognized because we have our finger on the pulse of the industry.

Not only can we relate to you we report the happenings in the field, the new innovations. the target. We are recognized because we have our finger on the pulse of the industry.

Not only can we relate to you, we report the happenings in the field, the new these stories the innovators. We don't dream up these stories the new trends. You are the leaders. Not only can we relate to you, we report the happenings in the field, the new innovations, the new trends. You are the leaders, the innovators. We don't dream up these stories the new trends. You are the leaders, the innovators all the credit.

e report what you are doing in the field. You deserve all the credit.

I don't mean to sound like we have a long way to go
shed a heachead, and we still have a long way to go the new trends. You are the leaders, the innovators. We don't dream use the new trends. You are the leaders, the innovators. We don't dream use report what you are doing in the field. You deserve all the we have achieved our chiesting. We have achieved our chiesting. lished a beachead, and we still have a long way to go.

shed a beachead, and we still have a long way to go.

Professional grounds managers, be they on sports complexes, more importantly with limited resources—more importantly with a professional grounds managers, be they on sports complexes, more importantly with limited resources. Professional grounds managers, be they on sports complexes, golf courses or parks and recreational areas, do a herculean job with limited resources—more importantly, will and recreational areas, do a herculean yet the challenge they undertook is one they will interest the challenge they undertook is one they will recognition from their higher-ups. and recreational areas, do a herculean job with limited resources—more importantly, with limited resources—more importantly, with will-interecognition from their higher-ups. Yet the challenge they undertook is one they will-interecognition from their higher-ups. Yet the challenge they undertook is one they will-interect the end and the sense of order interections. little recognition from their higher-ups. Yet the challenge they undertook is one they willingly face, not just because of the money, but the desire, the ego and the sense to be on
it has to be very gratifying to know that your golf course has been chosen to gly face, not just because of the money, but the desire, the ego and the sense of pride.

It has to be very gratifying to know that your golf course has been chosen to be heat the heat are to be very gratifying to know that your golf course is not only in the heat lational TV, and you work your butt off to make sure your course is not only in the heat lational TV, and you work your butt off to make sure your course is not only in the heat lational TV. It has to be very gratifying to know that your golf course has been chosen to be on national TV, and you work your butt off to make sure your course is not only in the thoe national TV, and you work your butt off well. All managers of sports turf especially those playable condition but that it shows off well.

national TV, and you work your butt off to make sure your course is not only in the best playable condition but that it shows off well. All managers of sports turf, especially those playable condition but that it shows off well. know that each week, as their fields are tele of major league football and baseball fields.

playable condition but that it shows off well. All managers of sports turf, especially those of major league football and baseball fields, know that each week, as their fields are tele of major league football and pressure inb—vou bet it is! of major league football and baseball fields, know that each week, as their fields are teleof major league football and baseball fields, know that each week, as their fields are teleof major league football and baseball fields, know that each week, as their fields are teleof major league football and baseball fields, know that each week, as their fields are teleof major league football and baseball fields, know that each week, as their fields are teleof major league football and baseball fields, know that each week, as their fields are teleof major league football and baseball fields, know that each week, as their fields are teleof major league football and baseball fields, know that each week, as their fields are teleof major league football and baseball fields, know that each week, as their fields are teleof major league football and baseball fields, know that each week, as their fields are teleof major league football and baseball fields, know that each week, as their fields are teleof major league football and baseball fields, know that each week, as their fields are teleof major league football and baseball fields, know that each week, as their fields are teleof major league football and baseball fields, know that each week, as their fields are teleof major league football and baseball fields, know that each week, as their fields are teleof major league football and baseball fields, know that each week, as their fields are teleof major league football and baseball fields, know that each week, as their fields are teleof major league football and baseball fields, know that each week, as their fields are teleof major league football and baseball fields, know that each week, as their fields are teleof major league football and baseball fields, know that each week, as their fields are teleof major league football and baseball fields, know that each week, as their fields are teleof major league football fields, know the fields are teleof major league football fields, k But you too, are traveling new roads. You too are going where no one went before.

New techniques and new technology, combined with your creative ability, have put sports. New techniques and new technology, combined with your creative ability, have recognition. New techniques and new technology, combined with your creative ability, have helped give the proper recognition. I like to feel that we at sports TURF have helped give the proper recognition.

New techniques and new technology, combined with your creative ability, have put sports turf in the forefront. I like to feel that we at sports TURF have helped give the proper recognition and the you who toil and agonize to get those acres and acres of turf in good condition and turf in the forefront. I like to feel that we at sportsTURF have helped give the proper recognition and to you who toil and agonize to get those acres and acres of turf in good condition and keep it there. gep it there.
There is a saying, "We've come a long way, baby." Lest we forget, we still have a long

keep it there.

way to go.

