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VOLUME TWO. NUMBER ONE

JANUARY/FERRUARY 1986

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COVER TYPE: Spectacular view of the 16th hole at Jackson Hole Golf & Tennis Club, Jackson Hole, Wyoming.

Photo courtesy Rain Bird Sales, Inc.



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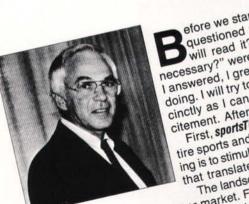
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FROM THE PUBLISHER



efore we started to publish sportsTURF, many people 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 will read it? "Why are you starting it? and its 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 ex-

tement. 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.

Rillions of dollars are spent angually on golf courses. rounds of these complexes is quite different from managing golf courses or sports stadiums.

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? hat 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. what he or she does daily?

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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.

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s are thirsting for fresh information.

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. 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. als are thirsting for fresh information. formed is our job.

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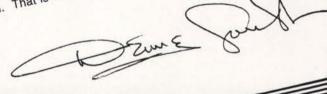
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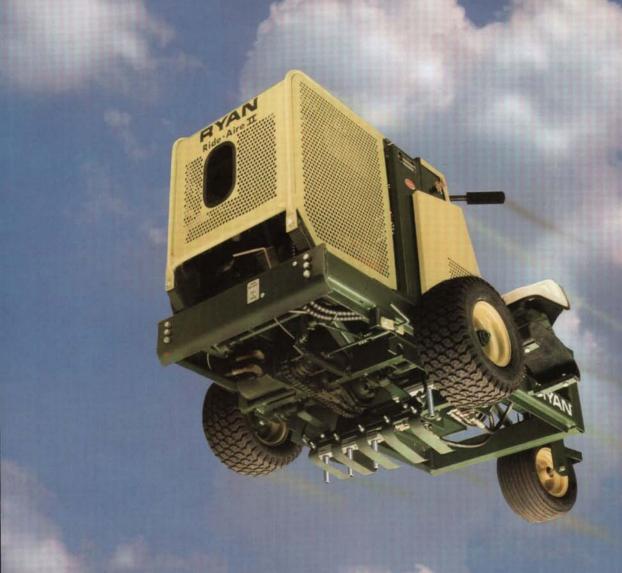
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