EVERY profession requires a public relations vehicle to project its image to those who are unaware of the complexities required in producing a satisfactory end result. The greenkeeping profession has been fortunate over the past few years to have been assisted in these efforts by the publication of this magazine and its team of contributors. The time has come however, for a magazine, aimed at a wider readership and one that will proclaim the virtues and artistry of golf course management today, not only read by those in our industry but by the 'end user' - the club member.

No longer are greenkeepers merely involved in the maintenance of tees, fairways and greens, the aesthetics of the entire course are of great interest to a wide variety of people. Presentation or packaging is a great importance in every sphere of life today and nowhere more so than on the golf course, not just for the few special televised courses, but at every club for ordinary members and guests alike.

The title of this publication from September 1987 will be changed to the Golf Course, enabling the publishers assisted by the editorial panel of the British and International Golf Greenkeepers Association, to reach that larger audience and make them aware of the skills required to produce the kind of courses that are acclaimed the world over.

Jimmy Kidd, Chairman BIGGA editorial panel.

Next month sees the demise of a familiar name when Greenkeeper becomes the Golf Course. When Fore Golf Publications successfully bid for the contract to publish a magazine for the new unified BIGGA, we did so with an open mind, for it was our belief that the members of the Association would wish to contribute in many ways. We have not been disappointed, variety will be the key to the continued success of the Golf Course, with regular features on education, technical topics, machinery reviews, face to face interviews, foreign golf, the history of the game and its famous courses. Our aim is for a larger, brighter and more diverse publication in order to attract readers who are involved in the running of golf clubs but who are so often unaware of what the golf course really is, their club's greatest asset. Much space has been given to "independence" in publishing, neither we nor the Association see this as a problem, Fore Golf is an independent