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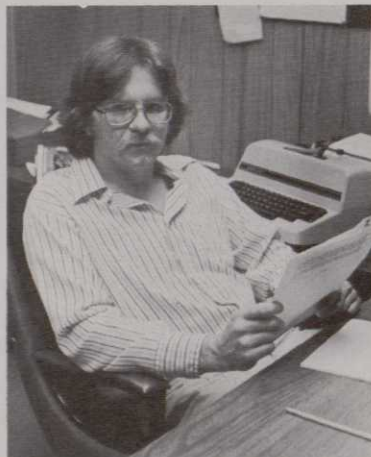
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Viewpoint



I'm Ron Morris, the new managing editor of GOLF BUSINESS. This is the first issue I've put together. Dave Slaybaugh, GOLF BUSINESS editor for the past two years, is starting a new nursery and garden center magazine here at Harvest Publishing Company. He has promised to be available for consultation when I need it. But Dave has given me the responsibility for creating the magazine each month.

While I am relatively young in the magazine business, I learn quickly. I have had two successful years with WEEDS TREES & TURF prior to moving to GOLF BUSINESS and have come to realize that there are two important aspects of a professional trade magazine. One is that the editors must present very real information. Two, they must present real information that is useful.

Much of what I will be putting in the magazine in the future will depend upon your needs as superintendents, managers, and owners of golf courses. It is my goal to make GOLF BUSINESS the magazine you will read, save, and refer to as you solve the daily problems of working with nature, machines and people.

A trade magazine that comes to you at work is considered just that — work. If it doesn't help you in your job, then you don't really want to read it for pleasure at night. If I cannot present you with information that you need — i.e., applicable research or a unique course management concept — then you can't put that much value in what I'm doing. And if you don't value it, then who will.

What all this beating around the bush means is you must tell me what you like or don't like about what I'm doing. Our research division here at Harvest Publishing Company has just finished a survey

of superintendents. They found that the topics of major concern are: Redesigning and establishing greens (in this issue), sand topdressing (covered in the April issue), fighting Fusarium, and winter kill. These subjects will merit attention on an ongoing basis. Other topics of interest included soil additives, fertilizers, recordkeeping, keeping golf cars on track and off the course, the problem of getting golfers to replace divots, and equipment designed and built by superintendents.

This last subject is one we hope to cover in a monthly "Idea file" column. If you've got something you want to see in our magazine, let me know and I'll either come out and take a picture or work it out with you to get one.

Do you have an idea for GOLF BUSINESS? There is a postage-paid card in each issue of the magazine — write your idea on it and send it to me. I guarantee you a response — either a phone call, a letter, or a personal appearance — whatever it takes. It does take an effort on your part to bring your idea to my attention. I'm essentially working for you. Get your money's worth! I would like to extend congratulations to Dick Craig, superintendent at the Jack Nicklaus Golf Center in Mason, Ohio. We get many tournament news releases here in the office and it is very seldom that the superintendent is even mentioned. Craig was interviewed for a release concerning course design changes in connection with the Ladies Professional Golf Association Championship played there the first of June. One sentence in particular caught my eye: "Aside from the technical changes in the course, Craig points proudly to other additions made by his crew. . . ." Public relations efforts like these will bring the recognition that a superintendent and his crew deserve. Where would the course be if they didn't do a good job? And who knows it better?

Again, congratulations Mr. Craig. We hope to see superintendents named in each and every news release about course condition. It's only right.

Ron Morris