Servicing the reader: the ticket to quality in magazine publishing

My definition of quality: dedicated, informed employees consistently giving customers exactly what they want.

To that end, LANDSCAPE MANAGEMENT magazine takes its quest for quality to a new level with this month's issue.

In the past, we've conducted reader surveys—in which many of you have participated, thank you—to determine how well our magazine is being received, and if we are on target with our articles. Because of their unequalled value, these surveys will continue.

But this month, we're proud to become the first magazine in the green industry to boast a "Reader Advisory Panel" that features six of the most respected names in the industry.

These people are not suppliers. They are not researchers. They are not extension agents or other consultants. They are golf course superintendents, landscape contractors, athletic field supervisors and lawn care operators—just like you.

The panelists: Ken Gerlack, Twyla Hansen, Tim Hiers, Bill Prest, Mark Schlossberg and Brian Storm. (For more information, see "Hot Topics").

All six have not only been around the industry for a long time, but they've been extremely active, and have probably come in contact with many of you.

The formation of this select panel gives us a means of more efficiently delivering even more valuable information, each and every month.

For instance, in the next few days, we'll be finding out exactly how those six panelists viewed this month's cover stories on mowing, and what they think of our "LM Reports" on coated fertilizer. We'll know if our "Tech Center" section about disease control was on the mark. And we'll get reactions—especially from our two golf course superintendents—on the interesting points concerning algal scum in the "Strictly Golf" section.

In the past two years, LANDSCAPE MANAGEMENT has made some fundamental and wide-ranging changes: in the information we deliver, the way in which we deliver it, and to whom we're delivering it. We are thankful that you, readers, have embraced our renewed commitment.

The green industry is changing. Unlike other magazines serving the industry, LANDSCAPE MANAGEMENT is changing along with it.

With our new "Reader Advisory Panel," you're assured of seeing more positive changes over the ensuing months.

It's not often in this column that you read anything self-serving. But we're proud of our new "Reader Advisory Panel," and proud of our effort to provide a quality editorial product to you. So please forgive us if we take a moment to puff out our chests.