One thing is for certain: changes are constant here

MANY OF YOU who have begun customizing your agronomic programs—by fairway or by customer—will find Landscape Management's latest innovation easy to understand.

You might have noticed a subtle change in last month's issue, one that's even more evident this month:

Henceforth, if you're a lawn or landscape contractor, you'll receive an expanded "Lawn & Landscape Industry" (formerly "Lawn Care Industry") section with each new issue. If you're a golf course superintendent or athletic field supervisor, you'll receive an expanded "Golf & Athletic Turf" (formerly "Golf 'Scaping") section.

Each of these sections is designed for, and written to, its specific audiences. Lawn and landscape contractors no longer have to shuffle through stories about killing Poa annua on fairways, and superintendents won't have to worry about reading articles on getting loans from banks.

We've "personalized" the magazine to your particular tastes. We'll be printing two editions (they're called "demographics" in the magazine business) each month, only one of which you'll receive in the mail. But your personalized edition will be more targeted to your type of operation—not only in the articles we provide, but also in the advertisements.

The largest portion of the magazine, however, will remain the same. Every month, you'll still be able to read "Lawn Reports," Dr. Bal Rao's popular "Ask the Expert" column, "Hot Topics" and "Product Showcase." And you'll still see the best of the university researchers writing in our "Tech Center" section each month.

It's been a little more than seven years since we changed our name from "Weeds Trees & Turf." It's been exactly three years since we changed our format (shorter articles, more charts and graphs) to better suit your needs. Just 10 months ago, we unveiled our new-look cover with the snappy green border to separate us from all those other nameless magazines you receive in the mail every month.

With this newest, bold step toward highly-defined "demographic" editions, we feel we're continuing to fine-tune the magazine. We think you'll like the changes.

ON ANOTHER NOTE: You can watch for a series of definitive articles on the "State of the Green Industry" (last published in 1991) in upcoming months.

Last month we mailed questionnaires to 1,000 lawn care operators across the country to help us prepare for our annual "State of the Lawn Care Industry" report, which will appear next month.

And this year, it'll also be the kick-off to three other such reports.

Our December issue will feature a "State of the Industry" report on athletic field maintenance. Our January issue will deal with the landscape maintenance portion of the industry. And, finally, our mammoth February issue will contain a "State of the Golf Maintenance Industry" report.

We'll be mailing out 3,000 short questionnaires to readers in the next few months. If you receive one, we ask you to take five minutes to fill it out and promptly return it to us.

As always, your cooperation on these important projects can only help make a great magazine even better!