

LOOK AT US NOW!

By Monroe S. Miller

Credit Sherri Milani. She's the one who asked me a year or so ago "when are you going to give *The Grass Roots* a '90s look? It's still in the 1980s."

Sherri was right, of course. She's been working with our journal for many years now in Kramer's art department. Her suggestions and advice over those years have been important to me.

Lots of my colleagues who edit chapter newsletters and magazines in other states have been doing the same. New looks and fresh formats have been the order for the past year or so.

For me, it has never been a question of whether or not we should change; rather, it's been a matter of when.

I've figured a dramatic change merits a dramatic moment even if it's a personal moment. So I've waited until the first issue of my tenth year as editor. This change is my way of celebrating.

Giving *The Grass Roots* a new appearance has been carefully considered. As I look to a wall in my office and see our GCSAA and NGF chapter newsletter awards, the most common

one is for 'content'. That cannot ever change.

Our magazine has been, is and always will be about Wisconsin golf course superintendents, their courses and challenges. Our land grant college has been an important part; that cannot change.

The Grass Roots has a serious limitation—money. We don't have much. So, unlike a lot of other chapters who contract with an agency to do their magazine, *The Grass Roots* must continue on a voluntary basis. Our chapter and state simply cannot afford to hire someone—we don't have enough members and the golf turf industry isn't big enough for such a luxury. We are sort of like the Milwaukee Brewers in that regard.

But I've always liked the purity and independence offered by volunteer staff—we are all immune from dismissal! Plus, I feel there is no greater clue to commitment to our profession than so much time given so freely for so long. I'm impressed by everyone who has put a line in *The Grass Roots*.

So we decided to make our change "statement" by changing our appearance. How about a cover?

It was obvious because we haven't had a cover; we had a key story on page 1, but no cover.

Most covers used by chapter newsletters and magazines are either photographs or an unchanging design. I'm no photographer, and reproducing the

same cover each issue wasn't what I was looking for.

"So, how about original artwork?" Great idea!

"Does anyone know a creative artist who might be willing to help?"

Thank goodness for the Eberhardt family. Chad's column has become a popular mainstay in *The Grass Roots*. His sister Jennifer is a junior at the UW-Madison, majoring in...ART!

Bless her heart. She's agreed to serve as our journal artist, creating a cover for us six times a year.

The selfish side of me hopes Jenn will continue on with her education and complete a PhD. That will keep us going for four years!

Other changes will be evident as you peruse this issue. Wayne Horman's "THE SURROUNDS" has a home on our back page. He reintroduces what was a popular feature for years. And who better than Wayne to keep us updated on our members? His area of operation takes him to all corners of Wisconsin.

And this issue introduces a new column—"GAZING IN THE GRASS." Written by Frank Rossi, this feature will be in every issue and my hope is that it will have the same devoted readers that Professors Kussow and Worf have developed.

So there you have it—the whys and whatfors behind our new look. I really hope you approve. 🍷

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