

THE ANNIVERSARY TOUR

By Monroe S. Miller

It was a grand idea, superbly crafted and executed. I was awfully lucky to be a part of it. As I look back from the perspective of a month and a half, it was the kind of event I would like to dream up for *Tales From The Back Nine*. It was too cool to be real.

But it was real — real instructive, real fun and a real honor.

I am speaking of *The Editors' Anniversary Tour*. The tour was organized to celebrate Jacobsen's 75th Anniversary and Milorganite's 70th anniversary. These two venerable Wisconsin companies are both clients of Nelson and Schmidt Marketing Communications, Inc. It was their

idea to combine the celebrations into one and invite editors to visit southeast Wisconsin. Somehow they decided to invite one amateur, volunteer editor — me. I lucked out!

Also on the tour were the editors (or their designate) from *Golf Course Management*, *Grounds Maintenance*, *TURF*, *sportsTURF*, *Golf Course News*, *EPIC of WISCONSIN*, *Landscape Management*, *Golf Business*, *Turf & Recreation* and *Greenmaster*. The last two publications are Canadian. It was pretty classy company for a hack — I should have been carrying their ink pails!

Despite the thrill the invitation brought and the long list of compelling reasons to attend — cool weather, some rain on the preceding Thursday, a consuming interest in Wisconsin companies involved in the turfgrass business, history, a capable crew, a decent weather forecast for July 15th and 16th, etc. etc. — I almost did not. But Dave and Oscar pushed me hard to leave for a day and a half and take advantage of a singular opportunity.

So I did, and the stories of what I saw and felt are found here and elsewhere in this issue. ♣

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