

From the Editor



This issue of Turfgrass Matters marks the end of the 1996 newsletter and bulletin campaign. As a whole, I am very pleased with the quality and appearance of this year's publications. In January, the Board set out to improve the newsletter and I firmly believe that we accomplished that goal from the very first issue. Producing this newsletter has required a shocking amount of time and hard work, both from the newsletter committee and those who took the time to contribute material.

I would be remiss if I did not acknowledge the help of my assistant, Tucker Mostrom, who deserves a tremendous amount of credit for any success we have had. He was extremely helpful with the editing and computer-related skills required in the production of the newsletter. Others were just as indispensable throughout the year, notably Dean Graves, Bruce Cadenelli and Lynn Matson. These three gentlemen contributed and generated feature articles that spoke from within our association. I extend my most sincere thanks as well to all the monthly hosts who provided excellent background on their clubs and careers for the meeting site histories and superintendent profiles.

My biggest challenge as Director of Communications was not simply improving the newsletter, but figuring out how to pay for the changes and improvements that were mandated by the Board. In the end, the solution was quite sim-

ple. By producing a quality publication, we created a more attractive advertising opportunity for our commercial members. And many of our suppliers and service partners did just that! My thanks to all of the companies who used Turfgrass Matters and the bulletin to advertise to the MAAGCS members. The 1997 advertising program will be in the mail sometime in December. It closely resembles last year's with one major change. In an effort to streamline operations, all newsletter and directory advertising will be managed through one program.

Our biggest goal for improvement next year, aside from better "on-time-performance," will be increasing the "local flavor" of our newsletter. By listing some prospective topics in Turfgrass Matters and more actively soliciting authors for articles, I hope to enlist your aid in meeting this goal. To that end, if any of you would like to contribute an article or just have an idea for one, please do not hesitate to contact me. Educating the membership with voices from within MAAGCS is a primary goal of Turfgrass Matters.

Lastly, I would like to thank all of you who took the time to contact us throughout the year. Your comments and suggestions greatly helped and supported us in providing the membership with a quality newsletter. On behalf of the newsletter committee, have an enjoyable holiday season.

Chris Ayers
Director of Communication

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Best wishes for 1996 from everyone at G.L. Cornell.

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