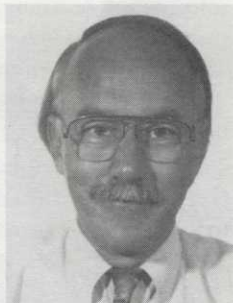


Dear reader:

Turf Grass Trends is back — to stay



Turf Grass Trends has always had the editorial resources to publish issues densely packed with information needed by everyone in the industry, from manufacturers to lawn care operators. Christopher Sann, the founding publisher, proved that. But for a few months, the business side of the publication had the hiccoughs.

Chris' idea to launch *Turf Grass Trends*, a newsletter for professionals and the first one in the field, on a shoe string was a daring idea. He took that idea to the editing and graphics design team of Russ and Connee McKinney. The three of them, ably aided by Dr. Eric Nelson of Cornell University, were pioneers and sometimes pioneers stumble in uncharted wildernesses.

I have about twenty years of experience at newspapers, magazines and newsletters. Some of that was at the helm of publications. I can help chart the way for the business side of *Turf Grass Trends*.

On the editorial side, we'll give you, every month without fail, the quality that we've always given you. Beginning with this issue we're adding more: 16 pages instead of 12 pages. Over the course of the next few months we'll be adding more practical news and features. And we'll be getting to know each of you personally as we call on you to ask what you want from us. As time goes on, look for us to bring you more, useful information in new ways, perhaps accessible by telephone, fax or computer.

The changes we are making to *Turf Grass Trends* are important because in the 1990s and beyond there will be sea changes in how things will be done in the turf grass industry. Upcoming issues will help everyone deal with the new technologies already beating on our doors and those to come. These sea changes will force us to do business in ways that we are not able to imagine now.

With our core team of Chris, Eric, Russ and Connee and experts on and off the field, we'll give you what you need to chart your course. And for you, loyal readers who have stuck with us through thick and thin, we're adding three extra issues — free of charge — to your subscription.

Bon voyage,

Juergen Haber
Publisher

Errata: The chart of the life cycle of Japanese beetle (*Turf Grass Trends* #3, page 10) was based on a design by L. Hugh Newman, *Man and Insects* (London, 1965).

COMING ATTRACTIONS

DECEMBER ISSUE

Environmental regulations

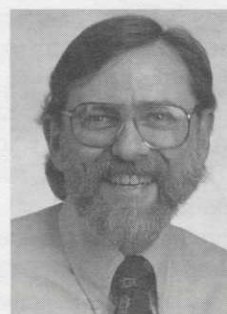
For our second main topic we chose the subject at the top of our initial subscribers' list of concerns: environmental regulations. Obviously, an impossibly big subject. This issue will be, therefore, only a opening salvo. In it we provide:

- AN OVERVIEW OF THE KEY ISSUES involved in the seemingly haphazard growth of environmental regulations,
- AN ANALYSIS of the turfgrass specific figures on violations and penalties,
- UPDATES on several key controversies involved,
- THE PERSONAL "REGULATORY INSPECTION" experience of an individual lawncare operator,
- A DIRECTORY to help our readers act on the advice to get better informed about, and more involved in, the legislative and regulatory processes by which new laws and regulations are developed,
- AND A SHORT DICTIONARY of environmental laws and terms,

In the coming months, we will return to this subject time and time again.

Alligators all around

by Russ McKinney



TODAY'S TURF managers face a daunting combination of challenges:

- INCREASING environmental regulations are changing the way every segment of the green industry does business,
- OUR ECONOMY is undergoing fundamental structural changes that are difficult to grasp—much less to manage,
- AND THE RELIEF PROMISED by the explosion of new knowledge and new tools is complicated by obstacles to accessing these new resources and putting them to use in the field.

It's easy to feel swamped.

In this context good information obviously isn't a luxury. It can make the difference between successfully managing to change with the times or becoming alligator bait.

—continued on page 14