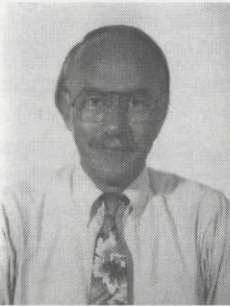

A welcome to our new subscribers

by Juergen Haber

Over the course of the last few months we at *Turf Grass Trends* have been working hard at broadening our subscriber base. And the results are gratifying.



In addition to the core group of readers that Chris Sann, field editor and former publisher, brought on board, we have brought into our circle of readers others who are interested our in-depth treatments of information for everyone in the industry — from lawn care operators to golf course superintendents to manufacturers.

Our veteran subscribers have seen several issues of the new *Turf Grass Trends*, but we'd like to tell those of you who are seeing the newsletter for the first or second time about the faces behind the news.

I've been editing and publishing newsletters and helping other publishers since 1977 when I took over *Housing and Urban Affairs Daily*. I took over the publishing functions here in November and the editing functions in February.

Field Editor Chris Sann is a successful lawn care operator with over 20 years experience where it counts — out in the field. He's been writing on turfgrass issues since 1990 and then founded *Turf Grass Trends*.

Science Advisor Eric Nelson is an associate professor of plant pathology at Cornell University. He is an internationally recognized academic researcher into the expansion of scientific understanding of progress in the turfgrass field.

Art Director Dan Robinson is also art director for the city newspaper for Takoma Park, MD, as well as designer and producer of publications for several other clients.

We and other contributors, like veteran business writer Jim Parks and Cornell University's Dr. Joseph Neal, will help you face a daunting combination of challenges through the pages of *Turf Grass Trends*:

- increasing environmental regulations 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 gaining access to these new resources and putting them to use in the field.

But why do it in a newsletter instead of a trade magazine? First, I'd like to acknowledge the contributions of magazines like *Landscape Management* and *Pro*. The green industry needs their voices and the insights they provide to the general public. But we believe the industry needs an independent newsletter that takes an approach to the subject of turf that is lean and mean, no frills and no distractions, just solid information.

Beginning with the November issue, we increased the size of *Turf Grass Trends* from 12 to 16 pages. We've brought the production of the newsletter from Wilmington, Delaware, to Washington, DC, making the logistics and communications lines shorter and more efficient. In the coming months we'll be making other changes — the publication of new services for our readers. We'll be broadening our roster of regular contributors. And more changes are in the works for 1994 and beyond — all to make it easier for all of us in the green industry to cope with all of the challenges we face every day.

But we can't do our job here at *Turf Grass Trends* in a vacuum. We invite reaction and interaction from our readers. You've seen the Ask The Experts feature we publish when we have room. We invite questions from you. We will also publisher letters from readers. Don't forget that we have tried to make communicating with the *Turf Grass Trends* team easy: the box on the back cover lists our address, phone number, fax number and electronic mail address.

So, we hope our veteran readers and our new subscribers all will profit from what we bring you. ■

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probably exceed the maximum allowable limit. Conversely, an application that is to be made at twenty inches off the ground can probably still be made within the parameters even though the wind speed is 12 miles per hour at six feet off the ground.

Only you can stop drift

You, the applicator, are the person directly responsible for application drift and its consequences - not your supervisor, not the office manager, not the homeowner, not the manufacturer. You are the person who can stop application drift. And remember to best way to avoid application drift is **do not make the application** unless you are convinced that every effort has been made to avoid application drift. ■