

Progress report

New editor takes the helm

by Juergen Haber

If you've read the box on the back page next to your mailing label — it's what in the publishing trade is called the masthead — you'll notice that *Turf Grass Trends* has a new editor.

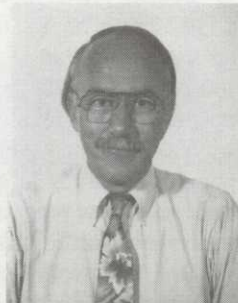
After an exhaustive search, we've finally succeeded in landing a man with many talents, Todd Natkin. Todd's qualifications are top-notch: he earned his blue pencil after more than seven years on the TIME Magazine copy desk in New York.

Not content with being at one of the top news magazines in the country, Todd went on to earn his law degree at Hofstra University. That would seem to have his feet planted firmly on the ground, but, no, instead he went on to earn several pilot's licenses: single and multi-engine and that for free balloons.

After his TIME Magazine work, Todd practiced law in both New York and Washington including work before the Supreme Court of the United States.

During the course of his law practice he's appeared on national television several times: on The Oprah Winfrey Show, on Cable News Network, and on Black Entertainment Television.

Todd has already been hard at work talking to new contributors for future issues.



Todd Natkin

Dr. Hull's ground-breaking research

As long as I'm on that subject, I'd like to introduce Dr. Richard Hull. Dr. Hull is professor of plant sciences at the University of Rhode Island. His ground-breaking research on nitrogen fate is part of a quarter-century career in applied plant physiology and much of his effort has been devoted to solving turfgrass problems.

Dr. Hull writes, "I have worked in the general areas of plant nutrition with emphasis on energy partitioning and nutrient use efficiency."

He also says, "In recent years, I have concentrated on nitrogen use by lawn turf featuring studies on the efficiency on nitrate absorption and the potential for nitrate leaching from turf."

This work is of the utmost importance, as Field Editor Chris Sann notes in his column in this issue, because two bills in Congress "may well become law with substantial negative effects on the turfgrass management industry before the scientific questions that surround them are answered."

Dr. Hull's current work is "investigating the impacts of various nitrogen fertilization strategies on nitrogen losses and pool sizes."

Speaking of strategies, we've always tried at *Turf Grass Trends* to provide ways for turfgrass managers to apply the theory we preach. One of the accompanying stories, Steps to reduce nitrogen leaching, on page 7, gives turfgrass managers strategies and tactics to combat the problem of nitrogen leaching.

Strategies for the future

Strategies are important in all phases of business including publishing. Here at *Turf Grass Trends* we've just finished the analysis of our first six months in business. With this issue, we'll be coming closer to the eve of a one-year anniversary.

We're still on a big march to growth. After a several months' hiatus, we'll be sending out more sales promotions. It is possible that our current subscribers may get one of these sales promotions. If you're already a subscriber, we hope that you'll pass the sales promotion along to a friend or colleague. Right now we're not equipped to eliminate current subscribers from the mailing lists for the sales promotions.

Other things we're doing soon will be to send out a survey for our readers to fill out. Although I talk to subscribers regularly, I just can't call everyone, so we hope we can find out what you expect, what you like — and dislike — every month in *Turf Grass Trends*.

See you at the Green Industry Expo

We're looking for feedback from our readers and we'll be sure to get it at the 1994 Green Industry Expo to be held Nov. 14-17 at the America's Center, St. Louis, MO. We'll be there with a booth just as we were last year at the 1993 Green Industry Expo in Baltimore, MD. We hope to see a great many of you there. If you're a member of the Associated Landscape Contractors of America, the Professional Grounds Management Society or the Professional Lawn Care Association of America you will no doubt have heard about their annual meetings and the Green Industry Expo.

If you haven't heard about it, you should plan to come. The Expo has its office at: 1000 Johnson Ferry Rd. NE, #C-135, Marietta, GA 30068-2112, phone: (404) 973-2019, fax: (404) 578-6071. We hope to see you there!

New products at *Turf Grass Trends*

We're also working on an index; actually, we're working on two kinds: a conventional index and an articles index. Many readers have written and called about ordering back issues of *Turf Grass Trends*.

But without an articles index, it's difficult for us — and them — to know which issues to send. The index of the 1992 issues will be ready shortly. The index of the 1993 issues and of the issues of the first half of 1994 will follow. Watch these pages for an announcement.

We've learned to take on one new project at a time here at *Turf Grass Trends*.

As soon as the index is ready for the printer, we'll consider taking on other new ideas. One of the first we'll take on is a binder to hold copies of *Turf Grass Trends*.

I'm confident that the binder will be out before the end of the year.

In the press there's been much discussion of multimedia and computers. We've been evaluating offerings in video format. We're not proposing to put *Turf Grass Trends* on video — though some might welcome the idea! We're looking at instructional videos. Training and education after one's formal schooling is finished is becoming more

important than ever (see News Brief on page 12 about pesticide recertification). Not all videos are equal, however. They can range from bad home productions to professional studio ones. We'll be gathering videos together, evaluating them and making recommendations to our readers.

Speaking of computers, the magazines are full of ads for computer hardware and software that claim to solve turfgrass managers' problems. Editor Todd Natkin is beginning to gather turfgrass-specific software together for evaluation as well. In addition to Todd's other talents and credentials, he knows a thing or two about computers. Our vertical-market software article will come some time this winter. Many of us are using computers to manage bits and pieces of our businesses. We should be able to get the most out of those machines and the software.

Those are some of the things we've been preparing. The last year has been an exciting one here. We've made a great many changes: increased the size of *Turf Grass Trends* from 12 to 16 pages; moved production from Wilmington, DE, to Washington, DC; doubled the circulation and brought new writers on board.

We appreciate our readers' loyalty

As we approach the one-year anniversary under the new publishing regime, we'd like to salute the readers that stuck with us through trying times and welcome the new readers aboard. Thank you all for your loyalty! ■

ASK THE EXPERT

Have a question on any aspect of turf management?

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Coming attractions

October Issue

Snow molds and other
cold-season diseases

by Christopher Sann