

## LETTER FROM THE PUBLISHER

Dear Readers:

To find out how to serve you better, we surveyed a random sample of our readers. (Thanks again to those of you who received and returned the questionnaire.) You had a lot to say. We listened and learned. Here's what we're doing about it.

First and foremost, you wanted us to keep *TurfGrass TRENDS* pointed in the same direction: providing unbiased, in-depth coverage of developments in turfgrass research. We're not going to change that! We are going to make that coverage more readable, however. The content will be the same, but the language will be easier to understand, and the graphics will be more illustrative. You also wanted us to help you put the results of that research to work by providing more field tips. We started doing that in last month's issue.

And you wanted us to provide more coverage of bio-control, integrated pest management (IPM), fertility and soil chemistry, and turf diseases. We will do that.

Finally, you wanted to interact with the experts – more than anything else – to ask questions. Go ahead! If they seem to be of interest to most of our readers, we'll publish the answers. If they're unique, we'll put you in touch with those most able to help.

We'd love to tell you all the positive things readers say about *TurfGrass TRENDS*, but you have better things to do with your time than to read those comments.

Let us know next time you see something you think should be added to *TurfGrass TRENDS*, or subtracted, or kept but presented in a different way. You can call us, put it on the fax, or just send a letter. We'll be listening. To help us serve you better, please fill out and return the form below.

Maria L. Haber, Publisher

## SUGGESTIONS TO THE PUBLISHER

*TurfGrass TRENDS* would be most helpful to me if future issues covered the following topics in-depth: (Please rank in order of importance to you )

☐ IPM ☐ Bio-Controls ☐ Fertility and Soil Chemistry ☐ Turf Diseases ☐ Other \_\_\_\_\_

Please cover the following specific subjects within these groups:

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☐ Yes, I would be interested in receiving additional copies of *TurfGrass TRENDS* at a reduced multiple issue price. Please contact me:

Name \_\_\_\_\_ Phone \_\_\_\_\_ Fax \_\_\_\_\_

The other turf industry publications I read are:

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