

Changing of the Guard



To All *TurfGrass TRENDS* Readers and Friends,

You are holding in your hands the first issue of *TurfGrass TRENDS* published by Advanstar Communications. While it may not look any different than your last, there are two differences worth noting.

1. As a large communications company with more than 60 business magazines and professional journals, 80 exhibitions and conferences and a diverse array of database, direct marketing and reference products, we have the resources and publishing talent to help TGT grow.

2. *TurfGrass TRENDS* now joins *Landscape Management* and *Pest Control* magazines as a part of our Green Group. As market leaders in their respective markets, the shared resources of this group will create new opportunities for TGT and add greater reader value.

Our intent is to help *TurfGrass TRENDS* continue to improve as a central information source on technical and research information on turf management issues for all turf managers, no matter where you work or reside. To do that, we will be enlisting your support and working very closely with our editorial and advisory boards.

Please let us know what you think. Your ideas and comments are important to us. Be sure to note our

new telephone number, e-mail and mailing address. They appear throughout this issue and can be found easily on page 2.

We will continue to provide the highest quality of information that you came to expect from Maria Haber, the previous publisher. She and her Editorial Board, comprised of Dr. Richard J. Hull, Dr. Eric B. Nelson and Dr. Michael G. Villani, set the highest standards. We will work closely with this Editorial Board to meet the mission of *TurfGrass TRENDS*.

We congratulate Maria Haber on her successful and creative vision in developing *TurfGrass TRENDS*, and thank her for her continued help and friendship as we welcome *TurfGrass TRENDS* into Advanstar. Maria will devote her time to her other endeavors, but will be available to us on a consulting basis.

Thank you for your continuing support of *TurfGrass TRENDS*. I pledge that we will maintain the same high quality you have come to expect.

John D. Payne
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