

Take a look at the list below and you'll see a variety of interesting topics to be covered in upcoming issues of *TurfGrass Trends*. But one of the most interesting things happening in the field of turfgrass research won't be covered because it's still in a period of transition.

I'm talking about the resolution of the Family Quality Protection Act and possible limitations on the materials we use to manage our turf. This issue is huge to the manufacturers and end-users, but also huge to those whose ideas start everything rolling—turfgrass researchers.

It's still a guessing game about which products will continue to stay in the market and which will be withdrawn. The impending burden of new research, testing and retesting has made some manufacturers quail at the prospect. Surely, we'll see some familiar products go away and some new types of products enter our marketplace. I'm just hoping we don't see budgets for turfgrass research go away.

There's a saying in the marketing/advertising world that when you're successfully marketing a product and think you don't need to advertise, it's exactly the time you should be marketing. You have to build momentum, grow what you have and anticipate the next cycle of product change or sales growth.

I think the same holds true for turfgrass research. If some organizations are starting to feel that the research dollars might not justify themselves in the future, they should think twice. This is exactly the time to continue the work, build on the momentum established by the research of the past and anticipate changes to come.

Most of *TurfGrass Trends*' readers understand the value of turfgrass research and how important those research funds are, both in industry and academia. But do your customers, your greens committees, your employees, your neighbors? How about your Congressmen? Do your suppliers know how important these products are to you? If you think turfgrass research is something worth growing, it's the time to start talking about it and making sure we continue to invest in its future.

In Future Issues

- Grub Identification
- Nematode Biology
- Herbicide Resistant Turf
- Snow Molds
- High Tech Soil Amendments
- Beneficial Bacteria



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