

## The pressure to deliver

**A** friend and I were discussing the pressure golf course superintendents and other turf managers must live with throughout a growing season. It's not just "get the job done" pressure. Rather, it's do or die. In fact, if it dies, you're done.

Managing turf that is sickly, failing or too vulnerable to the elements must be like the kind of grief we editors meet when we miss deadlines. Having turf die is like missing an issue of the publication — it just isn't allowed.

That's why we devote so much energy to making TurfGrass Trends a healthy, vital publication. I met many of you at the recent Ohio Turfgrass Foundation show in Columbus, and was impressed in your level of technical knowledge and curiosity. We aim to address your needs.

There is a good system in place to bring you that kind of information. We have a new senior science editor, Dr. Karl Danneberger of The Ohio State University, to chair our Editorial Advisory Board. Many of you know Karl and can appreciate his experience. Our Board is composed of some of the best minds in the field (no pun intended), representing a true technical and geographical diversity. Our Managing Editor, Bruce Shank, and our Consulting Editor, Chris Sann, bring years of turfgrass and publishing experience to TurfGrass Trends.

We're developing a timely, broad-based editorial calendar for the coming year. Watch for our upcoming reader survey next month asking for your input on our style, our coverage and additional areas of interest — and please respond.

If you don't want to wait, please email me at [sgibson@advanstar.com](mailto:sgibson@advanstar.com). I really want to hear your ideas for articles, your thoughts about our format and the types of challenges you wrestle with in your daily work.

Feedback like this from you is invaluable. It takes the pressure off us and helps us develop the material you need, to take the pressure off you.



Sue Gibson

### In Future Issues

- Using Herbicides to Improve Bermudagrass Transition
- Winter Injury Repair
- Ant Control
- Developing a Program for Humic Acids in Turf Care
- Deficit Irrigation

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