

# TO OUR READERS

For our December cover story we commissioned a self-portrait of the Green Industry. New Assistant Editor Eric Friedman's assignment was to find out exactly how industry leaders see the state of their businesses now and in the future. A good way, we thought, for Friedman to get his feet wet. The story turned out to be an education for



Friedman

the whole staff as leaders across the country spoke out on major issues. "Articulate, informed, enthusiastic, optimistic," is how Friedman described his contacts.



Nielson

Several months ago we visited the Ohio Agricultural Research and Development Center in Wooster on a tip that a research grant had been

awarded for the study of the devastating black vine weevil. The study, it turned out, is being funded by both the Lake County Nurserymen's Association and the USDA. Dr David Nielson, the congenial outgoing project director, tells us the study is moving along well. Good news for nurserymen in the east and midwest. Read about it in our From the Campus column.

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In early November, wrapped in a greatcoat I braved Illinois' unseasonably cold weather to visit Coon Creek Farm in Marengo. Well worth the trip, for I learned a whole new concept in tree farming from two of the four innovative partners in this unusual enterprise. If you've got equipment, land, experience or capital, you'll want to read about the Coon Creek experiment on page 22.

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Just a reminder — Help us help you be a better professional in the Green Industry. If you have not already filled out your Editorial Quality Control Audit from our last issue, please do so. This audit will be used to determine what material we cover in 1977. We want to provide you with stories that will help you in your business, but we need to know what you want. So far the response has been good, the comments interesting and informative. But we need to hear from more of you.



Carl Wilson and Jeff Adams, Coon Creek partners

The WEEDS TREES & TURF staff would like to take this opportunity to wish you, our readers, a very happy holiday season. In the coming year we hope to expand our network of resources so that we might better apprise you of the vital developments in the Green Industry. We encourage a free exchange of information among our readers and ourselves. We shall continue to offer WEEDS TREES & TURF as a forum for the dissemination of current news, research findings, technical developments and position papers. Our singular goal is to deliver a comprehensive and informative publication to you, our readers. And you, our readers, are our most valuable contributors.

*Gail D. Hogan*