

# TO OUR READERS



*Morris- "quality management is essential"*

This month I am most pleased to announce the appointment of Ron Morris as assistant editor for WEEDS TREES & TURF. Ron comes to us from Purdue where he was graduated with a B.S. in agronomy. He has a strong background in turfgrass management and communications, a tailor-made background for his new position.

Bred in a small Indiana town, Ron is "a countryboy at heart" with a great affinity for the outdoors. When he says, "People who do not regard the environment with the highest regard are little better than criminals," he means it. Ron also believes in quality management for cultivated green areas. "With new houses going up in what used to be pasture areas, it's a necessity," he emphasizes, "Besides, plants are a lot prettier than cement."

Living with the realities of business is our thrust this month. No matter how knowledgeable we may be about the technical aspects of our jobs, if we aren't sound business managers, we are far less than adequate and may even endanger our organizations.

On page 16 you'll find the results of a study by the University of Pittsburgh Bureau of Business Research on ten of the most common management traps that lead

to business failure. Don't miss it. Another important facet of business management is understanding taxes, the new Tax Reform Act made several changes that can affect you. Be sure to read John Arkin's plain talk about what these changes mean to you, page 20.

Contributing writer Harold Le Sieur prepared an in-depth article on effluent water, see page 12, exclusively for WEEDS TREES & TURF. This experimental irrigation method is already in use in parts of drought-stricken California, and for the rest of the West and Southwest it's just a matter of time before waste water is the norm for irrigating turfgrass.

For coping with large-scale jobs, see how Florida's sound management program for aquatic weed control has lead to cleaner lakes and waterways which, in turn, means great economic gains for the state, page 28. On page 38 you'll learn how a half million dollars and much work and effort turned Portland International Airport into the "greenest in the country."

There is still time to send in your suggestions and material for our new publication, LAWN CARE INDUSTRY, to be launched later this month. We are all deeply involved with this new publication, as well as WEEDS TREES & TURF, and continue to appreciate two-way communication with our readers.

A handwritten signature in cursive script that reads "Paul D. Hogan".