



Hello Green Industries

For nearly four years I've been behind the scenes at Harvest waiting for the opportunity to be your editor. Now that it has become reality, I feel grateful to Harvest and challenged by your needs.

In the coming year, I have four chief goals:

First, to involve as many readers as possible in the magazine. I plan to arrange question and answer columns with knowledgeable experts in your field. The letters section will be enlarged to fit opinions from more readers than in the past. I hope to create a board of industry advisors to help direct the magazine.

To direct the magazine's content toward the primary industry sectors is the second goal. Ron Morris and I have outlined four primary subject matter areas to cover every month, not just in special issues. These are, as the magazine's name signifies, weeds, trees, and turf, plus increased emphasis on landscaping and rights of way.

To make the magazine graphically more functional is the third objective. Beginning with the January 1978 issue, WEEDS TREES & TURF will look different. The information you need will be easier to find, easier to read, and more pleasing to the eye. You will be able to catch quickly the information most important to you at the time, and then go back for more thorough coverage when you have time.

The fourth goal is to bridge the technical/layman gap. It is my contention that the people who have the most significant information to pass on, are often not the easiest people to understand, primarily because their work is disguised in scientific jargon and poorly explained statistics. There is middle ground and I intend to find it.

This takes cooperation from both sides. It's not easy

to ask a researcher to write in lay terms. From his bachelor's degree on, he (or she) was taught to write in big, multisyllabic words with latin names scattered throughout. As editor of Pest Control magazine, I discovered that it can be done, without sacrificing a reference image, which business publications in technical fields must have.

In addition, there will be other improvements, such as a steady supply of how-to-material for training purposes; industry data to point out trends; and news from industry sectors, regions, and organizations.

As you can see, Ron and I have a lot to do. It's not easy to make a good magazine even better. We would appreciate any comments or suggestions from you. After all, it is your magazine.

A handwritten signature in black ink that reads "Bruce F. Shank". The signature is fluid and cursive.

Bruce F. Shank, Editor