

VIEWPOINT

Bruce F. Shank, Editor

In April, I asked if you would let us know about your job promotions and awards. Well, I've got news about promotions on the magazine.

Ron Morris, who joined WEEDS TREES & TURF in May 1977, has been promoted to technical editor effective immediately. Ron is a

graduate of Purdue University's turfgrass management and agricultural communications programs. He served under Dr. William Daniel and Dr. Ray Freeborg as a turf research assistant and is currently assisting in the production of their new book, "Handbook for Turf Managers," to

be released this summer.

Ron wrote the major features on spraying systems and fertilizers that appeared early this year. He has attended numerous industry shows this year to familiarize himself with current research in all areas of the Green Industry. He will be responsible for constructing a central data bank of all applicable research taking place in the United States and in foreign countries.

By doing this we hope to quickly link your questions in the Vegetation Management and Proscap columns to the individuals doing the most up-to-date research on that particular topic. This will also shorten the period of time between research completion and publication of the information for the persons in the field. This period is often six or more months and then the information is published in professional journals which the average lay person doesn't receive. Every person in public or private institutions performing any type of applicable research is now being contacted.

In other news, Scott Scredon, who is currently assistant editor of our publication GOLF BUSINESS, will join the staffs of WEEDS TREES & TURF and LAWN CARE INDUSTRY as assistant editor. Scott will specialize in the field of landscaping to improve our coverage of this vital area.

Finally, Bob Earley, the visible editor of LAWN CARE INDUSTRY, will advise me on happenings in his industry which effect the entire Green Industry. He will also represent WEEDS TREES & TURF at industry functions he attends. Since Bob was at one time editor of this magazine, he is very familiar with all aspects of the Green Industry.

What we are doing is organizing a group editorial office to serve all industries within the Green Industry. Each industry will get the attention it requires and needs, and all the industries together will be able to share common problems and to reach independent solutions.

If you haven't noticed, we are moving at a very fast pace in improving our contribution to your business. We are developing resources which will be both superior to those presently in existence and centralized for all industries to benefit.



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