

VIEWPOINT

Bruce F. Shank, Editor

Weeds Trees & Turf, once a champion of the rights and interests of the smaller segments of the Green Industry, is having an identity crisis.

Success has harmed the once comfortable feeling arborists and sod producers had about the magazine. They say we don't cover

them as intimately as we used to, because we are too "establishment" now with increased coverage of landscape and nursery markets. Since they feel neglected and overlooked, the cooperation between the magazine and leaders in their associations is failing. The situation,

as it now stands, is, "call our association if you want to know something, but don't expect us to help the magazine."

Sure, the magazine is a business enterprise and it makes a profit. And yes, we are spoiled by the attention received from the Associated Landscape Contractors of America, the American Nurserymen and affiliated groups, strong regional turf groups, and The Golf Course Superintendents' Association.

But, if the smaller associations would look closely at the magazine, the question and answer columns, the reader reply card for the editor, and the interview articles we have carried in the past year, they would see that the magazine is designed to be responsive, and is being responsive to those that ask it to be responsive.

This is not a cop out! We do strive to attend the annual meetings of ALL associations when we can. No one is goofing off here. We have worked hard to improve *Weeds Trees & Turf* and we have succeeded.

So let me apologize for our lack of attention to your problems. Let me restore that once intimate relationship *Weeds Trees & Turf* had with your industries. But, please, help us out a little bit.

One simple way is for the association to establish a public relations committee. I'll be more than willing to meet with the committee, pinpoint needed coverage, and provide that coverage in a quality and thoroughness not possible by smaller or less professional publications.

One final note. I fully support and will be glad to offer some of our resources to help association publications. *Turf News* by the American Sod Producers and *The Journal of Arboriculture* by the International Society of Arboriculture are absolutely superb publications! I concede that WTT could never match the attention an association publication can give your profession. There just isn't room in one publication to provide that kind of attention for every profession. I wish we could, but we can't print huge volumes and lose money for our stockholders.

AN OPEN MESSAGE TO LAWN AND GARDEN MANUFACTURERS

From C. Edward Scofield, Executive Vice President, RA-PID-GRO Corporation



“I've helped the lawn and garden industry to grow to an \$11 billion giant! It has been my privilege to frequently be a part of some of the great new changes and developments. I've also experienced my share of disappointments and mistakes. Without strong trade organizations, dedicated pioneers and competent leaders our industry would only be a fraction of what it is today. Your business would still be struggling, your outlook uncertain, were it not for the great work done by many trade organizations. Now we need one strong, overall lawn and garden association to knit manufacturers, producers and growers into a cohesive group. As President of LAGMA, I promise any time and money you invest in this association will pay off handsomely.”

Help develop and support a strong, effective trade association. For information on membership and benefits for your firm, ask Ed Scofield or contact:



THE LAWN AND GARDEN MANUFACTURERS ASSOCIATION

111 East Wacker Drive, Chicago, Illinois 60601 Telephone: 312/644-6610