

OUTLOOK

By Bruce F. Shank, Editor

Golf Business joins WTT

Golf Business magazine is now a part of *Weeds Trees & Turf*. As one of the three top landscape markets, golf course management in many ways is the leader in technology, research and product development. We will continue to bring the latest word on golf to you.

I was a fledgling assistant editor when Harvest Publishing Company bought *Golfdom* in 1974. Bob Earley, publisher of *Lawn Care Industry*, joined us to work on *Golfdom* when we purchased it from Times Mirror. At that time, the magazine was already having problems and we tried for eight years to keep it breathing. The Golf Course Superintendents Association of America publication was stiff competition and as the market matured the viability of a privately published magazine to the golf turf market diminished.

It was not for a lack of effort or interest that *Golf Business* failed the profit test. Many of us worked extra hours to make it succeed, especially Jim Brooks

who is now sales manager of *Weeds Trees & Turf*. That interest still exists but in *Weeds Trees & Turf*. A third of WT&T will be devoted to golf from now on.

At the same time, we are honing in on better editorial coverage of the landscape and public sectors, such as schools, parks, and athletic field managers. Many pleasant surprises are on their way.

This month we welcome Bill Hoffman as our Washington correspondent. Bill recently retired from the Environmental Protection Agency after 34 years of service in the government. He knows the people and the way government works. His expertise will provide an early warning system for you in regard to pending regulations and registrations. We've witnessed a number of new channels, mainly state local need registrations. Bill will follow products and regulations from the early stages of development to announcement.

We invite your questions on Federal

regulations. Bill can get answers quickly and accurately. Bill's expertise is now a service to you from *Weeds Trees & Turf*. Please don't hesitate to use him for answers to your regulatory problems.

Finally, we have some new blood in New York. Tom Paciello has joined the magazine as associate editor. He is very New York, very Italian, and very energetic. Part of his job will be to travel to all parts of the country interviewing readers about their businesses, problems, needs, and successes. He is also a good photographer and well educated. Please welcome him when he calls you. You'll warm to his personality.

These are just part of the improvements planned for the magazine in the coming months. This magazine is going to be responsive to your needs. It is here to serve you, please use it. Write me at 757 Third Ave., New York, NY 10017. You'll get results!

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