



WT&T

OUTLOOK

By Bruce F. Shank, Executive Editor

Lean, mean advisory machine

Effective April 1, 1982, five well-known figures in the landscape industry will review magazine plans and content for usefulness. We want you to know we check material before publishing it so that you can trust it and use it. We are, after all, drawing from a tremendous variety of sources to provide a comprehensive landscape publication. The board, representing segments of the industry, will steer us in the right direction and keep us on course.

The first board member is **Euel Coats**, Mississippi State University's weed scientist and, until recently, executive director of the Southern Turfgrass Association. He has served on the GCSAA Educational Advisory Board, the teaching staff of the PGA Business School, and MSU's Turfgrass Short Course as director. He also does irrigation installation on the side.

West Coasters know **Kent Kurtz**, professor of ornamental horticulture at Cal Poly, Pomona. A specialist in sportsturf, Kent is a transplanted Southern Illinois University graduate with a Ph.D. in horticulture from the University of Arizona. Kurtz has consulted for O.M. Scott & Sons and many major league baseball clubs who practice or are based on the West Coast. He has presented speeches at the GCSAA Show, the International Turf Society Meeting in Canada, and the National Institute on Park and Grounds Management.

Doug Chapman, horticulturist of Dow Gardens, Midland, MI, represents north and north central U.S. A graduate of the University of Massachusetts, Ohio State University, and Michigan State, Doug has intimate knowledge of the region's plant material. Prior to Dow Gardens, Doug was an extension specialist in the Flint, MI, area for more than seven years. He is a member of the International Society of Arboriculture, the American Horticultural Society, the American Society of Horticultural Sciences, the International Plant Propagators of America, and the American Association of Botanical Gardens and Arboreta. His extension background gives him that holistic approach to landscape problem solving.

Roger Funk, author of the Vegetation Management column each month and vice president of research and development for Davey Tree Expert Co., Kent, OH, is also a problem solver by nature. Funk has a doctorate from West Virginia University. There is little he hasn't had to solve for both Davey Tree and Davey Lawnscape in his eight years there. He holds the patent to Arbor Green, a slow-release organic fertilizer, and a no-drift spray nozzle.

Finally, when you think of applied entomology in the U.S., you have to think of **Harry Niemczyk**, professor of entomology for Ohio State University at its research and development center in Wooster. Niemczyk recently published the only book devoted entirely to turf insects and their control. Harry received his Ph.D. from Michigan State University and is very active with the American Entomological Society, the American Society of Agronomy, and the Ohio Turfgrass Foundation.

Lean and mean. A small board of hard workers who are deeply involved in the landscape market. This group of professionals will work for you through the magazine. Please write to them at our New York office with any of your suggestions or questions. They are ready to put their expertise to use in the pages of *Weeds Trees & Turf*. **WTT**



Coats



Chapman



Kurtz



Niemczyk



Funk

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