



OUTLOOK

By Bruce F. Shank, Executive Editor

Bob Earley Named Group Publisher

Bob Earley, editor and publisher of *Lawn Care Industry* magazine, has just been named Group Publisher of *Weeds Trees & Turf* and *Pest Control* magazines. He now shares his bearded presence with WTT readers as he did in 1976 when he was managing editor.

If you haven't heard one of his speeches in the last three years at regional turf shows you are rare. He has given thousands of speeches across the U.S. in an effort to help the lawn care industry organize and grow. Obviously, his efforts combined with others were successful.

This same energy and drive will now be partly channelled into WTT. The results should be obvious within the next few months. His favorite method is to put people in the magazine. No doubt we will have many more profiles in coming months of successful men and women in all Green Industries. He also likes to visit every possible landscape event to keep in touch with the market on a first hand basis.

Bob and I started with these magazines eight years ago. Despite all the talk of staff changes, he and I have been here. Now we have the reigns and will direct the magazine's energy as the years have taught us. Please let us hear from you if you have ideas which you think need work to serve the Green Industries.

No Shamu For Weeds

You may have seen the newspaper accounts in February about Harcourt Brace Jovanovich moving its headquarters to Orlando, Florida. That is completely true, but *Weeds Trees & Turf* and *Lawn Care Industry* will remain in New York.

The costs of office space in New York are simply insane. HBJ leases more than 300,000 square feet of office space in New York. It simply was crazy to permit rental rates to triple without some action. What would you do if your rent tripled?

On the other hand, New York is the absolute hub of the publishing world. Therefore, the business publications will remain here.

Books, educational, and other HBJ divisions will relocate to Sea World property in Orlando by the end of 1984. Yes, Shamu is related to *Weeds Trees & Turf*.

Since this occurred in February when the temperature was less than freezing, you might understand a little interest on our part in moving to sunny Florida. As much as we travel it really doesn't matter anyway.

Hawaii Is Popular 82 Show Location

Four industry associations will hold their annual meetings in Hawaii this year. The National Arborist Association and the American Sod Producers led the way in February and March on Maui. The American Association of Nurserymen and the American Society of Landscape Architects meet in Hawaii this summer.

I can vouch that Hawaii is a heavenly place. Somehow, it doesn't make sense under the current recession and building crunch to have meetings so far away. It suggests the real purpose of an annual meeting is to play. Maybe learning shows are passe.

Executive Editor
Bruce F. Shank, New York

Associate Editor
Thomas Paciello, New York

Publisher
Dick Gore, Atlanta

Group Vice President
Tom Greney, Chicago

Group Publisher
Robert Early, New York

Production Manager
Mary Lindskog, Duluth

Production Supervisor
Marilyn MacDonald, Duluth

Graphic Design
Dave Johnson, Duluth

Circulation Manager
Kristine Benike, Duluth

Directory Coordinator
Patty Rusch, Duluth

Reader Service Manager
Gail Kessler, Duluth

Promotion Director
Linda Winick, New York

OFFICES

ATLANTA
 3091 Maple Drive
 Maple Center One Building
 Atlanta, GA 30305
 (404) 233-1817

NEW YORK
 757 Third Ave.
 New York, NY 10017
 Editorial: (212) 888-2563 (or 2892)

CHICAGO
 111 East Wacker Drive
 Chicago, IL 60601
 (312) 938-2344

SEATTLE
 1333 N.W. Norcross
 Seattle, WA 98177
 (206) 363-2864

DULUTH
 120 West Second Street
 Duluth, Minn. 55802
 (218) 727-8511

MARKETING REPRESENTATIVES

James R. Brooks
 Atlanta (404) 233-1817

Dick Gore
 Atlanta (404) 233-1817

Ron Kempner
 Atlanta (404) 233-1817

Robert Mierow
 Seattle: (206) 363-2864



Member; American Business Press, Business Publications Audit, National Golf Foundation, American Sod Producers Association, Associated Landscape Contractors of America, National Landscape Association, Horticultural Research Institute.