

## New staff, new directions

The name is Jerry Roche, and I'm one of the new guys on the block. Since becoming editor of WEEDS TREES & TURF on July 1st, I've met many of you and plan to meet many more. Because you, the reader, are our most valued attribute.

Associate editor Ron Hall, managing editor Ken Kuhajda (who is also new to the staff) and I are planning exciting new directions for WEEDS TREES & TURF.

We'd like to spit-shine this already-excellent product.

And what perfect timing: this month's GCSAA Mid-Year Conference is a good lead-in to the heavy schedule of fall/winter turf conferences. We'll be there, all three of us. And we also hope to meet you at the numerous other national and state shows.

We value your opinions, and will use them as the basis for making WT&T better than ever.

That said, here's a bit of our philosophy:

\* \* \* \* \*

Every once in a while, a reader asks us to compare landscape maintenance equipment and chemicals. You want to know which kind of mower, cart, shredder, herbicide or backhoe to buy. That is understandable—the success of your business hinges on getting the best value for your money.

But our articles cannot—and should not—be required to tell you what piece of equipment is best for your particular situation. Some of our best advertisers are equipment and chemical manufacturers.

For us to say that the Jones All-Purpose Mower is better than Smith's Universal Mower would be like the dog biting the hand that feeds it.

The best that we—a responsible and forthright trade magazine—can hope to do is to provide our readers with many different options. It is your job, in turn, to whittle down your choices from the alternatives we present, and contact the people who appear to be able to make you the best offer.

Even though we at WT&T cannot do your job for you, we can help you do your job more efficiently while serving our advertisers at the same time. There is nothing we like better than to see one of our readers strike a good deal with one of our advertisers.



*Jerry Roche*

Jerry Roche, editor

### WT&T Editorial Advisory Board



**Bruce Augustin**  
Turf Specialist  
University of Florida  
Ft. Lauderdale, FL



**Doug Chapman**  
Horticulturist  
Dow Gardens  
Midland, MI



**J.R. Hall**  
Extension Agronomist  
VPI & SU  
Blacksburg, VA



**Kent Kurtz**  
Professor  
Horticulture  
Cal Poly-Pomona



**Harry Niemczyk**  
Professor  
Ohio State University  
Wooster, OH



**A. Marty Petrovic**  
Asst. Professor  
Cornell University  
Ithaca, NY



**Robert Shearman**  
Assoc. Professor  
University of Nebraska  
Lincoln, NE