

A WORD FROM THE PUBLISHER...



We are pleased to announce that, with this issue, Weeds Trees & Turf becomes LANDSCAPE MANAGEMENT.

The new name culminates several years of investment in editorial, circulation and market research which have resulted in numerous editorial awards and unprecedented ad growth.

Setting new publishing trends has become a routine part of our history since the magazine was introduced as the first national landscape monthly 25 years ago. A few landmarks:

****We identified lawn care as an emerging market and published the first magazine for that industry in 1977.**

****We have published innovative product and market guides since 1978.**

****We sponsored the first all-encompassing annual trade show in the field, Landscape Expo, in 1986.**

Today, our readers spend more than \$2 billion every year on chemicals, equipment and seed for their business activities. These landscape managers are better educated than ever. But they face more complex management demands.

For this reason, and others, the majority of our readers tell us that they prefer LANDSCAPE MANAGEMENT over any other possible name for their trade magazine.

The new name better aligns our magazine with the present, and opens exciting avenues of future service. LANDSCAPE MANAGEMENT hopes to continue to merit your confidence as the fastest growing magazine in the industry.

A handwritten signature in dark ink that reads "Richard A. Gore". The signature is written in a cursive, slightly slanted style.

Richard A. Gore
Publisher