

## A new beginning

Save this issue of WEEDS TREES & TURF. One day, it'll be a collector's item.

Why? Because this is the last issue of WEEDS TREES & TURF ever to be published.

In this column last month, we promised you some exciting new changes. The first of them—but certainly not the last—is that we're changing our name, beginning with our April issue. When LANDSCAPE MANAGEMENT arrives in your mailbox next month, please don't be surprised. It's just us: the same people that have been bringing you good old "WEEDS" for the last 25 years.

Why, you ask, is the magazine changing its name? There are many answers to that question.

First, and most important:

In the last few years, the job of being a landscape manager—or a golf course superintendent—has evolved into being much more than getting rid of weeds and caring for the trees and turf. Landscape managers today must manage more customers (or members) with more sophistication, more employees and more sophisticated landscapes.

Another reason, which I explained last month: in a dynamic industry like ours, you can't expect to stagnate and be successful. You've got to keep improving, keep looking ahead. And that goes for us as well as you.

Over the years, this magazine has enjoyed a reputation for keeping its finger on the pulse of the green industry, of tracking trends and changes. Beginning next month, we'll be keeping up with the industry by making a change of our own—to LANDSCAPE MANAGEMENT. The editorial and sales staffs hope you receive this change the way you've received us for 25 years—with open arms.

We think you'll like the "new us."



*Jerry Roche*

Jerry Roche, editor

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