

# LANDSCAPE MANAGEMENT

is a proud member of these  
green industry professional  
organizations:

## ALCA

**Associated Landscape Contractors of America**, 405 N. Washington St., Falls Church, VA 22046; (703) 241-4004.

**American Sod Producers Association**, 1855-A Hicks Rd., Rolling Meadows, IL 60008; (708) 705-9898.



**Golf Course Superintendents Association of America**, 1421 Research Park Dr., Lawrence, KS 66049-3859; (913) 841-2240.

**International Society of Arboriculture**, P.O. Box 908, Urbana, IL 61801; (217) 328-2032.

**International Turfgrass Society**, Crop & Soil Environmental Sciences, VPI-SU, Blacksburg, VA 24061-0403; (703) 231-9796.

**National Arborist Association**, The Meeting Place Mall, P.O. Box 1094, Amherst, NH 03031-1094; (603) 673-3311.

**National Golf Foundation**, 1150 South U.S. Highway One, Jupiter, FL 33477; (407) 744-6006.

**Ohio Turfgrass Foundation**, 2021 Coffey Rd., Columbus, OH 43210; (614) 292-2601.

## PGMS

**Professional Grounds Management Society**, 10402 Ridgland Rd., Suite 4, Cockeysville, MD 21030; (301) 667-1833.



**Professional Lawn Care Association of America**, 1000 Johnson Ferry Rd., NE, Suite C-135, Marietta, GA 30068-2112; (404) 977-5222.

**Responsible Industry for a Sound Environment**, 1155 15th St. NW, Washington, D.C. 20005; (202) 296-6085.



**Sports Turf Managers Association**, P.O. Box 98056, Las Vegas, NV 89193-8056; (702) 739-8052.

**Turf and Ornamental Communicators Association**, 8500 Normandale Lake Blvd., Suite 1200, Bloomington, MN 55437; (612) 831-8515.

## AS WE SEE IT

JERRY ROCHE, EDITOR-IN-CHIEF



## A new look, the start of a new age

The staff of LANDSCAPE MANAGEMENT presents this issue with a great deal of pride. It's the flagship of a new-look magazine with new directions.

You've noticed by now that the changes begin with the cover. But they don't end there. If you flip through the pages of this month's LANDSCAPE MANAGEMENT, you'll get a much, much different "feel" from the magazine than you have in the past. These changes are the culmination of 10 months of intensive research and internal staff policy and design conferences.

They come as a direct response to reader preferences, voiced in a massive study conducted earlier this year. More than 300 of you were involved in telling us what you most like about your favorite trade magazines.

What did you tell us?

You said you want shorter articles. So we're giving you 16 shorter features this month, and at least as many each coming month.

You said you'd rather look at charts and graphs than take more time to wade through long prose. So we're including 15 charts, tables and graphs this month—with more in months to come.

You said you like more hands-on material that you can use in your everyday jobs. So we've changed the whole focus of the magazine away from massive technical articles and company profiles to comply with your wishes.

What you'll be reading from now on will be a combination *USA Today*, *Business Week* and the "old" LANDSCAPE MANAGEMENT. In short, we've changed what you wanted us to change—but we've kept the good parts.

Thanks to your input, the bulk of our articles will address the problems of landscape contractors, golf course superintendents, lawn care operators and recre-

ational facility managers. But even if you don't fall into one of those four target job classifications, we believe that the information contained on these pages will still help your organization operate more efficiently.

Beginning this month, we'll feature four pages devoted strictly to the lawn care segment of the green industry with a four-page "Lawn Care Industry" section. And we're also proud to announce that Ron Hall, an old friend who is former editor of *Lawn Care Industry* magazine, is re-joining our staff as senior editor. Ron has been involved in green industry matters for four years, so his experience is a welcome addition.

Another change that may not be quite as evident to the average reader is a change in type size. We're down-sizing from 10- to 9-point type, so that we'll be giving you a minimum of 11 percent *more* information with each issue.

We've undertaken these changes as a re-investment in the industry. We've been around for more than 30 years now—more than almost any other magazine you might receive. Our goal is to give you, the loyal reader, the best possible product. We want to make LM the most oft-quoted, most talked-about and most reliable information vehicle in the industry.

We're proud of our changes, yet we realize that nothing's perfect.

We'll continue to rely on your opinions and preferences as we formulate upcoming issues. So next time you see us at one of the trade shows, stop and tell us how you like (or, heaven forbid, don't like) our new format. Better yet, drop us a line.

Jerry Roche  
Editor-in-Chief