

## LANDSCAPE MANAGEMENT

is a proud member of these  
green industry professional  
organizations:



**Associated Landscape Contractors of America**,  
12200 Sunrise Valley Dr., Suite 150, Reston,  
VA; (703) 620-6363.

**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.



**Professional Grounds Management Society**,  
120 Cockeysville Rd., Suite 104, Hunt Valley,  
MD 21031; (410) 584-9754.



**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, Suite 900,  
Washington, D.C. 20005; (202) 872-3860.



**Sports Turf Managers Association**, 401 N.  
Michigan Ave., Chicago, IL 60611-4267; (312)  
644-6610.

**Turf and Ornamental Communicators  
Association**, 8400 Normandale Lake Blvd.,  
Suite 500, Bloomington, MN 55437; (612) 832-  
5000.

## AS WE SEE IT

JERRY ROCHE, EDITOR-IN-CHIEF



## Servicing the reader: the ticket to quality in magazine publishing

My definition of quality: **dedicated, informed employees consistently giving customers exactly what they want.**

To that end, LANDSCAPE MANAGEMENT magazine takes its quest for quality to a new level with this month's issue.

In the past, we've conducted reader surveys—in which many of you have participated, thank you—to determine how well our magazine is being received, and if we are on target with our articles. Because of their unequalled value, these surveys will continue.

But this month, we're proud to become the first magazine in the green industry to boast a "Reader Advisory Panel" that features six of the most respected names in the industry.

These people are not suppliers. They are not researchers. They are not extension agents or other consultants. They are golf course superintendents, landscape contractors, athletic field supervisors and lawn care operators—just like you.

The panelists: Ken Gerlack, Twyla Hansen, Tim Hiers, Bill Prest, Mark Schlossberg and Brian Storm. (For more information, see "Hot Topics.")

All six have not only been around the industry for a long time, but they've been extremely active, and have probably come in contact with many of you.

With this panel, balance is the key. We've included two golf course superintendents, two landscape contractors, a lawn care operator and an athletic field manager—roughly the same proportions as our total readership. We've got a great geographical diversity, from Ken in California, to Tim in Florida, to Mark in Baltimore.

The formation of this select panel gives us a means of more efficiently delivering even more valuable information, each and

every month.

For instance, in the next few days, we'll be finding out exactly how those six panelists viewed this month's cover stories on mowing, and what they think of our "LM Reports" on coated fertilizer. We'll know if our "Tech Center" section about disease control was on the mark. And we'll get reactions—especially from our two golf course superintendents—on the interesting points concerning algal scum in the "Strictly Golf" section.

In the past two years, LANDSCAPE MANAGEMENT has made some fundamental and wide-ranging changes: in the information we deliver, the way in which we deliver it, and to whom we're delivering it. We are thankful that you, readers, have embraced our renewed commitment.

The green industry is changing. Unlike other magazines serving the industry, LANDSCAPE MANAGEMENT is changing along with it.

With our new "Reader Advisory Panel," you're assured of seeing more positive changes over the ensuing months.

It's not often in this column that you read anything self-serving. But we're proud of our new "Reader Advisory Panel," and proud of our effort to provide a quality editorial product to you. So please forgive us if we take a moment to puff out our chests.