

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 Association of Nurserymen (National
Landscape Association), 1250 I St. NW, Suite
500, Washington, DC 20005; (202) 789-2900.

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 Associa-
tion, 421 West Travelers Trail, Burnsville, MN
55437; (612) 894-2414.

AS WE SEE IT

JERRY ROCHE, EDITOR-IN-CHIEF



One thing is for certain: changes are constant here

MANY OF YOU who have begun cus-
tomizing your agronomic programs—by
fairway or by customer—will find
LANDSCAPE MANAGEMENT's latest innovation
easy to understand.

You might have noticed a subtle
change in last month's issue, one that's
even more evident this month:

Henceforth, if you're a lawn or land-
scape contractor, you'll receive an expanded
"Lawn & Landscape Industry" (formerly
"Lawn Care Industry") section with each
new issue. If you're a golf course superin-
tendent or athletic field supervisor, you'll
receive an expanded "Golf & Athletic Turf"
(formerly "Golf 'Scaping") section.

Each of these sections is designed for,
and written to, its specific audiences. Lawn
and landscape contractors no longer have
to shuffle through stories about killing
Poa annua on fairways, and superinten-
dents won't have to worry about reading
articles on getting loans from banks.

We've "personalized" the magazine to
your particular tastes. We'll be printing
two editions (they're called "demograph-
ics" in the magazine business) each
month, only one of which you'll receive in
the mail. But your personalized edition
will be more targeted to your type of oper-
ation—not only in the articles we provide,
but also in the advertisements.

The largest portion of the magazine,
however, will remain the same. Every
month, you'll still be able to read "LM
Reports," Dr. Bal Rao's popular "Ask the
Expert" column, "Hot Topics" and "Pro-
duct Showcase." And you'll still see the
best of the university researchers writing
in our "Tech Center" section each month.

It's been a little more than seven years
since we changed our name from *Needs
Trees & Turf*. It's been exactly three years
since we changed our format (shorter arti-
cles, more charts and graphs) to better
suit your needs. Just 10 months ago, we
unveiled our new-look cover with the

snappy green border to separate us from
all those other nameless magazines you
receive in the mail every month.

With this newest, bold step toward
highly-defined "demographic" editions, we
feel we're continuing to fine-tune the
magazine. We think you'll like the
changes.

ON ANOTHER NOTE: You can watch
for a series of definitive articles on the
"State of the Green Industry" (last pub-
lished in 1991) in upcoming months.

Last month we mailed questionnaires
to 1,000 lawn care operators across the
country to help us prepare for our annual
"State of the Lawn Care Industry" report,
which will appear next month.

And this year, it'll also be the kick-off
to three other such reports.

Our December issue will feature a
"State of the Industry" report on **athletic
field maintenance**. Our January issue will
deal with the **landscape maintenance** por-
tion of the industry. And, finally, our
mammoth February issue will contain a
"State of the Golf Maintenance Industry"
report.

We'll be mailing out 3,000 short ques-
tionnaires to readers in the next few
months. If you receive one, we ask you to
take five minutes to fill it out and prompt-
ly return it to us.

As always, your cooperation on these
important projects can only help make a
great magazine even better! Thanks!