

LANDSCAPE

Do you make it easy for your customers to use your services? Do you provide open communication lines to let them interact with you? Is the service you provide *useful* to your customers? Do you genuinely *care* about them?

These are all questions for which you should have answers, whether you're a golf course superintendent, landscape contractor, lawn care operator or groundsman.

They are the same questions the staff of LANDSCAPE MANAGEMENT pondered not long ago. This self-inspection process led us to the fact that—while we may be the most useful magazine in the turf industry—we could still improve upon our direct, interactive communication with the customer (you), and we could be even more “user-friendly” than we've been in the past.

Hence, this month you are seeing the fruits of our labor. We've changed our look and added some new departments.

First of all—and most noticeable—our design and typography is all new. We realize that we're not the only magazine competing for your valuable time. With our new design, thanks to Mark Wrasman of our Chicago office, we want to be more efficient for you to read.

This month, we've made the “Hot Topics” section more interesting (and, yes, a bit more “fun”), and moved it closer to the beginning of the magazine.

We've added two new “Think Tank” columns, one each by Senior Editor Ron Hall (in the “Lawn & Landscape” section) and Managing Editor Terry McIver (in the “Golf & Grounds” section). We hope their monthly commentary will

help make your jobs run more smoothly.

For those of you who receive our “Lawn & Landscape” demographic section, we've added a new column, “Around the Shop” by Bob Andrews, a former president of the Professional Lawn Care Association of America who gives a unique first-person look at the business.

We've also added a department called “Industry Almanac” that will provide a current snapshot of what's going on in the turf and ornamental business. Again, this department was created with your needs in mind; its purpose is to help you forecast the direction your business or department needs to take, in order to more accurately tune it to the needs of the country.

Becoming 'interactive'

We've added a department called “Reader Feedback” in response to an editorial presentation we heard not long ago by magazine guru Dr. Don Ranly of the University of Missouri. He told us this: “Become more accessible and engaging. The buzzword is interactivity. When you make readers do more, they learn faster and remember better.”

To that end, we introduced our e-mail address two months ago. (And thanks to the dozens of e-mailers who've responded.)

Starting this month, you'll have a chance to win a variety of prizes by responding to our questions in the “Reader Feedback” section. And you'll also be seeing other contests, letters to the editor and “neat stuff” on these pages.

Finally, we've all reluctantly updated our portrait photos, at the urging of friends, family and many of you. *Very* reluctantly.

This, then is the “new” LANDSCAPE MANAGEMENT: more of the things you like, and new things we hope you'll like even better. Enjoy.

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Taking a couple steps forward, for the customer



Jerry Roche

JERRY ROCHE
Editor-in-Chief