

LANDSCAPE

As the new editor-in-chief of LANDSCAPE MANAGEMENT magazine, I'd like to remind our readers that the coming year's issues will carry more of the timely news and helpful feature articles you've come to expect from us.

Ron Hall—our managing editor—and myself have more than a dozen years of combined green industry experience, and we certainly intend to put it to work to make 1997—our 35th Anniversary Year—a landmark year in green industry publishing!

Our job as industry observers is to deliver news, management and technical information that will help you run your operation or business more efficiently and profitably.

Current events in the green industry aren't always as fast-breaking or ever-changing as events in other industries, yet there are some key issues out there—labor concerns; pesticide use and regulations; equipment issues; financial management—that are always current, and we plan to continue

to keep you up to date.

High on our list of priorities is that we continue to ask you lots of questions. You are our nationwide panel of experts, and we appreciate and respect your knowledge and experience.

Each day, your green industry work presents you with many challenges relative to project planning and execution. We want to know what innovations you and your crews are coming up with to get the job done right.

- ▶ Is your company or facility better off this year than in 1995? Why or why not?
- ▶ What made this week or this month one of your most successful?
- ▶ Do you have a new way of training, evaluating and keeping employees?
- ▶ How did you budget in for that new fleet

of mowers?

- ▶ Do you have the all-time best solution to high traffic areas in athletic fields?
- ▶ What do you feel you do better than any other landscaper, golf course superintendent, athletic field manager or grounds supervisor in your neighborhood?
- ▶ What can we at LM do to better meet your information needs?

Many of you have told us that you like LANDSCAPE MANAGEMENT for its "in touch" approach. Our tallies show that we talk to more of you than any other magazine on the green industry beat.

The peer-group support we've seen in the green industry is astounding! As we mention in our "People of the Year" feature on page 10, the leaders are those who are willing to give of their time and ideas, to share their experiences with others, so that others may have a shot at being the best.

Our "Talkback" page is one way you can share your opinion and ideas. This month—see page 25—we're polling readers on what they want from a Web Site. If you can help us out by jotting down your thoughts, we encourage you to do so.

In 1997, we will more accurately define the size and scope of the green industry. We have a number of special features planned that aren't being written anywhere else, and we want you to contribute if you can. And if you're reluctant to drop us a line because you're "not a writer," fear not. All we need are your helpful hints, ideas, methods or solutions, in just a few words. Leave your number. We'll be in touch. **LM**

Comments? Write Terry at 7500 Old Oak, Blvd. Cleveland, OH 44136; phone him at (216) 891-2709, fax him at (216) 891-2675 or e-mail him at lscope@en.com.

Telling your story an LM tradition



Terry McIver

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