

# [ DO YOU USE THE WEB? ]

by RON HALL /  
Managing Editor

Rummaging through the drawers of my desk at home I turned up a glue pot, a pair of scissors with incredibly long blades, a bundle of stubby editing pencils, and a small empty notebook, an editor's tools in 1969. They, along with a creaky manual typewriter and a roll of unused newsprint cut 8½ inches wide, were the only tools editors needed then. And, that's the way it stayed for another 10 years. Gosh, how things have changed.

Now we write and edit electronically. Our MacIntosh computers have so many features that it's a chore keeping up with them.

But there's even newer technology and it's causing excitement in our editorial offices as we plan our presence onto the World Wide Web. We've been talking and planning, and we're pretty much in agreement here at LANDSCAPE MANAGEMENT magazine that we want our Web site to be:

- the best-designed site in the green industry,
- informative but also easy and fun to use,
- up to date, and
- interactive.

But we need your help.

Our goal is to be your primary Web link to the ideas, news, services and suppliers that you need to serve your customers.

That's where you can help

us. What would you like to see on our Web site? What types of information? What features? How can we serve you on the Web?

There's no question more and more of you will be turning to the Internet for information and, through e-mail, to communicate, too. That's why we're getting our Web site ready. We're going to be there for you. Meanwhile, check out some of these green industry sites:

- ▶ The Grasshopper Co.:  
[www.grasshoppermower.com](http://www.grasshoppermower.com)
- ▶ The Golf Course

Superintendent's Association of America:

[www.gcsaa.org/gcsaa](http://www.gcsaa.org/gcsaa)

▶ Husqvarna: [www.husqvarna.com](http://www.husqvarna.com)

▶ Lofts Seed Co.:  
[www.turf.com](http://www.turf.com)

▶ John Deere Co.:  
[www.deere.com](http://www.deere.com)

▶ Power Pruner:  
[www.power-prune.com](http://www.power-prune.com)

▶ Professional Lawn Care Association of America:

[www.plcaa.org](http://www.plcaa.org)

▶ RISE: [www.acpa.org/rise](http://www.acpa.org/rise)

▶ Sports Turf Managers Association:  
[www.aip.com/stma](http://www.aip.com/stma)

▶ The Toro Co.:  
[www.toro.com](http://www.toro.com)

▶ TruGreen/ChemLawn:  
[www.trugreen.com](http://www.trugreen.com)

▶ Weathermatic:  
[www.weathermatic.com](http://www.weathermatic.com)

Give us some good ideas and we'll send you a LANDSCAPE MANAGEMENT cap. Write: Talkback, Landscape Management, 7500 Old Oak Boulevard, Cleveland, OH 44130; fax: (216) 891-2675, or e-mail: [lscap@en.com](mailto:lscap@en.com). **LM**

## Your turn

Every other month, we report what readers think about current topics in LANDSCAPE MANAGEMENT. Tell us what you think about **WEB SITES**. Tear out or photocopy this page, and fax or mail your response to: Talkback, Landscape Management, 7500 Old Oak Blvd., Cleveland, Ohio 44130 • Fax: 216/891-2683. E-mail: [lscap@en.com](mailto:lscap@en.com)

### Would you access a LANDSCAPE MANAGEMENT Web Site? What information would you like to see on the site?

- Yes COMMENTS \_\_\_\_\_
- No \_\_\_\_\_

### How often do you access other web sites?

- Often COMMENTS \_\_\_\_\_
- Not often \_\_\_\_\_

### Are you generally satisfied with what you're finding on other green industry sites? Why or why not?

- Yes COMMENTS \_\_\_\_\_
- No \_\_\_\_\_

### Has something you discovered on the web helped you run your business or facility better? Tell us about it:

- Yes COMMENTS \_\_\_\_\_
- No \_\_\_\_\_