



# WHERE WERE YOU IN '62?

We were right here, introducing *Weeds and Turf* magazine to the green industry. The name was soon changed to *Weeds, Trees & Turf*, and in 1989, we became LANDSCAPE MANAGEMENT, incorporating our *Lawn Care Industry* magazine to better match our industry-wide appeal.

We answered the green industry's need for useful agronomic information, and we think that over the years we've managed to keep up with the times, and our many readers.

To prepare for our 35th Anniversary Spectacular issue, we want to include reader comments on a variety of topics related to their careers and the green industry in general.

**We want to know:** When did you enter the green industry? How did you start your business?

For our golf course superintendent readers, where was your first golf course superintendent's position, and what are you doing now?

What do you believe to be the green industry's biggest achievements? What do you

think remains to be done to keep up with the times?

From equipment, to control products, to business

management, to golf course turf, to athletic field management...we want to know what you've liked and what you've not been so crazy about since 1962. Where do you think the green industry is headed as it

nears 2000? What are you most excited about?

(And by the way, we real-

ize some of our readers have "roots" that go deeper than 1962, but we want to hear from you, too, if you've stayed active.)

Include a photo (that you don't really need back) if you reply by mail.

Reply soon to be eligible for a LANDSCAPE MANAGEMENT cap.

All responses appear in our "35th Anniversary Spectacular," in October.

Thank you, in advance, for your reply, and for your dedication to the green industry!

## Your turn

Give us your green industry memories! Tear out or photocopy this page, and fax or mail your response to: Talkback, c/o LANDSCAPE MANAGEMENT, 7500 Old Oak Blvd., Cleveland, Ohio 44130. Fax: 216/891-2675. E-mail: lscape@en.com Use an extra page if necessary.

**When did you enter the green industry, and what business were you in? (For superintendents, what and where was your first golf course job?)**

COMMENTS \_\_\_\_\_

**In which area of the green industry are you now active?**

COMMENTS \_\_\_\_\_

**What are the most significant changes you've seen in the green industry? (Equipment, business management, agronomic, etc.)**

COMMENTS \_\_\_\_\_

**Any messages to LANDSCAPE MANAGEMENT, as we begin the next 35 years? (i.e., what kind of stories are most helpful to you; what would you like to see more of...)**

COMMENTS \_\_\_\_\_

**Your name, address and phone number:**

\_\_\_\_\_  
\_\_\_\_\_