

It is an honor to present this 35th Anniversary Issue to our many loyal and satisfied readers.

For the past 35 years, Green Industry professionals have walked a path of progress, and along the way have reached many milestones of achievement and growth.

As we began to review that history, we found that the people in the forefront of those developments were determined, well-focused in their efforts, and fully aware of the potential for the industry to grow.

It's very likely what they felt during the initial days of the automobile or fast-food industries.

Opportunity, discovery, new ideas; a vast wilderness just waiting to be charted and peopled.

The changes were gradual, both in the way the industry did its thing and the way this magazine presented news and feature stories. Agricultural techniques and products were modified and applied to the growing specialty market. Science picked up speed as the years went by, and

galloped into the 80s with growth regulators and vastly improved control products to replace some of the much-besieged old standby products.

Associations such as ALCA and PLCAA were formed to serve the educational/professional needs of service providers, and as a bonus perk, manufacturers were directed to a target audience for products. Publishing advancements gave WEEDS TREES & TURF, spin-off pub Lawn Care Industry and Landscape Management more verve and splash. (Finally, turfgrass photos in living color!)

We're thankful for the chance to have been

there for our readers and advertisers the whole way. From the first

days of WEEDS, TREES & TURF, our mission has been to give you a combination of useful information, current news and technical articles that will help you run your business, golf course operation or athletic field crew better, safer, more efficient and more profitably.

We thank the following people who helped us fill this issue: Dr. Arden Baltensperger, Seeds West; Dr. Joseph Beditz, NGF; John B. Calsin, Jr.; The John Deere Co.; Doug Fender, TPI; Paul Fullmer, ASGCA; John Gillan, PGMS; James E. Guyette; Mike Heitman, Kubota Tractor Corporation; Dr. Michael Hurdzan; Allen James, RISE; Dr. Bill Knoop; Dr. Kent Kurtz, Cal Poly Pomona; Don Maske, AgrEvo Environmental Health; Eugene Mayer, O.M. Scotts; Paul McGinnis, GCSAA; Dr. Harry Niemczyk, OSU; Dr. Eliot Roberts; Tony Saiia, Jacobsen; Joe Santangelo, Bunton; Jim Snow, USGA; Dick Tegtmeyer, Encore; Ruth Thaler-Carter; Steve and Suz Trusty, STMA; Polly Wade, Davey Tree Expert Co.; Dr. Coleman Ward, Auburn University; Karen Weber, PLCAA; Bruce Wilson, ECI.

I thank our publisher, John Payne; managing editor Ron Hall; and graphics designer Lisa Bodnar, for their support and award-winning contributions to this issue, and this editorial year.

Thanks to all in the Green Industry who have given us the people, events and products, the problems and solutions to report about for these 35 years. To our past editors—James Nelson (who also started the magazine); Charles Webb; Arthur Edwards; Gene Inglesby; James Sample; Donald Miller; Gail Hogan; Bruce Shank; and Jerry Roche—and their respective editorial staffs, a very big 'thank you' for the obvious editorial integrity upheld during their tenures. **LM**

**LANDSCAPE
MANAGEMENT**

**LM: name change
reflects overall
appeal.**

History worth repeating



Terry McIver

TERRY MCIVER
Editor-in-Chief

LAWN CARE INDUSTRY

**LCI: popular spin-off for lawn
care market.**