

Growing with the green industry



Sue Gibson

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Executive Editor

I have the great fortune and pleasure to return to the green industry as executive editor of Advanstar Communications' four Landscape Group publications: *Landscape Management*, *TurfGrass Trends*, *Athletic Turf Maintenance & Technology*, and now, *Golfdom*. These four publications offer golf course, landscape, lawn and grounds managers complete coverage of the technical, managerial and business information you need to know.

I love the green industry, which is why I am glad to be back. I love the way it is so diverse and so dynamic. The green industry is the place where biology and business meet, but it's more than that. It's an industry full of terrific people who are savvy in business, skilled in growing plants, creative in marketing, innovative in applying research to technology and often, just plain fun. It's an industry of low-end, high-end and middle-of-the-road organizations, most who work to make our environment a more beautiful and enjoyable place to be.

One of the best things about being part of the Advanstar Landscape Group is the fact that things are happening here and they're happening at breakneck speed. We're busier than a mowing manager in May planning new products and additions to our publications for 1999.

We recognized the shared interests and differences of profession in this industry a while back. That's when we took *TurfGrass Trends* under our wing and introduced *Athletic Turf Maintenance & Technology* to that very important segment of the market. Now we're ready to make some more dramatic changes:

► One of the most exciting changes for us will happen with the January 1999 issue of *Landscape Management*, where we'll focus exclusively on the needs and interests of lawn, landscape and

grounds managers. *Landscape Management's* beautiful graphics and coverage won't go away; we're just adding more coverage of:

- In-depth, practical information on managing your business,
- Ideas for operating your organization efficiently, day by day,
- Articles that explain how to grow healthy plants and healthy businesses,
- Realistic industry data that give a true picture of how our markets work, not just shot-in-the-dark numbers.

Why are we doing this? Because our second big step is to reintroduce *Golfdom* magazine in February, a publication that was the Bible of the golf industry for years. This high-end guide to the business of golf will debut with Pat Jones as publisher/editor. Pat's years of experience in the golf industry, extensive network of contacts and business and editorial expertise make the reappearance of *Golfdom* an exciting prospect.

► We're publishing *Athletic Turf Maintenance & Technology* four times a year in 1999, and we're looking forward to covering truly innovative and practical athletic field management editorial under the knowledgeable guidance of Ron Hall, editor in chief.

► *TurfGrass Trends* will also undergo some tweaking as we expand our reach into the market and refine our focus on making the latest research useful to turf managers in all markets.

► Finally, we're already starting to beef-up our internet site (www.landscapegroup.com) to supplement our publications with useful coverage of products and management, article abstracts and archives, technical guides, news updates as they happen and much more.

In the midst of all our planning, we're also packing for those winter events that draw this industry together, like the GIE Show and others. We hope to see you there and find out what types of information you like best.

If you don't want to wait, please call us at 800/225-4569 or e-mail me at sgibson@advanstar.com. We want your input as we continue to expand our coverage to you, the best people in the green industry. **LM**