



## Showing a little gray hair

**M**y, how the time flies. With this issue, *Landscape Management* magazine begins its 50th year in publishing. That's right, we're just starting to show a touch of gray, which gives us that experienced, distinguished look.

The magazine that evolved into *Landscape Management* began life in July 1962 as *Weeds and Turf*, a supplement to *Pest Control* (now *Pest Management Professional*) magazine.

It's funny how protective editors get about the magazines for which they work. In many ways we think of them like our children. We take care of them — give them everything they need to survive. On occasion we make mistakes, but for the most part we're proud caretakers, boasting of our triumphs and milestones. And 50 years is a heck of a milestone.

*Landscape Management* has been around longer than any publication in the industry, as well as many of its current employees. Yet, that institutional memory is an invaluable asset. We have a deep, rich history, but don't let that touch of gray fool you. We're not resting on our laurels. Here are just a few of the "firsts" we've brought to Green Industry publishing:

› *LM* was the first magazine in the industry to publish "State of the Industry" reports.

› *LM* was the first magazine in the industry to publish lists of the 100 largest landscape & lawn care companies (the *LM100* being the first ever, now expanded to the *LM150*).

› *LM* is the sole producer of the popular and branded "Pocket Guides" — Turfgrass Seeds, Herbicides, Fungicides, Insecticides, etc.

› *LM* was the first magazine in the industry to conduct a "Grassroots Summit" with the participation of nationally recognized industry experts on issues relating to professional lawn care.

› *LM* is the only magazine serving the professional Green Industry chosen as a finalist for a Crain Award, trade publishing's equivalent of a Pulitzer.

› With its award-winning coverage of immigration and its annual "Water Wise" landscape irrigation series, *LM* editors provide the most in-depth reporting of key issues confronting the Green Industry.

The wonderful thing about publishing is that even with our longevity, we've lost none of the vibrancy, relevancy or the excitement that make this magazine the most award-winning publication in the industry.

With that combination of excitement and experience, we're looking to the next 50 years — not just for *LM*, but for the Green Industry.

To get a sense of where the coming decades will take us, we talk with a few companies who've seen just about everything. Bartlett Tree Experts has survived more than a century in business. While Grasshopper Lawns hasn't been around quite as long, the company sports its fair share of gray hair. Barnes Nursery has been reinventing itself for more than six decades.

See what they have to say about where we're headed as an industry with our cover story "Sowing the seeds of history," beginning on page 10.

