

Turfgrass Producers International

E-Newsletter

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December 2008

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TURF . . . Like A Fine Wine?

Wine connoisseurs are noted for their unique and vibrant descriptions of fine wines. Having said that; have you ever wondered how turfgrass might be described if it were judged in somewhat the same manner?

TURFGRASS CONNOISSEUR



Natural Turfgrass, - 96 -100 points:

"Provides a refreshing scent of nature combined with an earthy aroma that encircles the senses in a joyous celebration of environmental effervescence. Can be enjoyed throughout the day; be it in the early hours as dew enhances and brings out its inviting fragrance; midday with its cool-to-the-flesh approachability, or in the early evening when its lush and robust scent seems to cloak the air like a wondrous yet faint perfume that elevates the consciousness, the human spirit and the senses. The soft, subtle fragrance provides refreshing hints of childhood memories and memories yet to be."

Jim Novak
Turfgrass Producers International

"The more you read about natural turfgrass, the more understanding and appreciation you have for it." - The Lawn Institute



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TPI Represents Turfgrass Industry In Washington D.C.

NATIONAL TURFGRASS FEDERATION *Advancing Turfgrass Science for Society*

WASHINGTON, D.C. — On Oct. 29-30, 2008, the board of directors of the National Turfgrass Federation (NTF) met in Washington, DC with federal officials and Congressional staff to discuss items of interest to the turfgrass industry. The group also met to discuss NTF and how the organization can advance issues important to the turf industry. Representing the turfgrass industry:

- Kirk Hunter, Turfgrass Producers International (TPI)
- Dr. Mike Kenna, U.S. Golf Association (USGA)
- Kevin Morris, National Turfgrass Federation (NTF)
- Dr. Clark Throssell, Golf Course Superintendents Assn of America (GCSAA)
- Dr. Brian Horgan, University of Minnesota
- Tom Delaney, Professional Landcare Network (PLANET)
- Kris Kiser, Outdoor Power Equipment Institute (OPEI)
- John Farner, Irrigation Association (IA)
- Bill Behan and Dr. Mark Schmidt, John Deere

The group met with Dr. Tom Bewick, USDA-Cooperative State Research, Education and Extension Service (CSREES), National Program Leader for Horticulture. Discussions centered around the Specialty Crops Research Initiative included in the 2007 Farm Bill which allows crops, other than major program crops (i.e. corn, wheat, soybeans, etc.), the opportunity to request research dollars. This is the first significant opportunity for turfgrass researchers to compete for federal research funding. One turfgrass project (Biosolid use in sod production – University of Wisconsin & Virginia Tech) was selected and was in fact, rated the highest of any project. Bewick indicated that \$50 – \$100 million will be available for funding next year.

National turfgrass survey proposed

The group also met with Jorge Garcia-Pratts, Douglas Marousek and Lance Honig from the National Agricultural Statistics Service (NASS) which collects and reports annual (and sometimes monthly) data for many agricultural and horticultural crops. The only segment of the turf industry that has been surveyed nationally is the sod industry, as a portion of horticultural crops surveyed. The group was interested in the possibility of a national survey of the entire turfgrass industry, its size, scope and economic value, similar to surveys that have been conducted by several states. Since NASS has statisticians in each state, they indicated an interest in conducting such a survey after they have determined the scope, breadth and funding required.

Funds for turfgrass research

The National Turfgrass Research Initiative (NTRI) was the focus of a meeting with Dr. Ed Knipling, Administrator, (USDA)-Agricultural Research Service (ARS).



NTRI is a plan to conduct high priority, long-term turfgrass research within ARS. NTRI was also mentioned in the Farm Bill as a high priority research initiative. The group expressed their gratitude to Dr. Knipling for his support and discussed how to move forward and increase funding. A follow-up meeting also took place with West Higginbotham, Legislative Assistant for Sen. Thad Cochran (R-MS) and Fitz Elder, Agriculture Appropriations staff director for Sen. Robert Bennett (R-UT) during which the need for a national turfgrass survey and funding was also discussed.

WaterSense for new home construction

Two meetings addressing the draft specifications of EPA's WaterSense program for new home construction were also conducted. This federal program is designed to reduce water use and protect the environment. At issue are current draft specifications that are problematic as they contain several provisions that either limit the amount of turf in the landscape, or restrict implementation of sound water conservation measures. A discussion with Kristen Brainerd, Rep. Jim Costa's staff (D-CA-20th) was followed with a meeting with Lacey Kiriakou, staff to Congressman George Radanovich (R-CA-19th). Both House members are leaders of the Congressional Water Caucus. During these conversations the group expressed concerns regarding draft specs and how the turf industry and Congress might work with the EPA to make revisions based on sound science.

Follow-up action steps

On Oct. 30, NTF held its semi-annual board of directors meeting of which TPI's executive director, Kirk Hunter is a member. The board discussed the previous day's meetings and determined follow-up actions. NTF will retain a lobbyist to work on issues for the coming year and develop a strategic plan for 2009. The NTF board of directors plans to meet again in March 2009 to visit with Congress and members of the new Administration.

Cruise Ship Features "The Lawn Club" with REAL Turf



Celebrity Cruises announced an industry first for its upcoming [Celebrity Solstice](#) scheduled to debut in late 2008: a 1/2-acre lawn for sports and relaxation. "The Lawn Club," on the top-most deck, will feature live growing grass (not artificial turf) and a full-time grounds-keeper.

The area is three times larger than Rockefeller Center's ice skating rink and more than two times the size of Centre Court at Wimbledon's All England Lawn Tennis Club.



In addition to simply soaking up the sun or reading a book, The Lawn Club will also feature two bocce ball courts and a putting green.



www.celebritysolstice.com

Turfgrass Producers International
TPI Midwinter Conference

February 9-14, 2009

Point Clear, Alabama

Grand Hotel Marriott Resort, Golf Club & Spa



Sweet Turf, Alabama

The exquisite Grand Hotel Marriott Resort, Golf Club & Spa will serve as the host hotel for TPI's Midwinter Conference.

A complete listing of all planned activities, scheduled events, and conference and hotel registration forms are featured in the November/December 2008 issue of *Turf News*. Information was also mailed to all members and prospective exhibitors. You can also view conference information and find registration forms on TPI's website at www.TurfgrassSod.org.

Make your registrations early.

For additional information contact:

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**Thanks To Summit Seed for Promoting
 TPI's Midwinter Conference in Their
 November E-Newsletter**

THE ULTIMATE LAWN November 2008
 e-Newsletter
DARKER DENSER DWARFER

2009 TPI Mid-Winter Sod Conference!
 Experience a stunning Alabama beach resort at the exquisite Grand Hotel Marriott Resort, Golf Club & Spa. The Marriott Grand boasts two challenging golf courses as part of the Robert Trent Jones Golf Trail, as well as a luxurious 20,000 square foot European-style spa, a fabulous array of exceptional dining options, and a sizeable marina for sailboats, yachts and fishing boats. The delightful beaches and extraordinary pool complex offer plenty of entertainment for the whole family. Overlooking scenic Mobile Bay, this 1847 Gulf Coast resort is situated on 550 acres and is the Queen of Southern Resorts. Experience the rich history of the south as during the Civil War the 21st Alabama Regiment camped on the hotel grounds and the hotel was used as a base hospital. Both Mobile and Pensacola regional airports have daily flights from Chicago and New Orleans is only 3 hours away!

Where & When?
 2009 TPI Midwinter Conference
 February 9th-14th
 The Marriott Grand
 Point Clear, Alabama, USA

More information can be found by visiting www.turfgrassod.org

RAIN - (rân)
 n. water condensed from atmospheric vapor and falling in drops; a fall of such water; a rainstorm.

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"Now You Don't Have To Dream About The Perfect Lawn. You Can Dream On It!"

Debt Collection Services Available to U.S. TPI Members



I.C. System delivers effective and ethical solutions for collecting debts and improving cash flow.

Members of **Turfgrass Producers International** receive special pricing for I.C. System's services, the only collection services formally approved for members.

For more information, please call (800) 279-3511 or visit their website at www.icmemberbenefits.com.

The program is only available to U.S. members.



MICHIGAN STATE UNIVERSITY LIBRARIES



The Turfgrass Information Center

Welcome to the

Turfgrass Information File

A Unique Resource for Turfgrass Researchers, Practitioners, and Students

TPI Website Offers Exclusive Resources Only to TPI Members www.TurfgrassSod.org



- Unlimited access to Michigan State University's Turf Information Center including past issues of *Turf News* magazine (see article on right)
- Industry-related marketing brochures are available to download and print.
- Extensive photo and clip-art gallery to use for your company's promotional materials.
- Pictures from TPI's annual conferences and conventions.
- Valuable benchmarking surveys on Turfgrass Sod Farm Equipment and Farm Profiles.
- TPI logos - promote your affiliation with TPI by incorporating the logo on your marketing and promotional materials.
- Fill-in-the-Blanks Press Releases provide TPI members with additional exposure and generate free press coverage.

Coming Soon!

TPI's Online Forum will allow members to share ideas and get questions answered by your peers.

Information Please!!!

A Tremendous Resource Available to All TPI Members

The Turfgrass Information Center (TIC), a specialized unit at the Michigan State University Libraries (MSU), contains the most comprehensive publicly available collection of turfgrass educational materials in the world.

TIC has over 140,000 records in its primary database, the Turfgrass Information File (TGIF) uses over 300,000 keywords and covers the full scope of the turfgrass industry with over 35% linked to full-text articles. The database monitors over 320 journals and magazines (including *Turf News* from 1977 to the present and back issues of TPI's *Business Management Newsletter*).

In addition, the database includes records for extension bulletins, books and book chapters, technical reports, theses and dissertations, web documents, published Q&As, video interviews and more!

Access to TGIF is a significant added benefit to Turfgrass Producers International members at no charge, this valuable database is only available to others for a fee.

To access TGIF go to the "Members Only" tab on the TPI website and click on Turfgrass Information File (TGIF) and enter your Username and Password. www.turfgrassod.org/

Neighborhood Greenness Has Long Term Positive Impact On Kids' Health

ScienceDaily (Oct. 29, 2008) — In the first study to look at the effect of neighborhood greenness on inner city children's weight over time, researchers from the Indiana University School of Medicine, Indiana University-Purdue University Indianapolis and the University of Washington report that higher neighborhood greenness is associated with slower increases in children's body mass over a two year period, regardless of residential density.

United Press International (UPI) (Oct. 28, 2008) A study of more than 3,800 inner-city children revealed that living in areas with green space has a long-term positive impact on children's weight, and thus health. The study's lead author, Dr. Gilbert C. Liu of the Indiana University School of Medicine and a Regenstrief Institute-affiliated scientist, said the study looked at children ages 3 to 18 -- predominantly African-American, poor and publicly insured -- whose residence didn't change over 24 consecutive months. The study, published in the *American Journal of Preventive Medicine*, found higher neighborhood greenness was associated with slower increases in body mass index over time, regardless of age, race or sex.



"Obesity is a national epidemic necessitating the involvement of healthcare providers, parents, and the community. For children, physical activity is active play and that usually take place outdoors," Liu said in a statement. "We need to encourage them to go outside and play. I love the idea that we can landscape for health."

Full text of the study can be accessed at:
American Journal of Preventive Medicine
Volume 35, Issue 6, Pages 539-622

<http://www.ajpm-online.net/>

A TIP OF THE HAT

to **Dr. Roch E. Gaussoin** of the University of Nebraska-Lincoln who was the proud recipient of the Fred V. Grau Turfgrass Science Award presented to him during the annual meeting of The Crop Science Society of America (CSSA) in Houston, Texas.

In addition to being a professor of agronomy and horticulture, he also serves as an extension turfgrass specialist and state-wide coordinator for the university's Master Gardener Program. He has also served as an editor for the International Turfgrass Research Society Journal from 1998 to 2005 and was a board representative and past chair of the Turfgrass Science division of the CSSA. He currently serves as an associate editor for crop science and the acquisitions editor for *Applied Turfgrass Science*.

In addition to being a long time supporter of TPI, Roch is currently the Editorial Advisor (cool season grasses) for TPI's *Turf News* magazine.

In response to receiving the award, Gaussoin commented, "It was a very humbling and unexpected recognition." TPI joins CSSA and the green industry in extending our sincere congratulations to Dr. Gaussoin.



Roch Gaussoin, University of Nebraska-Lincoln, (right) receives the Fred V. Grau Turfgrass Science Award from CSSA President William J. Wiebold, University of Missouri.

Photo courtesy:
The Crop Science Society of America (CSSA)

Maryland Turfgrass Association's Fall Workshop a Success



The Maryland Turfgrass Association (MTA) held their third annual Workshop at the Maryland Department of Agriculture in Annapolis, Maryland on November 7, 2008. The Workshop was presented by MTA and Newsom Seed, Inc. Executive Director Mary Collins reported those in attendance were pleased with the program which included presentations by Dr. Thomas Turner (University of Maryland) who provided updates on research and development at the University of Maryland; Jim Novak of Turfgrass Producers International (TPI) presented The Lawn Institute's soon to be released "**Benefits of Turfgrass**"

PowerPoint presentation; Mark Merrick of Syngenta addressed "Tanacity", a new herbicide that controls a variety of weeds; Karen Hartman of DuPont Industries offered a report on what's new in grub control; Dr. Andrew McNitt of Penn State addressed artificial turf trends and what turfgrass producers should know when addressing the subject, and John Brader of Scotts Professional Seed and Nancy Aerni of Turf Merchants provided an A to Z overview of the turf seed industry. TPI board member, Gary Wilber of Oakwood Sod Farm (Delmar, MA) served as the emcee.



The Turf Company

Lawns that Last a Lifetime...

The Turf Company's 15 second TV commercials, **Lost Dunes** and **The Mad Scientist** are now available for viewing on YouTube. Click on the link to the right to access You Tube.

In the SEARCH window enter *The Turf Co. Lost Dunes* (or) *The Turf Co. The Mad Scientist* to access the commercials. Our thanks to Bob Johnson for making these spots available for viewing.

**NOW AVAILABLE
FOR VIEWING**

You Tube
Broadcast Yourself

<http://www.youtube.com/>

**The Turf Co. Lost Dunes
The Turf Co. The Mad Scientist**



LAWN Painting?



BEFORE



AFTER

Lenders faced with foreclosed properties to auction off and some homeowners in need to sell their homes are turning to paint; but they're not painting houses -- they're painting lawns!

Lawn painting was once a novelty used at golf courses and athletic stadiums to touch up withered pockets of turf. But during the recent economic slump, some homeowners are resorting to turf coloration.

Turfgrass science professors nationwide said there are few drawbacks to lawn paint when used as a short-term solution.



The paints may change color over time from a green to a blue-green, and a dead-grass surface is hotter than live grass, said Robert Green, a turfgrass research specialist at the U.C. Riverside College of Natural and Agricultural Sciences.

Perhaps the biggest obstacle is psychological, "There will be some who just aren't used to the idea of painting grass," Green said.

By AARON BURGIN
The Press-Enterprise



CONGRATULATIONS to **Gerry Brouwer** (pictured right) of Kesmac/Brouwer Turf in Keswick, Ontario, CANADA. Gerry was the first supplier/manufacturer to recruit a new TPI Member (Techstroy, Invest, Ltd of Moscow, Russia) as part of TPI's new Member-Get-A-Member promotion.



Member-Get-A-Member Promotion

TPI Supplier/Manufacturer Members

Reach out and help others discover the many benefits of TPI membership and we will reward you!

We know our current Supplier/Manufacturer members are the best source to help recruit new turf farm producer members who could benefit from all TPI has to offer.

A vital and growing association means greater recognition of the turfgrass sod industry, improved educational and networking opportunities, the advancement of turfgrass sod worldwide, and every time you recruit a new member you help strengthen TPI.

Recruitment Rewards:

Whenever a TPI supplier member recruits a new member to join TPI, they will receive a \$20 Amazon gift card! Amazon is an online retailer of books, movies, music, games, computers, electronics, health & beauty, home & garden, toys, apparel, shoes and more. Visit their website at www.amazon.com.

Grand Prize Drawing:

For any supplier member company that recruits two or more members, they will automatically be entered into a Grand Prize drawing. The Grand Prize will be a complimentary full page (4-color) display ad to run in the September/October 2009 issue of *Turf News* magazine.

The Grand Prize drawing will be held at the 2009 Summer Convention & Field Days in East Lansing Michigan. You do not need to be present to win. Remember, the more members you recruit, the greater chance of winning the grand prize!

For more information about the Member-Get-A-Member Promotion contact:

Susan Hall, Membership & Marketing Manager
847/649-5555
shall@TurfGrassSod.org

добро пожаловать (Welcome)

Techstroy Invest Ltd

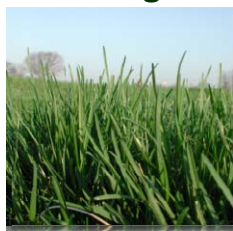
(LAWN WORLD)

Moscow, Russia

Techstroy Invest Ltd is a Class A-II turf farm with 280 acres of bluegrass selling in standard rolls.



Photos from Techstroy Invest Ltd website
<http://www.mirgazon.ru/en/about-us>

Interesting Fact:**Soil Restoration**

"An extremely important function of turfgrasses is soil improvement through organic matter additions derived from the turnover of roots and other plant tissues."

SOURCE: Dr. James B. Beard
Professor Emeritus
Texas A&M University
Council for Agricultural Science
& Technology (CAST)
January 2006

Tuckahoe Farm Helps State Preserve Land

Tuckahoe Turf Farm (which owns four turfgrass farms serving the six New England states, Eastern New York and Northern New Jersey) sold their development rights to the state of Rhode Island for \$4.25 million in a land deal that will safeguard some 486 acres for open space.

"We are doing it, primarily, to get back the real estate investment of our land portion that we made, so we can continue to farm the land and not have to pay up a mortgage," said Stephen Donahue, vice president of operations at Tuckahoe. The company, which operates several farms in New England, and produces turfgrass and other sod-related products.

The preservation of this property creates a conservation area of 3,000 contiguous acres, according to state Department of Environmental Management officials.

"Preservation of open space in our small, highly developed state is critically important to preserving the natural beauty and lifestyle we treasure."

Rhode Island Governor
Donald L. Carcieri



News from The Lawn Institute

Scholarship Applications

The Dr. Henry W. Indyk Scholarship/Provided by TPI is now accepting applications.

This scholarship honors one of the founding fathers of TPI while benefiting TPI members by assisting them in paying for the higher education of their immediate family or designated staff.

Scholarship applications are available at www.TheLawnInstitute.org/programs/.

Completed applications are due at *The Lawn Institute* office by January 15, 2009. Winners will be announced at the 2009 TPI Summer Convention in East Lansing, Michigan in July, 2009. Full details on eligibility and requirements for the award are available on page one of the application.

An Often Overlooked Benefit of Turfgrass

Turfgrass - A Natural Fire Barrier



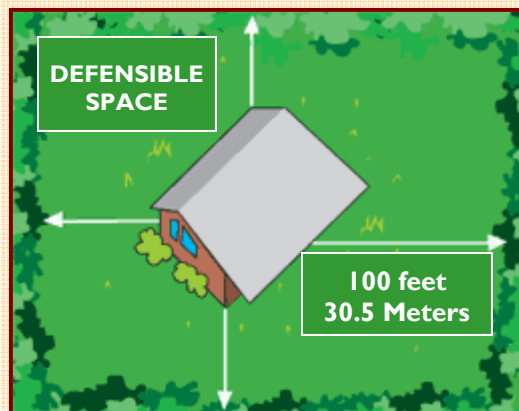
WHY 100 FEET?

"The goal is to protect your home while providing a safe area for firefighters."

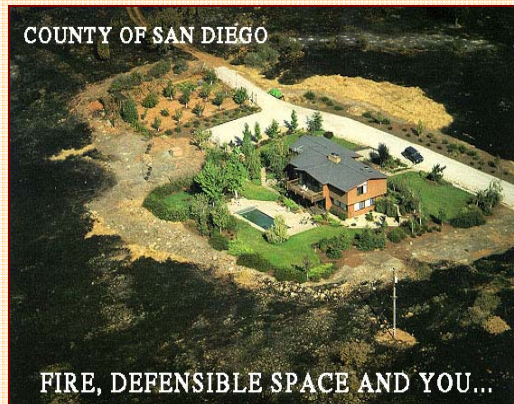
State of California
CAL FIRE

On average, wildfires burn 4.3 million acres (17,000 km²) in the United States annually. As part of its ongoing Defensible Space Campaign, CAL FIRE now has billboard space in Southern California (Inland Empire) courtesy of Lamar Advertising. The company donated the space and will move the billboards to various sites depending upon demand by paying customers.

Australia, because of its extreme weather conditions, is acknowledged as the most prone country in the world for Bush and Wild Fires and has similar Defensible Space Programs in some of its states and territories.



COUNTY OF SAN DIEGO



FIRE, DEFENSIBLE SPACE AND YOU...