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Volume 3 Issue 10

October 2010



Photoshop image by Jim Novak

TPI has announced they will be hosting a **“Next Generation Leaders”** reception at this year’s Midwinter Conference. The reception is open to individuals who currently have or eventually will take over responsibilities of a TPI member business; whether that business be a turfgrass farm operation, a manufacturing enterprise or a supply side business that serves turfgrass producers.

Based on a recommendation from the TPI Past President’s Council, the TPI Board approved the introduction of a “Next Generation Leaders” (NGL) initiative. The inaugural meeting of the group will be held at the upcoming 2011 Midwinter Conference in Orlando Florida on Tuesday, February 1st from 6:00 to 7:00 pm preceding the TPI Welcome Reception from 7:00 to 9:00 pm that evening.

TPI’s Executive Director, **Kirk Hunter** stated, “The “Next Generation Leaders” initiative underscores one of the greatest benefits that past and present members of TPI have always acknowledged; the opportunity for members from similar situations and interests, at similar points in their professional careers, to network and share information with their peers. And much like their parents before them, the NGL will provide an opportunity for the new generation of professionals to develop long term relationships and friendships that will prove invaluable in the future.”

“Next Generation Leaders” Inaugural Meeting & Reception

TPI Midwinter Conference in Orlando, Florida

Hunter went on to add, “In addition to bringing the next generation of producers, manufacturers and suppliers together, The NGL could also be a starting point for other potential programs such as an international exchange or a mentor program. Geographic diversity within the group will be invaluable as we move forward.”

David Doguet of Bladerunner Farms, Poteet, Texas, remarked, “Those of us who have been active in TPI for many years know the benefits of coming to TPI’s Conferences and Conventions; it’s time for us to let our adult children, the ones who are managing or will be managing our business to be here. There’s a great deal they can learn, there’s the opportunity for them to get together with their peers and network with one another.”

The next day’s “Pre-Conference Workshop” entitled “Passing the Family Torch” is sure to benefit NGL attendees as well. It’s also worth noting that workshop speakers will also be invited to attend the NGL reception the night before.

If you know young professionals serving the turfgrass industry, encourage them to attend the “Next Generation Leaders” Reception at this year’s TPI Midwinter Conference in Orlando...they’ll be glad they did.

TPI Member provides World Class Service to a World Class Event

16 Days — 8 World Championships — 1 World-Class Event



Workers at **Superior Turf-Sod Farm** in Shelbyville, KY did some last-minute emergency sprucing up and plenty more for the *Alltech FEI World Equestrian Games* that took place at Kentucky Horse Park in Lexington, KY.

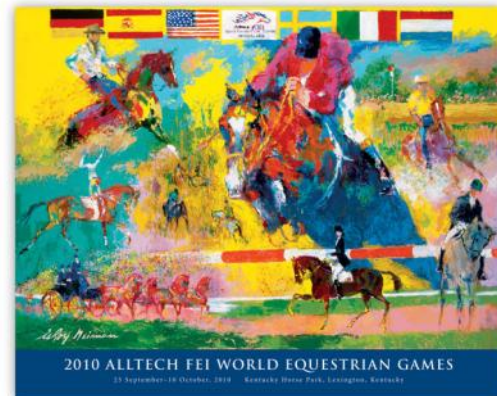
After Superior harvested the sod (big rolls) a five man crew delivered and installed about a half acre of turfgrass for the September 25th Opening Ceremonies.

To achieve the task **Jeff** and **Monica Hagerman** had to field questions from out-of-the country visitors and state officials regarding their needs. The installation had to be achieved over a two day period. To meet the deadline Superior's crew had to lay out 2 x 112 foot rolls of sod, two at a time, using a mechanized applicator.

The crew also added a fresh carpet of natural grass to the Dressage competition area and around the VIP tent where international sponsors gathered to watch the games. Hagerman and his crew also installed sod near the Hunter—Jumper arena.

This was the first time *The World Equestrian Games* were held in the United States, running from Sept. 25 thru Oct. 10. The event drew nearly 1,000 horses and hundreds of competitors from 60 countries participated.

By closing day total attendance exceeded a half million people and it was estimated the Games generated a statewide economic impact in excess of \$167 million.



Official Image of the Alltech FEI World Equestrian Games, created by internationally renowned artist LeRoy Neiman.





Sorry to CURB your ENTHUSIASM but...

Most people who know **Mike Blair** (pictured left) of Green Velvet Sod, Bellbrook, Ohio are familiar with the great job he does as their Special Projects

Director and the tremendous contribution he makes in helping to organize and set-up TPI's Field Days; but did you also know Mike has a great sense of humor too?

During a recent conversation with Veronica Iwanski, TPI's membership manager, Mike shared an amusing story. Veronica said that to hear Mike tell it is even more hysterical because he has that appealing southern twang and his sarcasm is hilarious!

A little over a month ago Mike got a call in his office from what appeared to be a young and somewhat overly enthusiastic sales representative from a well known lawn care service company. Mike listened with interest as the young man told him how his company could save Mike hours of time when it comes to lawn care; spraying for weeds, mowing the lawn and making his lawn the best in the neighborhood. Mike listened patiently as the caller went on and on about the virtues of his company, the quality of their service and all they could do for him.

The caller didn't ask many questions but just kept on with his sales pitch as Mike offered an assuring "sounds good" whenever the young fellow said, "How does that sound? Mike finally asked, "How much do you charge?" "Well we charge by the square foot," the young man replied. "Well we have a plenty big lawn." Mike said. "Oh, some of our customers have pretty big lawns, we can charge by the acre too!" said the caller. "Do you mow the lawn by yourself?" the caller asked. "Yes", Mike said. Without hesitation the caller replied, "Well, we can probably do it faster than you."

Finally the young man inquired, "So, how big is your lawn so I can put together a cost estimate?" Mike responded, "Oh, it's about 1200 acres". There was momentary silence and then the caller said, "Did you say 1200 acres?" "Yeah, we own a sod farm and it's about 1200 acres," replied Mike. After a few seconds of silence Mike said, "I sure would like to see if you guys could do a better job spraying and mowing than we can. So, how soon can I get that estimate from you?" Another pause and then the caller said, "Uh . . . I think I'll have to get some help with this."

For more information about **Green Velvet Sod Farms** and owner **Randy Tischer** see page 7.

Comparing Surface Temperatures of Natural and Synthetic Turfgrass Systems by Jason K. Kruse, Ph.D., University of Florida (Gainesville)



When Dr. Jason Kruse, Assistant Professor / Turfgrass Specialist - Culture & Management at the University of Florida used a hand-held infrared thermometer to measure the surface temperatures of natural turfgrass, artificial turf, asphalt and concrete he revealed some interesting results.

He conducted the study on a day when the ambient temperature was 94 degrees Fahrenheit.

To see the results go to the site below:

http://www.youtube.com/watch?v=dU2qLRrPDYg&feature=player_embedded



RIDING OUT A STORM

Much needed rain finally hits Victoria, Australia

When wild weather lashed the southern states of Australia in mid September large areas of Victoria were under water after the state's heaviest single day of rainfall in 15 years. In fact, Victoria had its wettest August since 1981, according to the Bureau of Meteorology.

The good news, the heavy rains brought an end to the epic decade-long drought that had gripped the northern part of the state, the other good news, damage to farms from the flooding was limited, according to the Victorian Farmers Federation. Bob Cameron, the Victorian Minister for Police and Emergency Services commented, "I think you can safely say the drought is behind us."

TPI Members, **Brad** and **Suzanne Shearer** of **Coolabah Turf** in Echca, Victoria could do little during the storm which flooded the better part of their family farm in Echca, Victoria.

When the record-setting downpour finally came to an end the family made the best of it. Five year old **Mitchell Shearer** took to knee boarding behind his dad's 4x4 motorbike on a couch paddock as his younger brother Lachian drove with his dad Brad.

You might say the Shearer's gave "riding out a storm" a whole new meaning.



Mitchell Shearer goes knee boarding as his dad **Brad** and little brother **Lachian** look on.

FIRST CLASS GRASS



“While in NYC, I spent the night at a “W” Hotel in mid-town Manhattan. The “W” is known as a chain of stylish, “hip” and luxurious hotels. It is right in the middle of the city, yet, in the lobby and hallways of the hotel, I found NATURAL GRASS!” - Danielle Marman—West Coast Turf

Upon further investigation TPI learned that the interior design company for the “W” New York — Union Square was The Rockwell Group, an internationally known architectural and design firm.



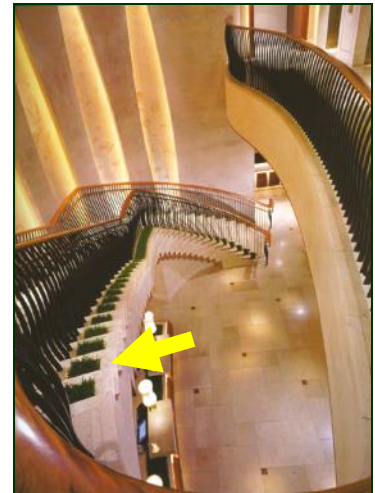
The Rockwell Group has an office across the Square from the hotel and they have taken cues from the Union Square Farmers’ Market in their introduction of grass in the hotel’s entrance areas, at the reception desk, interior benches and along an impressive limestone, mahogany and steel staircase. The grass comes in trays, similar to those sold at the Union Square Farmer’s Market (see above photo) where New Yorker’s buy it for their pet cats who are often penned up in high rise apartments. The trays are replaced regularly to keep the bright green accents fresh — and the grass alive!”



Natural grass at the Reception Desk.



Natural grass on the interior benches.



Natural grass on staircase.



The Florida Sod Growers Cooperative has announced they plan to hold their 2011 FSGC Annual Meeting in conjunction with Turfgrass Producers International’s Midwinter Conference in Orlando, Florida on Wednesday, Feb 2 at Disney’s Contemporary Resort.

Are you sharing the TPI E-Newsletter? You should!



If you are currently receiving the TPI E-Newsletter please feel free to share it with others in the green industry, as well as business associates, educators, customers, students and friends.

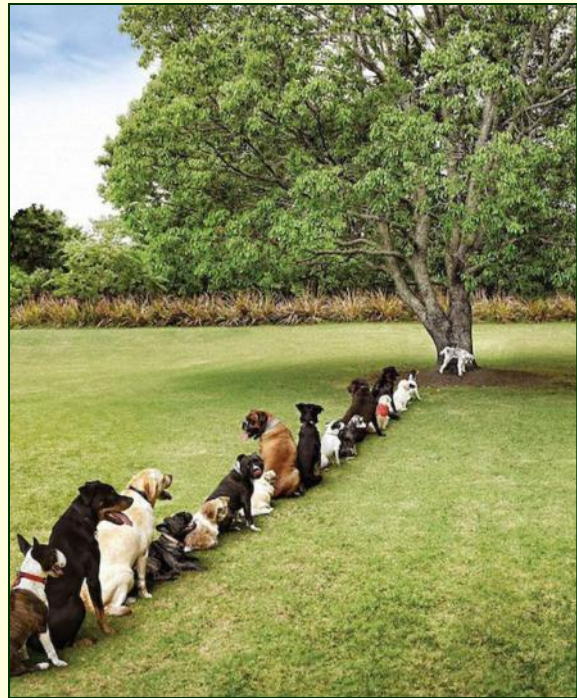
Since it was first introduced in August of 2008 the circulation of the TPI E-Newsletter has quadrupled and continues to grow.

By sharing the information provided in each issue of the TPI E-Newsletter you not only help keep others informed, you also help build awareness of Turfgrass Producers International.

TurfSide-UP

Unforeseen Consequences of Deforestation

Just one more example of why we need to conserve greenspace.



Submitted by: Marge Wille of Elgin, IL.

TurfSide-UP

Scorching temperature of artificial turf takes its toll on flock of artificial birds.



For The Birds Gazette
October 2010



TurfSide-Up is a satirical feature of the TPI E-Newsletter. Any similarity to persons living or dead is purely coincidental except in the case of prominent public figures, where actions and characteristics are used for the purpose of parody and satire. TurfSide-Up does not necessarily reflect the opinions, beliefs and viewpoints of Turfgrass Producers International or its members. It is the satirical viewpoint of Jim Novak.

Where in the world is TPI represented? **EVERYWHERE!**

An on-going series featuring photos and copy from TPI member websites.

Green Velvet Sod Farms, Ltd.
New Carlisle, Ohio
Bellbrook, Ohio
USA

<http://www.green-velvet.com/>



THE GREEN VELVET TEAM

"It takes great people to grow great turfgrass and Green Velvet has both!"

Randy and Beth Tischer lead the Green Velvet Turf Team, founded in 1959 by Randy's father and mother, Ray and Mary. Today, Green Velvet grows sod and distributes turf, ornamental products, supplies and equipment throughout Ohio. Randy believes that you always get back more from your involvement in these organizations than you invest. (See graphic below.)



"You always get back more from your involvement in these organizations than you invest." - Randy Tischer



"At Green Velvet Sod Farms, we go out of our way to produce sod varieties that are able to excel in the transition zone climate of Southern Ohio. We've selected, and put into our turfgrass sod, seed varieties that thrive in this harsh environment. Our sod is irrigated, weed-free, disease resistant and especially chosen for Ohio's hot summers, cold winters and everything in between."

"Green Velvet has the industry's premier solution for every sports turf application, featuring the full line of Turface products. Coaches, athletic directors, park and recreation staffs, all count on the professionals at Green Velvet Sod Farms to come up with in-stock solutions for their field needs."

"Green Velvet provides personalized service, including training, to Golf Professionals. We offer immediate solutions to your turf problems with a wide variety of products that you need to maximize the turf on your course. Our professional golf sales representatives work with superintendents, providing new and innovative products each year. Our training sessions offered throughout the season provide certification credits for professional programs."



FACT: Randy Tischer was the youngest person to ever serve as president of the American Sod Producers Association (now known as *Turfgrass Producers International*) from 1989 to 1990.



**Turfgrass Producers International
2011 Midwinter Conference
Jan. 31 - Feb. 4, 2011**



**Disney's Contemporary Resort
Lake Buena Vista, FL USA**

Agenda Highlights

Monday, January 31

Registration Opens
Working Groups

Early Bird Reception &
Calcutta Golf Auction

Tuesday, February 1

Prayer Breakfast*

The Lawn Institute Memorial Golf Tournament*

Disney Behind the Scenes Tour**

Next Generation Leaders Reception

Welcome Reception

Wednesday, February 2

Women's Forum*

Pre-Conference Workshop*

Opening Keynote

Exhibits with Dinner

Thursday, February 3

"Meet the Speakers" Continental Breakfast

Education Sessions

Exhibits with Lunch

The Lawn Institute Banquet & Fundraiser at Epcot®*

Friday, February 4

"Meet the Speakers" Continental Breakfast

Education Sessions

Roundtable Forum with Lunch

Farm Tour with Dinner

A Magical Time Awaits You!

SPECIAL OFFERS

As a Disney Resort Guest, you'll enjoy special benefits that will make your Walt Disney World® Resort stay easier and more relaxing. These benefits provide everything from extra time in the Theme Parks to complimentary ground transportation to and from the Orlando Airport and more.

For offers limited to TPI attendees, their guests and family members click on the image of the Disney Contemporary Resort above.

REGISTER TODAY

for Early Bird Rates!

www.TurfGrassSod.org

or call

847-649-5555

Early Bird ends December 3, 2010

* Optional activity. TPI reserves the right to cancel any activity.

** *16 and older. Visit www.TurfGrassSod.org to register separately.

**Show & Tell — Keynote Presentation — Pre-Conference Workshop
Farm Tour — Education Sessions — Exhibits — Roundtable Forum
Assorted Optional Activities**

**The Lawn Institute Memorial Golf Tournament
The Lawn Institute Banquet & Fundraiser at Epcot®**