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Volume 6 Issue 4

May 2013

The U.S. National Arboretum "Grass Roots Initiative"

U.S. National Arboretum, a 446 acre USDA, ARS research and education public gardens facility located just two miles from the Nation's Capitol in Washington, DC. has taken the initial steps in their plan to inform the public and policymakers of the care and benefits of natural grass. *The Lawn Institute* was among the first to pledge \$20,000 to support their effort.

Kevin Morris of the National Turfgrass Evaluation Program (NTEP) recently stated, 'Grass Roots' presents a unique opportunity for the turf industry to inform and educate visitors about turfgrass and the turfgrass industry. All the information presented with the 'Grass Roots' program will be science-based and reviewed by scientists in the field."

Morris reports that the "Grass Roots" initiative will include a series of workshops, symposia and demonstrations planned over a four-year period with the centerpiece of the program being an outdoor turfgrass exhibit.

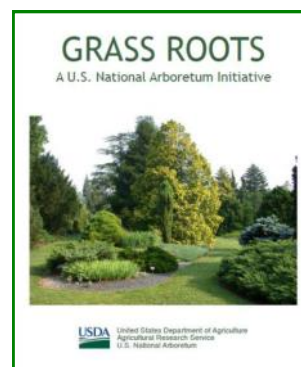
In addition to the outdoor exhibit, plans are underway to develop and publish a variety of articles and features about turfgrass and its benefits. The articles will be featured on the Arboretum's website. By addressing the benefits of turfgrass and educating the public on how to better maintain their grass it will be a win-win for everyone.

Morris reports that the turf industry is pledged around \$140,000 in funds, products and services to help in the development and construction of the outdoor exhibit. The National Arboretum is providing an additional \$83,000. But there is still a need to raise another \$260,000 to initiate the program and maintain the program over the planned four-year period including the hiring of a full-time coordinator.

How important is this undertaking for the turfgrass industry? When you consider the National Arboretum receives over a half million visitors throughout the year including members of Congress, landscape architects, master gardeners, garden writers, city and county planners, parks and recreation officials, homeowners, school groups, etc., the opportunity to educate and inform such a vast audience on the proper care of turfgrass through visually appealing exhibits and insightful educational programs is immense.

To help support this great undertaking you can make a donation to our foundation, *The Lawn Institute* and identify your contribution as being for the "Grass Roots Initiative". Send donations to:

The Lawn Institute
2 East Main Street
East Dundee, Illinois USA
60118

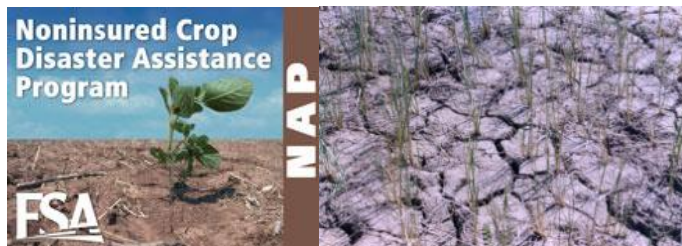


To download the full color brochure "Grass Roots - A U.S. National Arboretum Initiative" go to:
www.usna.usda.gov/GrassRootsBrochure.pdf

NOTE: TPI's Executive Director, **Kirk Hunter** was among several green industry representatives who met with officials of the National Arboretum on April 4, 2012 to discuss ideas for the proposed outdoor turf exhibit.

Did you have Non-Insured Crop Disaster Assistance Program (NAP) coverage in 2012?

IF SO . . . WAS IT WORTH THE INVESTMENT?



The USDA's Non-insured Crop Disaster Assistance Program (NAP) is designed to provide financial help to farmers who have non-insurable crops when a low yield, loss of acreage or prevented planting occurs because of a natural disaster. So when TPI received a call from one turfgrass producer in Nebraska who reported that his NAP crop insurance policy didn't cover his losses because of a technicality it peaked our interest.

Although NAP coverage is intended to provide protection should a crop be hit by hail, flooding, wind storms or other natural disasters (such as a drought) this turfgrass producer ran into a glitch. It seems a NAP policy covers 50% of the approved yield at 55% of the established price for the crop. The producer must suffer the first 50% of the loss before NAP kicks in. The turfgrass producer reported he didn't qualify because of a technicality over his spring and fall planting schedule. TPI is currently looking into the matter; but we are curious if any other turfgrass producers who had NAP insurance found it beneficial or received some form of compensation as a result of last year's drought/flooding, or did they face similar rejection when they submitted a claim?

If you are covered by NAP please share your satisfaction or displeasure with us. We would like to know about your personal experience.

Please send your comments to Jim Novak at:

jnovak@TurfGrassSod.org

NAP Eligible Crops

Eligible crops must be commercially produced agricultural commodity crops for which the catastrophic risk protection level of crop insurance is not available and be any of the following:

- Crops grown for food;
- Crops planted and grown for livestock consumption, including, but not limited to grain and forage crops, including native forage;
- Crops grown for fiber, such as cotton and flax (except for trees);
- Crops grown in a controlled environment, such as mushrooms and floriculture;
- Specialty crops, such as honey and maple sap;
- Value loss crops, such as aquaculture, Christmas trees, ginseng, ornamental nursery and **turfgrass sod**;
- Sea oats and sea grass and;
- Seed crops where the propagation stock is produced for sale as seed stock for other eligible NAP crop production.

TurfSide-UP

File this under —

WHAT WERE THEY THINKING?



TPI MEMBERS ARE INVITED TO VISIT THE TPI OFFICE AFTER THE SUMMER CONVENTION

Saturday, July 27th

Hours: 10:00 am—2:00 pm

If you are driving to Chicago for TPI's Summer Convention & Field Days and plan to be in the Chicago area afterwards, why not plan to visit the TPI office in East Dundee, Illinois on Saturday, July 27th. The TPI office is located about 40 miles northwest of downtown Chicago off I-90 West.

If you are interested in visiting the office we must know in advance so we can plan accordingly.

PLEASE CONTACT:

info@TurfGrassSod.org

CONGRATULATIONS TO ROCH GAUSSOIN

Crop Science Society of America (CSSA) President Elect



Congratulations to **Dr. Roch Gaussoin**, on the announcement that he is the new CSSA President-Elect. Dr. Gaussoin has been a long time supporter of TPI and served as a *TurfNews* editorial advisor from 2003 through 2009.

Dr. Gaussoin is the Head of the Department of Agronomy and Horticulture in the Institute of Agriculture and Natural Science at the University of Nebraska-Lincoln. Prior to assuming the head position, he was the Extension Turfgrass Specialist at UNL from 1991-2011. He has his Ph.D. in Crop and Soil Sciences from Michigan State University and MS and BS degrees in Agronomy from New Mexico State University. He has published more than 80 journal articles; more than 250 trade journal articles and is a

frequent invited speaker to turfgrass conferences nationally and internationally. He has three UNL patents for buffalo-grass cultivars. He has received the Outstanding Young Scientist Award from the University of Nebraska Chapter of Sigma Xi, the Exceptional Service Award from Nebraska Golf Course Superintendents Association and the Presidential Award of Merit from the Nebraska Turfgrass Association. He was awarded designation as Fellow of both the Crop Science Society of America and The American Society of Agronomy, the highest award of these prestigious societies.

In 2008, he received the Fred V. Grau Turfgrass Science Award, awarded in recognition of significant career contributions in turfgrass science.

TPI extends our sincere congratulations to such a deserving individual.

New from Crop Science Society of America

Irrigating Turfgrasses with Recycled Water

Ali Harivandi, Ph.D

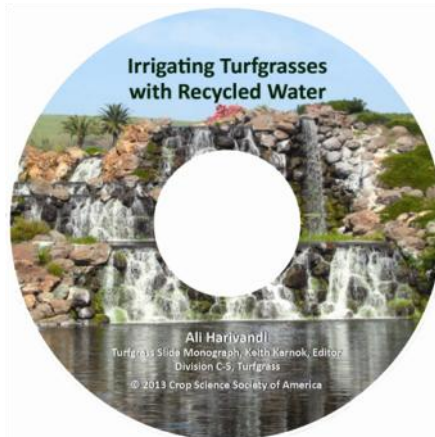
Turfgrass Slide Monograph, Keith Karnok, editor



Dr. Ali Harivandi,
University of California,
Riverside.

Although three-fourths of the earth's surface is covered with water, only a minute fraction is readily available and of sufficient quality for human use, including irrigation. Interest in recycled water irrigation continues to increase as more and better-quality treated water becomes available. Water shortages and the rising cost of potable water motivate the wise use of recycled water as a valuable resource for irrigating golf courses, parks, athletic fields, and other landscape sites. This attractive PowerPoint presentation of 141 slides summarizes the state of the science and practice today.

Audience: Industry and academics working in turf and athletic field management and those working in urban soil and water quality monitoring and advising, environmental scientists in the fields of water use and conservation.



ORDER TODAY

2013, CSSA

PowerPoint presentation, 141 slides

Item number: B30479CD (CD)

or B30479DW (download)

\$20 (Members: \$16)

Online | www.societystore.org

Phone | 608-268-4960

Email | books@sciencesocieties.org

Crop Science Society of America

5585 Guilford Road, Madison, WI

53711-5801

TEL: 608-273-8080, FAX: 608-273-2021

www.crops.org

Lebanon Turf visits University of Massachusetts-Amherst turf program



LebanonTurf, has been a long time TPI member dating back to 1986. A leading provider of innovative plant nutrition products to the golf and landscape industries in North America, they recently brought their 2013 College Tour to the University of Massachusetts Amherst Turf Program.

The Lebanon Turf College Tour provides an opportunity to educate the next generation of superintendents and landscape professionals about the fertilizer industry and works with student chapters of the GCSAA and turf clubs from colleges and universities across the country.

During their visit to the UMass, Chris Gray, product marketing manager for LebanonTurf, hosted a presentation titled, "Why Fertilizer Costs What it Does: Understanding the Fertilizer Market." The presentation covered raw material costs, exports, imports, production, freight, corporate structures and how they affect the market, and distribution channels.

But LebanonTurf had another reason for visiting the Amherst campus. As the winners of this year's Turf Bowl competition*, they wanted to congratulate the UMass turf team and present them with a \$500 donation to help with expenses for attending the 2014 GIS show in Orlando.

* Students at the University of Massachusetts were the winners of this year's Turf Bowl at the GIS in San Diego. The event tests participants on their agronomic skills, turf care knowledge, leadership, and ability to think on their feet. Congratulations UMass!

Where in the world is TPI represented? EVERYWHERE!

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

Graszoden-Kweekbedrijf
Ysselsteyn, Limburg, **NETHERLANDS**
<http://www.directgazon.nl>



Direct Lawn

Direct Lawn has over 30 years of experience in the cultivation of turfgrass at home and abroad. The result is a high quality turfgrass that is suitable for individuals, businesses, sports parks and soccer fields, etc.

The turf consist of a mixture that is made purely for the customer. The main aspects of our turfgrass are:

- Color
- Fineness
- Slowness of growth
- Enter and recoverability
- Disease resistance
- Well in shade
- Drought tolerant

At our company, performance lawn, lawn sports, rietzwenk (tall fescue) and shade grasses are grown.

Types of Grass

Direct Lawn grows various types of turfgrass so you can always find a grass type that is appropriate for your project. From strong and reliable grass for playing and sports; to turfgrasses with high ornamental value; to our unique shadow grass which grows in the shade.

Available in different sized rolls for easy installation

- Small rolls for house and garden
- Medium rolls for medium sized projects
- Big rolls for large projects i.e., sports fields, parks, etc.

NOTE: Website copy was translated from Dutch to English and required minor editing for clarity. - J. Novak



A proud Member of
Turfgrass Producers International
since 1999



When Quality Matters

Why are a growing number of landscapers, sports turf managers, golf course superintendents, nursery & landscape maintenance contractors, and other green industry professionals looking to members of Turfgrass Producers International (TPI) as their source for quality turfgrass sod?

They've come to realize that turfgrass sod producers who are members of TPI are at the forefront of the industry. In addition to growing quality turf, they're abreast of new product innovations, current scientific research, have access to extensive information on new turf varieties and they are actively involved in the industry.

Because TPI is international in scope, its members not only have access to other growers within their region, they can also network with members from around the globe.

**For Quality Turfgrass Sod
Look for Growers Featuring this Logo**



The opportunity to exchange ideas, problem solve, learn about new product innovations and discover ways to better serve their customers is on-going. And that's why when it comes to buying quality turfgrass sod a growing number of green industry professionals look to the proud members of Turfgrass Producers International.

If you're looking for quality turfgrass sod, look for growers who feature the TPI logo — you'll be glad you did!



Chicago Architecture Foundation River Cruise & Walking Tour

The Chicago Architecture Foundation (CAF) River Cruise aboard Chicago's First Lady is a "must" for out-of-towners and Chicagoans alike, CAF certified tour guides will provide an overview of historic and modern architectural styles plus provide many stories about the people who designed and built this amazing city from a small back-country outpost into one of the world's most important crossroads in less than 100 years.

Following the river cruise, attendees will embark on a walking tour of the Historic Downtown (South Loop) and discover that Chicago was not only the birthplace of the skyscraper, it's also where most innovations of skyscraper design originated!

Optional Activity at this year's TPI Summer Convention in Chicago

July 23rd - 10:00 am - 3:00 pm

CHICAGO
ARCHITECTURE
FOUNDATION



Take a step back in time to learn the stories behind some world-famous early skyscrapers. Highlights include: Burnham and Root's Rookery (1888), with its Moorish revival exterior and restored Frank Lloyd Wright interior; Adler and Sullivan's Auditorium Building (1889), a masterpiece of engineering, design and acoustics; Holabird and Roche's Marquette Building (1895), an outstanding example of the Chicago School of design; and Holabird and Root's Chicago Board of Trade Building (1930), one of the city's most glamorous Art Deco skyscrapers.

NOTE: Lunch is included. Significant walking is required. For more information call the TPI office at 847-649-5555.

2013 TPI SUMMER CONVENTION

PAYNE SOD FARM

IS THE PROUD HOST FARM FOR THE

DOUG FENDER MEMORIAL FIELD DAY

THURSDAY - JULY 25, 2013
MANTENO, ILLINOIS USA

This year's field day is being acknowledged as the **Doug Fender Memorial Field Day** and is being dedicated to Doug Fender who served as TPI's executive director for over twenty years. It is TPI's way of honoring Doug for all he did for Turfgrass Producers International, The Lawn Institute and the green industry as a whole.



TPI's Summer Convention & Field Days in Chicago (July 22-25) is sure to draw turfgrass producers from around the world to the Windy City. That's exciting news for Ron Payne and his son and Justin of Payne Sod Farm in Manteno, Illinois in Kankakee County who will serve as the host farm for **The Doug Fender Memorial Field Day** scheduled for Thursday, July 25th.

The Paynes take great pride in their family business, the quality product they grow and the outstanding customer service they provide. Although Ron started small with only five turfgrass producing acres back in the late 70's, the Paynes have grown into an excellent turfgrass sod producing farm on the south side of Chicago with close to 300 acres of custom-blended bluegrass.

Ron and Justin are quick to tell you that they treat every customer with respect and value every relationship. They sell to a variety of customers including landscapers, commercial builders, golf courses, and homeowners.



Doug Fender



Ron and Justin Payne of Payne Sod Farm.

Photos courtesy of Payne Sod Farms

TPI's "Industry Associate" Membership Fee — ONLY \$99



Jockey Club of Turkey joins TPI as an Industry Associate.

The way Veronica Iwanski, TPI's Membership Manager tells it, "A representative from the Jockey Club of Turkey was calling to get a subscription to *Turf News* magazine. They found out about TPI and *Turf News* from one of their groundskeepers. It was a wonderful conversation and I was THRILLED to be able to offer them our new Industry Associate membership which is only \$99!

"I have to say, as the membership manager, this new rate is going to open doors for us! The magazine is just the beginning of the benefits they will receive. As an Industry Associate member they will get all of our publications, be invited to attend TPI conventions and conferences, have access to all the resources behind the membership area on the website, and join in the forum with professionals from all around the world to network and share information.

"This is a great opportunity for TPI to reach out to the end-users of the products our members provide, including landscapers, sports field managers, golf course superintendents, landscape architects, and other green industry professionals and associations."

"The person I spoke to knew we were the "best in the industry" for information, or he was told that by his groundskeeper; and now he's overjoyed because of our outstanding customer service and ease in obtaining the membership and the information we have to offer.



The Jockey Club of Turkey - Türkiye Jokey Kulübü (TJK)

(Jockey Club of Turkey photo)

"This is a great opportunity for TPI to reach out to the end-users of the products our members provide, including landscapers, sports field managers, golf course superintendents, landscape architects, and other green industry professionals and associations. They'll not only get *Turf News* magazine, they'll also discover why members of TPI are a quality source for their turfgrass needs and a great source for reliable information."

Industry Associate – Individuals, firms or associations that have an interest in the industry but are neither producing turfgrass, providing a product/service for a turfgrass farm, and do not qualify for membership in any other category qualify as an Industry Associate.

For more information about TPI's Industry Associate Membership visit the TPI website at:

<http://www.turfgrassod.org/pages/become-a-member/>



Coming to the TPI Summer Convention & Field Days?

Be sure to book your reservations at
TPI's Official Convention Host Hotel



TPI has negotiated a special discounted rate of only **\$199 per night**, single or double, at The Drake hotel. No other Chicago hotel inspires more legendary acclaim, nor does there exist another address that affords its guests a level of prestige, refinement, and service on par with The Drake. The Drake is located where the Magnificent Mile begins so your near all the excitement and sites of a fabulous city.

Be sure to make your hotel reservations before the cut-off date of **July 1, 2013**. Visit the following website to make your reservations:

<http://www.turfgrassod.org/pages/tpi-host-hotel>

Or you can call the hotel directly toll-free at 1-800-445-8667. Be sure to give the agent the **Group Code SCF** to ensure you receive the discounted TPI rate!

THE IMPORTANCE OF STAYING AT THE TPI HOST HOTEL

When TPI enters into an agreement with a host hotel, the hotel agrees to provide a block of sleeping rooms and complimentary meeting space in exchange for using a minimum number of the contracted sleeping rooms. The hotel counts on income from sleeping rooms to supplement the income they could have received through meeting space rental. If you stay at another hotel or book your room outside of our host hotel block, TPI can fail to meet our room block commitment and incur financial penalties.

TPI works diligently to find a host hotel that is convenient, affordable, has appropriate meeting

space for our needs, can handle our food functions, accommodate our projected room block, requested amenities and other meeting details both visible and behind the scenes.

Chicago is a big city and with The Drake being at the start of the Magnificent Mile it's an ideal location to take in the city's sites. Most events will be held at The Drake, for events not at the hotel TPI will provide transportation for guests staying at the host hotel.

For all of these reasons we encourage TPI members to book their room at The Drake at our discounted rate.

HOW A STUBBORN LITTLE DONKEY TUGGED ON ONE MEMBER'S HEARTSTRINGS

By Jim Novak



Ken Ensor and the baby miniature donkey that captured a family's heart.

When TPI had it's 2012 Field Days last year at Turf Mountain Sod Farm in Hendersonville, North Carolina one exhibitor had a great idea to raise money for The Lawn Institute and help support turfgrass research and education.

Ken Ensor, Founder and President of Quality Corporation, the manufacturer of the DONKEY® Rough Terrain Truck Carried Forklift had what seemed to be a great idea. Being that DONKEY forklifts are lightweight, able to carry heavy loads, could go virtually anywhere, were simple to operate and maintain, and could be easily mounted on the back of a truck much like an actual donkey, why not make plans to auction-off a miniature donkey during TPI's 2013 Field Days in Chicago.



TPI member Claus Zander, Zander Sod, Kettleby, Ontario, took a liking to the donkey as did children.



Those of you who were in attendance at last year's Field Day might recall that Ken promoted the fact that he planned to auction off a miniature donkey during the Chicago show. He had several donkeys in his exhibit and admits the animals were certainly crowd pleasers. He also reported that a number of people indicated they might be bidding on the donkey when the auction took place in Chicago. The donkey certainly generated the interest Ken was hoping for and he was all set to auction off the donkey at this year's upcoming Field Day, but there were a few things that Ken hadn't quite anticipated or expected.

Continued on next page

Stubborn little donkey (cont'd)

After last year's field day the donkey Ken had purchased was too young to be taken from its mother so Ken and his daughter, Kerri, returned to North Carolina to pick up the weaned donkey in October. They then returned to Kerri's ranch in Corrales, New Mexico where the donkey could have a temporary home. Ken's daughter Kerri and her husband Scott Greene welcomed the new addition. Kerri named the baby donkey Navarre, in honor of the Spanish who first brought donkeys to North America.

When Navarre was first placed in a small corral the family dogs took to barking and running circles around the fence at first startling the donkey. The horses in a near-by corral also showed some resistance to the new guest, and when one of the horses got a bit aggressive the little donkey just stood its ground as if challenging the horse. Ken's daughter had to keep the two away from one another, not to protect the donkey, but to protect the horse.

As days turned into weeks, the dogs, the horses and the family as a whole found they had a warm spot for the stubborn yet loving little donkey. It wasn't long before Ken got the word —"Dad, we all love this donkey, it's become part of our family" Now what? Ken tried to purchase another miniature donkey but he wasn't successful and it was clear the little donkey wasn't going anywhere.

When Ken called the TPI office to explain his dilemma he was sincerely concerned. "I don't want people to think I went back on my word, but I can't auction off this donkey. It has a wonderful home, my daughter's family has fallen in love with it, and it's friendly with all the other animals. I would like to donate \$5,000 to The Lawn Institute as a show of good faith. I hope people can understand. I really wanted to help raise money for The Lawn Institute and find the donkey a happy home . . . I just didn't expect the happy home would be on my daughter's ranch."

When Ken was told that TPI wanted to share this story so people would understand the circumstances of why there wouldn't be a Live Auction for a miniature donkey at this year's Field Day he was cautiously hesitant. He made it clear he didn't want a lot of attention and that we didn't have to mention his donation to The Lawn Institute. Ken was concerned that his contribution might be viewed as nothing more than a means to get additional publicity. It was suggested to Ken that it was unlikely anyone would view it that way and the story

was really worth sharing with fellow TPI members and our other readers. Besides . . . who is going to argue with a couple of horses, the family dogs, a daughter, and one determined little donkey who found a loving home? Ken chuckled, paused for a moment and agreed to let us share this story. We're glad he did.



Navarre now resides with its new family in Corrales, New Mexico.

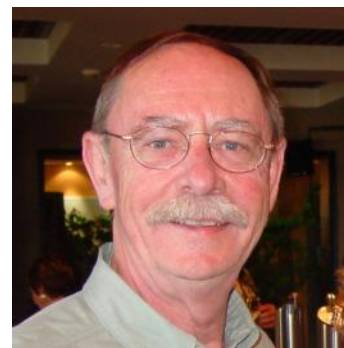


The Lawn Institute extends a sincere thank you to Ken Ensor of Quality Corporation for his generous donation. He is now a proud member of The Lawn Institute 500 Club.

PHOTOS: Lynn Grooms and Jim Novak



Memorial Fund to Honor Doug Fender



6/18/1945 - 12/20/2012

Doug served as TPI's executive director from 1983 to 2004. His contribution, commitment and dedication to TPI were always evident. For Doug, TPI was much more than an association, it was an extended family and over the years he developed lasting friendships with TPI members and others throughout the green industry.

Doug was instrumental in forming the International Turf Producers Foundation (ITPF), now The Lawn Institute. Under his direction the foundation raised more than one-half million dollars to fund turfgrass-related research and education.

Through The Lawn Institute memorial fund, Doug Fender will be recognized along with others who helped change the turfgrass industry for the better including Alvern Gardner, E. John Hope, Edward Kogelmann, Glenn Rehbein, Ray Tischer and Walt Pemrick.

Ben Copeland Sr. of Patten Seed Co./Super Sod has initiated Doug's memorial fund by generously pledging support of \$10,000 over 10 years (\$1,000 per year). Ben encourages others to join him in contributing to the memorial fund.

For more information about The Lawn Institute please visit www.TheLawnInstitute.org

The Lawn Institute is a 501(c)3 organization and as such, contributions are tax deductible as provided by U.S. law. Outside the U.S. contributions may be viewed as a business expense. Consult your financial advisor about the tax implications of your donation.

Doug Fender Memorial Fund

Enclosed is my donation of \$_____ USD

☐ Check here if you would like your donation to be anonymous.

☐ Visa ☐ MasterCard ☐ Amex

Expiration Date: _____ Security Code: _____

Card #

Please make checks payable to "The Lawn Institute"

Name _____

Company _____

Address _____

City _____

State/Prov. _____ Zip/Postal Code _____

Country _____





If you are coming to the 2013 TPI Summer Convention & Field Days this July you might want to take advantage of the informative tour and evening barbecue at nearby **Summit Seed** sponsored by the Turfgrass Water Conservation Alliance.

The Summit Seed Tour will immediately follow the Doug Fender Memorial Field Day on July 25th and take place from 3:00 pm to 7:30 pm.

The tour will feature:

- Presentation of water conservation grasses
- Digital Imaging Analysis Demonstration
- Tensile Strength Machinery Demonstration
- Cover crops for sod farms
- A delicious BBQ dinner

GUEST SPEAKERS:

Dr. Melodee Fraser

Dir. of Research for Pure Seed Testing, Inc. – East

Dr. Fraser's primary research focus is on the development of tall fescue cultivars with improved resistance to brown patch. A secondary focus is on the development of improved turf-type cultivars of bermudagrass and zoysiagrass, evaluation of Kentucky bluegrass, perennial ryegrass, bentgrass and fine fescue germplasm for use in the southeastern USA.

Dr. Cale Bigelow

Associate Professor of Agronomy, Purdue University

Dr. Bigelow's area of expertise is turfgrass science/management, soil properties and turfgrass nutrition.

SPECIAL OPTIONAL EVENT

SUMMIT SEED TOUR & BBQ July 25—3:00 pm—7:30 pm



Sponsored by
Turfgrass Water Conservation Alliance

COST \$20

Proceeds will be donated to the
Doug Fender Memorial Fund

Register for this tour with TPI.
Detailed information is available on
the TPI website:
www.TurfGrassSod.org.

INCLUDES TRANSPORTATION

Transportation will be provided to take you
from the Doug Fender Memorial Field Day to
Summit Seed and back to The Drake hotel.