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JOIN US IN ORLANDO FEBRUARY 24-27, 2014



In response to those members who often miss a TPI Field Day because they can't get away from their farm during the peak business month of July, this year's TPI International Education Conference offers you the opportunity to attend a Field Day. This is a great opportunity to see live equipment demos from the industry's leading equipment manufacturers of harvesters, mowers, tractors, forklifts, tillers, installers and cultivators. The Field Day is being hosted by Will Nugent's Bethel Farms at their Sumterville, Florida location.

In addition to having a great Field Day, this year's conference also has two days set aside for education intertwined with two days to visit indoor exhibits. The following are some of the planned presentations:

- **7 Traits to Being Successful** – Presented by Nancy Friedman, The Telephone Doctor
- **The Cost of Doing Business**
- **Diversification in Your Business**
- **Show & Tell presentations**
 Emerald View Turf Farms — Ed Keeven, Jr.
 Eagle Lake Turf Farms Ltd.— Eric Heuver
 Evergreen Turf, Inc.— Jimmy Fox
- **Sustainable Turfgrass Production**

Using Biosolids

- **Ask the Experts: The Lawn Institute Research Advisors**
- **Key Performance Indicators (KPI)**
- **Turfgrass Extension Specialists Panel**
- **21 Great Customer Service Tips**
- **Regrowth: Friend or Foe?**

Optional activities include The Lawn Institute Memorial Golf Tournament at Disney's Magnolia Golf Course, an Alligator and Wildlife Adventure and The Lawn Institute Banquet & Fundraiser at Disney's Clementine Beach in Fort Wilderness where you can enjoy an exciting Polynesian Luau Show and dinner with your entire family.

The host hotel is Disney's Contemporary Resort. TPI has made arrangements for you to purchase discounted tickets at Disney Theme Parks so your family's visit to sunny Orlando is all the more memorable.

**FOR MORE INFORMATION
 OR TO REGISTER GO TO:
TURFGRASSSOD.ORG**

I'M JUST A TURFGRASS PRODUCER

- Written by: Jim Novak

I'm just a turfgrass producer, but like other farmers who grow row crops, raise livestock or grow vegetables, I too have a love for the land and have a commitment to the stewardship of the environment. It's true that you won't find the product I grow on a shelf in your local grocery store, but you will find it wherever families gather together or children play. You'll find it in sports stadiums, in parks, on golf courses and around residential homes. You'll find it in big cities and in rural areas, in suburbia and along the world's highways, byways and back roads.

I'm just a turfgrass producer, but you'll find me and other turfgrass producers across the globe in Africa, Asia, Australia, Europe, North America and South America. You'll find that some of our turfgrass farms have catchy names like Chickasha, Bladerunner, King Ranch, Oz, Jimboomba, Coolabah, Mountainview and Todoverde; or names that seem much more obvious such as Evergreen, Red River Grass, Green Hills and Blue Grass. Though we may speak a variety of languages, come from various regions throughout the world, or grow cool season or warm season grasses, we have one distinct and common bond, we take pride in the product we produce and the customers we serve.

I'm just a turfgrass producer, but you'll find that my peers and I do far more than just grow grass, we support turfgrass research in an effort to find new grasses that are more drought tolerant, resistant to pests and disease and require less water. We attend conferences and conventions to broaden our understanding and to keep abreast of innovations in technology; the latest in turfgrass research and related issues such as soil conservation, proper use of fertilizers and learn to better address numerous environmental concerns.



PHOTO: Jim Novak

I'm just a turfgrass producer, but the networking that's available to me through associations like Turfgrass Producers International gives me an opportunity to meet with turfgrass producers from around the world and has helped me to operate more efficiently, become more innovative, allowed me to explore new marketing opportunities and resolve issues of concern so I could improve the way I do business and produce a quality product as cost efficiently as possible.

I'm just a turfgrass producer, but the product I grow produces oxygen, cools the air, sequesters carbon, cleans the atmosphere, purifies rain water and prevents erosion. It enhances a community's pride, serves as a low cost ground cover and is known to relieve stress. It helps the environment, enhances community and human health and offers economic advantages by beautifying the homes and communities in which we live.

Yeah, I'm just a turfgrass producer . . . and darn proud of it!

WHAT DO PEOPLE LIKE TO DO MOST IN THEIR BACKYARDS?

RELAX— ACCORDING TO HARRIS SURVEY

This past spring many Americans finally ventured out to enjoy their yards. According to an online survey conducted by Harris Interactive people with a yard/landscape were looking forward to three yard and landscape activities most of all: relaxing, planting, and spending time with family.

The study, conducted among more than 2,800 U.S. adults (ages 18+) on behalf of PLANET, the national trade association of landscape professionals, found that yard/landscape ownership is highly prevalent (88 percent) among Americans. In fact, 81 percent of those with a yard/landscape say the upkeep of their yard/landscape is important to the look of their home.

When asked the chief reason for maintaining or improving their yard/landscape people responded as follows:

- SHOWING PRIDE 42%**
- CREATING A RELAXING SPACE 16%**
- RAISING PROPERTY VALUE 15%**

When it came to what the yard or landscape is commonly used for the response was as follows:

- RELAXING 26%**
- PLANTING FLOWERS & VEGETABLES 17%**
- SPENDING TIME WITH FAMILY 14%**

Not surprisingly, those with children under 18 in the household viewed the yard as a place where the whole family can interact, and where kids can play.

About the Survey

The survey was conducted online within the United States by Harris Interactive on behalf of PLANET from December 11-13, 2012, among 2,893 adults ages 18 and older. For complete survey methodology please contact Lisa Schaumann at lisaschaumann@landcarenetwork.org.

About PLANET

PLANET, the Professional Landcare Network, is the national trade association representing more than 100,000 landscape industry professionals, who create and maintain healthy, green living spaces for communities across America. PLANET members are committed to the highest standards in industry education, best practices, and business professionalism. Many of PLANET's professionals have attained the status of becoming Landscape Industry Certified, achieving the greatest level of industry expertise and knowledge.

Why do Americans love their yards?
It shows pride in their home and offers a place to relax.

81% of those with a yard/landscape say that the **upkeep and care of their yard/landscape is important to the look of their home.**

88% of U.S. adults have a yard or landscape. Just 12% said they do not.

85% **89%** **86%**

Those in the **South** are more likely to have a yard or landscape. **91%**

Relaxing... ...is the **most common** use of a yard/landscape (26%)

The **most important** reasons to maintain and improve their yard/landscaped area:

- 42%** showing pride in their home
- 16%** creating an outdoor relaxing space
- 15%** raising or protecting property value

When hiring a professional landscape company the most important aspects owners look for are:

- Price 69%**
- Quality of Work 68%**

73% women cite **price** as most important

69% men place more value on **quality of work**

86% of people **aged 55 and over** and **90% of retirees** say the upkeep of their yard is important to them.

Those with **children under 18 in the household** are more likely to view the yard as a place where the **whole family can interact**, and where **kids can play**.

Visit www.loveyourlandscape.com to learn more.

Source: Online survey conducted within the United States by Harris Interactive on behalf of PLANET from December 11-13, 2012, among 2,893 adults ages 18 and older. For more information, contact lisaschaumann@landcarenetwork.org. ©2012 Harris Interactive and PLANET. All rights reserved.

PLANET
Professional Landcare Network
PLANET, the national trade association for landscape professionals.





PHOTO: Jim Novak

Erin Wilder named president of Florida Turfgrass Association

CHARLESTON, S.C. -- Erin Wilder, a lifetime student and advocate of the turfgrass industry is now leading one of its top organizations. On September 11, Wilder became the 55th presi-

dent of the Florida Turfgrass Association. The association promotes leadership within the industry, does research on turfgrass related issues, creates legislative power and provides business and networking opportunities in the agricultural field. She is third female to hold the post in the association's 61-year history.

Wilder was born with turfgrass "roots" hailing from a sixth-generation sod farming family in North Florida. She managed her family's Boyd Sod Farm and then left the farm to join turfgrass research and marketing company Sod Solutions in 2006. She currently serves as Sod Solutions' director of marketing and industry relations. Erin gives professional talks to various organizations and associations educating others on the benefits and proper maintenance of turfgrass. She has also been an active participant in TPI's New Generation Leaders functions.

SMR Farms president Mac Carraway, a former FTGA president, believes that Wilder will bring fresh ideas to the organization while keeping an eye on the past.

"I am very excited about Erin's upcoming role as president of the FTGA," said Carraway. "She has been an excellent board member and leader since her first day on the job. She represents a new generation of the turfgrass industry who also holds great respect for the work of those who built the industry into what it is today. Erin's depth of technical and marketing knowledge, along with her positive, enthusiastic and fearless approach to business will be a huge resource for the FTGA and its members."

Wilder will serve a one-year term and then move into the role of past president for one more year.

About the Florida Turfgrass Association

The Florida Turfgrass Association was founded in 1952 and is dedicated to education, research, and the promotion of environmentally responsible and scientifically based management practices for the turfgrass industry. Florida ranks #1 in the Nation for turfgrass related economic activity with total revenues estimated at \$7.82-billion and a total employment of more than 173,000 jobs. Today, the FTGA continues to advocate for and promote the turfgrass industry with extensive research, continuing education and opportunities for turfgrass professionals to network with their colleagues.

Grass Roots Exhibit Groundbreaking and Lecture:

Can We Sustain Our Love for the American Lawn? - Dr. Frank Rossi of Cornell University

Visitor Center—National Arboretum - November 15, 10:00 am – 12:00 pm



Turfgrass is a major component of our landscapes, and its sustainability has been questioned more than any other landscape feature. Do the inputs required for its maintenance outweigh its environmental benefits? Can lawns be managed in a sustainable way? Join Dr. Frank Rossi of Cornell University as he shares his experience with turfgrass and sustainability research and reveals the steps taken to reduce pesticide use at New York's Bethpage State Park golf courses by 85 percent. Rossi will also offer a glimpse into the future of sustainable turfgrass. The program will begin with an overview of the Arboretum's new *Grass Roots* Exhibit, followed by Dr. Rossi's lecture and a Groundbreaking ceremony. There is no admission charge.



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Long time supporter of TPI Announces retirement

University of California Cooperative Extension Turfgrass Specialist **Dr. Ali Harivandi** Retires After 33 Years

As a UC Cooperative Extension advisor Dr. Ali Harivandi's job required expertise in turfgrass, soils, salinity, irrigation and recycled water irrigation — the same subjects he had studied, first at Shiraz University in Iran, and then at Colorado State University where he earned his master's and doctoral degrees in turfgrass science.

Over the course of his career, he expanded his research to include weeds, turf diseases, insect management, erosion control and water quality. He began to promote sustainability before sustainability became a popular topic, and is best known for his research and educational efforts in water conservation and the use of recycled water for irrigation. Today, he is recognized nationally and internationally as an expert on recycled water use on golf courses and other landscape sites. In the 1990s, the state of California's Integrated Waste Management Board launched a campaign to reduce solid waste disposal in order to extend the useful life of landfills. Harivandi's research showed that leaving grass clippings on the lawn did no harm—in fact, the decomposing grass naturally fertilized the lawn. He began to encourage homeowners and landscape maintenance professionals to practice "grasscycling" instead of bagging up lawn clippings to send to landfills. Grasscycling is now standard practice.

He has served as a member of the Golf Course Superintendents Association of America's Technical/Resource Advisory Committee and currently serves on the International Sustainability Council and U.S. Golf Association Turfgrass and Environmental Research Advisory Committee.

Over the years he has been a strong supporter of **Turfgrass Producers International** and was very active in TPI's PR Working Group/Extension Specialists meetings that strived to open communication between the association and extension specialists. "Ali has always made himself available to answer questions, inform TPI of timely news or provide updates on current turfgrass-related research," said Jim Novak, TPI's Public Relations Manager.



In a personal letter to friends and colleagues he wrote:

"Although I'm retiring, UC Agriculture and Natural Resources has granted me the Emeritus status. Accordingly, I'll still be active on several specific research, educational, and public service activities. I'm also planning to stay active in the turf, landscape and related industries as a private consultant. So, don't be surprised if you see me around! I enjoyed tremendously the work I did and the people (you) with whom I had the privilege of working. I am grateful to University of California Cooperative Extension and all of you for allowing me to make a living and have so much fun at the same time. I'll miss it . . . Cheers, Ali."

Ali has advised us that he will be attending TPI's 2014 International Education Conference & Field Day in Orlando this coming February. If by chance you see him at the conference, be sure to extend congratulations to him on his retirement and be sure to thank him for his support to TPI over the years. He can also be contacted at <mailto:maharivandi@ucanr.edu>



PHOTO: Jim Novak

Dr. Ali Harivandi addressing other fellow Turfgrass Extension Specialists when he hosted a TPI Public Relations Working Group/Extension Specialists meeting in San Francisco several years ago.

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SOD INC. LIQUIDATION
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FRI., NOV. 15
Bidding starts to close
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Quality is our overriding principle

Schwab has produced rolled turf for over 40 years and has always assumed a pioneering role in innovations and future developments. Schwab coined the German term for “rolled turf” and is a market leader in Germany today. Behind that brand is a family-owned company with approximately 25 specialists who plan, organize, sow, care, harvest, dispose, load and ... are simply there for you. Schwab rolled turf is vital, healthy and durable. At our main operations in Gut Haidhof – sustainable, quality-oriented production takes place with the goal of maintaining and improving the soil fertility.

Gut Haidhof, Germany, is a beautiful, secluded area and well-integrated into the natural surroundings, we have planted large alleys and thousands of indigenous wild groves, created biotopes and established rainwater cisterns and biologic clearing plants.

Guenther Schwab (pictured left) recently purchased the farm from his father Horst (right) who founded the company back in 1969.

BEST TURF

Schwab rolled turf is always vital, healthy and durable. It is distinguished by a sound biology. Important agronomic measures are only implemented on “the correct days” Water-permeable, oxygen-rich and vital turf in a condition that is outstanding for care purposes – that is the basis of our success. The requirement for this is that the right things are done at the right time so that Schwab rolled turf continues to develop in the supplied quality.



BEST GRASSES

We only use the very best grass types, predominantly from North America, for our turf production. All our seeds are subjected to repeated examination for purity in Germany and only the batches that satisfy our high demands are used for production. Our overriding production principle is to leave the soil better than it was when we found it.

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