

### IN THIS ISSUE

We wanted to get this issue of the E-Newsletter out as soon as possible to make our readers aware of an enormous opportunity being proposed by the U.S. Army Corp of Engineers. They are reaching out to turfgrass producers in and around the New Orleans area to supply 4.5 million square yards of select turfgrass sod. A meeting is scheduled on September 18th and all interested parties are invited to attend.

We also wanted to recognize several TPI members including **Randy Tischer** of Green Velvet Sod Farms for his support to helps kids; extend congratulations to **Ben Copeland Sr.** of Patten Seed Company for being honored in the Georgia Ag Hall of Fame, and to **Tuckahoe Turf Farms** in Hammonton, NJ for providing the natural grass used to cover at artificial field at Michigan Stadium.

— Jim Novak



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## Opportunity Knocks

U.S. Army Corp of Engineers may need **4.5 million square yards** of turfgrass sod for the greater New Orleans area



By: Jim Novak

When hurricane Katrina struck in August of 2005 it demonstrated the need for a comprehensive risk reduction system for the greater New Orleans area. Following Katrina, the U.S. Congress authorized and funded the construction of the 100-year level risk reduction system, known as the Hurricane and Storm Damage Risk Reduction System (HSDRRS).

The HSDRRS includes five parishes (Orleans, Jefferson, St. Bernard, St. Charles, and Plaquemines) and consists of 350 miles of levees and floodwalls; 73 non-Federal pumping stations; 3 canal closure structures with pumps; and 4 gated outlets.

For turfgrass producers who are growers of Tifway 419 bermuda grass, or licensed growers of Celebration bermuda grass, and who have the ability to serve the greater New Orleans area, the U.S. Army Corps of Engineers wants to reach out to you to address a major project scheduled to begin in early 2015.

The U.S. Army Corps of Engineers, New Orleans District (MVN) will host a **Sod Industry Day** to provide an overview of the Armoring projects for the HSDRRS.

They are seeking industry information from producers on the availability of approximately 4.5 million square yards of turfgrass sod (Tifway 419 and Celebration). Construction is scheduled to begin in early 2015.

All interested TPI members who view this as an opportunity are encouraged to attend the event to gain further insight into this tremendous undertaking.

### SOD INDUSTRY DAY

Thursday, September 18, 2014  
MVN, District Assembly Room  
7400 Leake Avenue  
New Orleans, LA 70118

RSVP to

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(504) 862-2609

For those unable to attend please call the following for more information  
USA Toll-Free: 888-675-2535  
Access Code: 9035935  
Security Code: 1234

## REACHING OUT FOR THE KIDS - GREEN VELVET'S "SCRAMBLE FOR A CAUSE" RAISES OVER \$3,000 FOR THE FIRST TEE

By Melissa Tischer  
Marketing Coordinator—Green Velvet Sod Farms, Ltd



What beats a gorgeous, blue sky filled day out on the links? A day that focuses less on hitting under par and more on making a difference in the lives of local youth within the Green Industry that we love.

Green Velvet Sod Farms proudly put on their first ever charity golf outing on August 14th at Sugar Valley Golf Club in Dayton, OH. It was all thanks to the generosity of 100 golfers and 7 vendor sponsors that allowed them to donate \$3,300 to The First Tee of Greater Miami Valley!

The First Tee is an organization that provides young people with character-building and life skills lessons using golf as the platform. Through The First Tee, young people discover how skills essential to success on a golf course can also help them flourish in life. The Greater Miami Valley Chapter's participant reach includes over 6,300 young people in Butler, Montgomery and Warren counties through 11 program locations and 13 National School Programs.

Randy Tischer, President of Green Velvet, expressed his thoughts on being able to support a group that has meaningful long-term commitment to local youth.

"We were thrilled to have young people of the First Tee attend and showcase the benefits of living by the values that First Tee is built on. We had countless customers approach our staff with praise for involving an organization as extraordinary as The First Tee. The fact that we were able to coordinate with an organization that aligns directly with many people in attendance who work within the local Golf/Green Industry hit home with attendees. I hold Brian Parkhurst, Executive Director of the Greater Miami Valley Chapter, and his First Tee team in high regard for all they do for these kids. It was an absolute treat to have Marcus (Age 13, First Tee participant) speak on how being a part



Randy Tischer pictured on the left with some First Tee participants and staff.

of First Tee has helped shape him into the well-versed young man that he so clearly is."

To quote the First Tee: "Every success story begins somewhere. Whether it's a broken home with an absentee parent, a hospital bed with a medical condition, a lonely seat at the lunch table or a crowded inner city class." This scramble was an inaugural event for us here at Green Velvet, we were more than pleased with how well things went.

In the Green Industry, we're used to working with whatever weather Mother Nature sends our way, but she outdid herself with sunshine that day. Customers, vendors and the GV Team had a terrific day supporting an even more terrific cause. The First Tee has worldwide reach - despite the organization being so large, their Greater Miami Valley Chapter staff couldn't have been more in tune with their local goals for the kids.

To learn how you can impact a First Tee Chapter near you, visit [www.thefirsttee.org](http://www.thefirsttee.org).



## CONGRATULATIONS!

### Ben Copeland Sr. - Turfgrass pioneer joins Georgia Ag Hall of Fame



Hats off to long time TPI member Ben Copeland Sr., President of Patten Seed Company, who will be inducted into the Georgia Agricultural Hall of Fame during a ceremony Sept. 19 at the Classic Center in Athens, Georgia.

Copeland has been acknowledged as a pioneer in Georgia agriculture by the University of Georgia College of Agricultural

and Environmental Sciences and they have acknowledged that Ben and his company have been instrumental in making Georgia turfgrass one of the largest agricultural commodities in the state.

In a release drafted by Sharon Dowdy, University of Georgia, she wrote that at the young age of 14, Copeland worked in the tobacco fields for the company he now leads.

As a college student, he spent his summers planting UGA-bred "Tif bermudagrass" on golf courses across the Southeast.

After graduating from UGA with a landscape architecture degree in 1967, Copeland started his professional agriculture career designing parks for the Tennessee Department of Conservation.

Bill Roquemore, owner of Patten Seed Company, encouraged Copeland to return home to Georgia and work with him in 1970. In 1995, Copeland became president of the company, which now markets 125 million square feet of sod and more than 200,000 pounds of grass seed per year.

In addition to managing the company's turfgrass production, Copeland also manages Patten's pecan production, which includes a tree nursery that provides more than 30,000 trees annually. More than 80 percent of the company's pecans are exported to China.

The Georgia Agricultural Hall of Fame was established in 1972 to recognize individuals making unusual and extraordinary contributions to agriculture and agribusiness industries in Georgia.

Our sincere congratulations to Ben who proudly served as TPI's President in 1989-99 and who has been a strong supporter of turfgrass producers worldwide.

- Jim Novak

## TurfSide-UP

### WHEN YOU SAID NAP, WHAT EXACTLY DID YOU HAVE IN MIND?

When their next door neighbor's teenage son (who's not the brightest bulb in the box to begin with) asked if he could take a nap on their newly sodded lawn Bertha and Phineas Sosnowski didn't give it a second thought; after all, how much harm could that do?

- Jim Novak





## Steve and Suz Trusty – Trusty & Associates NEW EDITORS of *Turf News* magazine Beginning with the November/December 2014 Issue

TPI's Executive Director, Melanie Stanton announced the appointment of Steve and Suz Trusty as the new Editors of *Turf News* magazine effective with the Nov/Dec issue.

In making the appointment Stanton pointed out that the Trusty's have been active in the Green Industry for many years and their insight, experience and professionalism will be a tremendous asset to the magazine,

The husband and wife team formed Trusty & Associates in 1982. What began as a consulting business to the retail and wholesale lawn and garden trade has grown into a full service firm providing communications and photography across the entire spectrum of the Green Industry and many aspects of the agricultural industry.

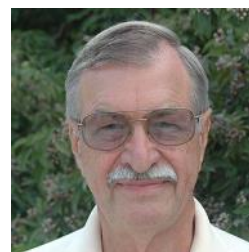
They have developed and provided numerous articles for trade and consumer publications. Steve has photographed products and events for inclusion in PR efforts and for news articles. They have developed newsletters (print and online) and also provide photos and editorial content for both consumer-targeted and trade-targeted online newsletters. They have scripted and produced audio-visual productions and have developed company and product specific brochures for targeted audiences.

Current and past clients include; Barenbrug USA, Lebanon Seaboard, PBI Gordon, Syngenta, John Deere, Luster Leaf Products, Bonide and Meredith Publishing.

They are Retail Correspondents for *IGC Retailer* magazine and have written for two other retired Brantwood Publications magazines: *Garden Chic* and *Interiorscape*. They were Contributing Editors for *SportsField Management* magazine and wrote for other Moose River Media publications, including *Growing* and *Superintendent*. They currently write for *Turf*. They also are frequent contributors to many other Green Industry publications including *Golf Course Industry* magazine and website and have contributed many articles to GCSAA's publication *Golf Course Management*.

Steve has written numerous articles and selected Best Buys for *Consumers Digest* magazine on outdoor power equipment and irrigation products.

He was also the consulting horticulturist for the U.S. edition of *Gardening Made Easy* card sets for consumers. He was the Contributing Editor of *Lawn & Garden Marketing* magazine for three years.



The couple also wrote a gardening book, "*Easy Gardening: Tips from Garden Professionals*," for Ortho Books and have contributed to several other books. They are both regular columnists for *Iowa Gardener* magazine.

Steve was author of *Trusty Tips*® a monthly column for a Midwestern Christian newspaper and, prior to that, as a weekly column for an area newspaper. He also provided *Trusty Tips*® segments for local radio and TV news shows including "How Does Your Garden Grow?" a live two-hour radio call-in show aired on several Nebraska radio stations for eight years. Suz was a frequent guest. He also hosted "Connections," a live one-hour TV show broadcast internationally on RFD TV.

They also provided association management services for the Sports Turf Managers Association (STMA) from November 1995 – October 2004.

Their writing and photography have won numerous awards from the Turf and Ornamental Communicators Association (TOCA) of which they are both members and Steve is a past president.

Their other professional affiliations include: Garden Writers Association, Project Evergreen (Steve was a founding Board Member), Sports Turf Managers Association, Iowa Nursery & Landscape Association, and the Western Nursery & Landscape Association. Steve also belongs to the Iowa State University Alumni Association where he earned his B.S. in Horticulture.

"We're excited to have Steve and Suz Trusty on board and we're looking forward to their ideas, creativity and the editorial content they will be bringing to *Turf News* magazine. We're confident that under their editorial guidance and the creativity provided by our new designer, Anastasia Athans that *Turf News* magazine will be better than ever," said Stanton.



## NATURAL GRASS INSTALLED OVER ARTIFICIAL TURF FOR INTERNATIONAL CHAMPIONS CUP MATCH

Sports reporter Michael Niziolek wrote that Michigan Stadium was given an old-school look for one weekend when Real Madrid took on Manchester United in Ann Arbor back in August as part of this year's International Champions Cup tour so they could play on a natural grass surface. The University of Michigan football stadium hasn't had a natural playing surface since 2002.

The University of Michigan turned its field over for one week to Steve Bush the owner of Bush Turf, a company that specializes in sports field contracting, and they installed the natural grass playing surface over the stadium's existing artificial turf.

The company handled field renovations in June at the University of Michigan soccer field, and has worked on similar projects in the past. It handled the field installation for a pair of Premier League games at Busch Stadium.

Niziolek who covers local sports for MLive Ann Arbor News reported that work on the project started by laying down a protective cover over the artificial surface.

He went on to state that Bush's crew of 15 to 20 men had the field completely covered in the black fabric, along with the tunnel leading to the stadium. The next step was for the group to begin installing more than 30 truckloads of sod that was shipped from TPI member **Tuckahoe Turf** farm in New Jersey. Bush was quoted as stating the sod was delivered in refrigerated trucks adding, "It's higher end sod that's grown on sand. We tried to source the sod closer, but couldn't find anything that met the qualifications."

Niziolek reported the process wasn't without challenges. There was only one tunnel to shuttle the sod onto the field, and inclement weather had created some complications. It rained in New Jersey before the sod was loaded onto the trucks. The forecast also called for more rain as the week went on. "It makes the entire process a lot more challenging," Bush reportedly said. "We can work in rain, but the sod is heavier, and harder to install. It just slows everything down."

The work wasn't done once the field was installed. They had to mow the grass down to the proper length, put patterns on it, paint and water it. Since there was no irrigation system the sod had to be constantly watered with a series of make shift sprinklers to keep it fresh and make sure there weren't any dry spots.

Bush, reportedly spent six weeks coordinating the project and said his team is used to working on short timelines.

His primary concern with every project is making sure the installed surface meets the high standards of the athletes playing on it.

"Soccer players want a true ball roll on the field," Bush said. "We are installing the sod in sections four feet by 100 feet long. There are seams, and we have special equipment that pushes them together. We don't want any one of those seams to make a difference in how the ball rolls or hops."

After the game, Bush Turf was responsible for removing the grass so it could be repurposed and/or recycled.

Our thanks to **James Carter Jr.** of Tuckahoe Turf for bringing this story to our attention.

— Jim Novak



Refrigerated truck (top photo), delivery to stadium and installation begins.

## SportsTurf

MANAGERS ASSOCIATION

During a strategic planning meeting in July the board of the Sports Turf Managers Association (STMA) proposed the creation of a Natural Grass Task Force challenged with developing "information that can be disseminated to (STMA) members and to the media on the benefits of natural grass sports fields."

The task force Chair, Michael Tarantino, CSFM, has advised that STMA wants its members "to be able to make the most sound decision they can when choosing the sports field surface and to have natural grass seen in a more positive light."

Task force members, of which TPI's Executive Director Melanie Stanton is one, met via a conference call this month to begin discussing their strategy. We will keep you posted as things develop.

Of related interest— The 2015 STMA Conference and Exhibition will take place in Denver, Colorado from January 13-16. For more information go to :

<http://stma.org/2015-conference>



## A DESERVING THANK YOU TO **BRIAN WALKER** OF RIVERSIDE TURF

A belated thank you to Brian Walker of Riverside Turf in Charles City, Virginia for helping to coordinate TPI's visit to Lincoln Financial Field during the 2014 Summer Convention & Field Day. Brian was instrumental in making arrangements with Director of Grounds, Tony Leonard and his staff so TPI members could have a close-up tour of the field. Our sincere thanks to Brian for his time and effort.

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