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- PLUS A LOT MORE!



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Volume 8 Issue 1

Jan/Feb 2015

Spreading The Word—TOGETHER

PLANET Partners with Turfgrass Producers International and The Lawn Institute to Promote National Lawn Care Month



APRIL is...
**National
Lawn Care
Month**

By Jim Novak

The Professional Landcare Network (PLANET) is partnering with Turfgrass Producers International (TPI) and The Lawn Institute to promote and help make this year's National Lawn Care Month campaign all the more successful.

PLANET's CEO Sabeena Hickman, CAE, CMP expressed her enthusiasm about the new partnership stating, "For years, the industry has celebrated April as National Lawn Care Month. Knowing how important it is to promote lawn care and educate consumers, and to continue to grow the campaign, PLANET is partnering with TPI and The Lawn Institute. The latter has been providing information and research about the science of turfgrass for more than 50 years."

Melanie Stanton, Executive Director of TPI and The Lawn Institute said, "We are thrilled to be partnering with PLANET to promote National Lawn Care Month in April and broadening the message, both nationally and internationally, of the many environmental and health benefits natural grass lawns have to offer."

Stanton went on to say, "PLANET has achieved a tremendous amount of awareness with this campaign and anything we can do to better educate consumers and provide viable information to key decision-makers will benefit the communities in which we live and the world as a whole."

"The partnership with TPI is a great asset because they will lend their expertise to create new tools and resources that will help carry the message to an inter-



Photo courtesy of Sod Solutions

national audience as well. We encourage the entire industry to come together to promote this great campaign," says Hickman.

PLANET has increased the reach of National Lawn Care Month by creating a [toolkit](#) which includes a logo, infographic, photos, a press release, facts and resources, and promotion suggestions that professionals can use in their own client materials. PLANET also promotes National Lawn Care Month on its consumer website www.loveyourlandscape.com and in national consumer media outreach.

The tool kit with free materials is also available through The Lawn Institute website at <http://www.thelawninstitute.org/pages/april-is-national-lawn-care-month/>. Toolkit materials will be updated in winter of 2015.

Although April may seem a long way off right now, this is a great time for TPI members, state and regional turfgrass associations, industry manufacturers, landscapers and everyone associated with the Green Industry to get on board and plan ahead to help promote this great campaign come April.

Feature the April is National Lawn Care Month graphic on your website, Facebook page, Twitter, press releases and promotional materials. It's easy to download, just [CLICK HERE](#). Anything you can do to build awareness benefits everyone!

NOTE: See request for photo submissions on page 16.



NASA Set to Get the Dirt on Soil Moisture

Orbiting observatory will produce global maps of soil moisture.

By Jim Novak

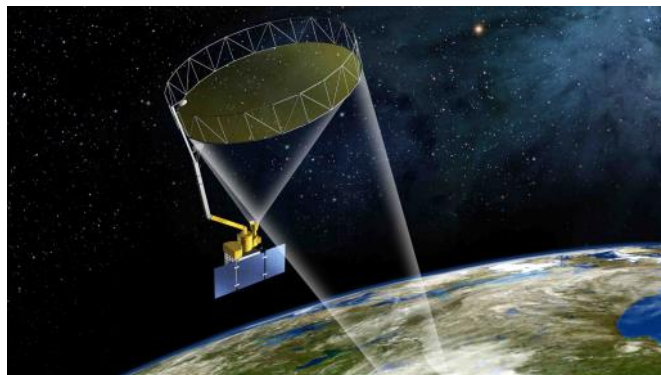
Imagine what it would mean if scientists could literally measure the amount of moisture in the top 2 inches (5 cm) of soil worldwide not from the ground, but from space; if they could provide early warning systems of anticipated droughts long before they would happen; or if they could better forecast weather patterns and trends with enhanced accuracy.

This will come to pass near the end of January when NASA launches an orbiting observatory in a polar orbit around the Earth that will, believe it or not, measure the amount of water in the top layer of soil everywhere on the planet's surface.

The satellite called SMAP, which stands for Soil Moisture Active and Passive, will help to measure and understand how freshwater cycles over the Earth's land surfaces in the form of soil moisture. The mission will produce the most accurate, highest-resolution global maps ever obtained from space of the moisture present in the top layer of Earth's soils. It also will detect and map whether the ground is frozen or thawed. This data will be used to enhance scientists' understanding of the processes that link Earth's water, energy and carbon cycles.

"With data from SMAP, scientists and decision makers around the world will be better equipped to understand how Earth works as a system and how soil moisture impacts a myriad of human activities, from floods and drought to weather and crop yield forecasts," said Christine Bonniksen, SMAP program executive with the Science Mission Directorate's Earth Science Division at NASA Headquarters in Washington. "SMAP's global soil moisture measurements will provide a new capability to improve our understanding of Earth's climate."

SMAP is designed to measure soil moisture over a three-year period, every 2-3 days. This permits changes, around the world, to be observed over time scales ranging from major storms to repeated measurements of changes over the seasons.



Artist's rendering of the SMAP instrument. Image credit: NASA

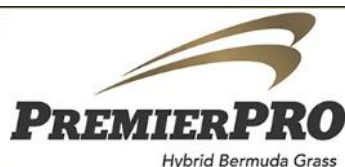
NASA reports that soil moisture information is key to understanding the flows of water and heat energy between the surface and atmosphere that impact weather and climate. NASA also suggests we know little about soil moisture variability at either regional or global scales. Frequent and reliable soil moisture measurements from SMAP will help improve the predictive capability of weather and climate models.

The amount of water available to evaporate from the land surfaces can be used by meteorologists to improve their forecasts of local and regional weather over spans of days to weeks. Forecasting the weather requires continuously observing the state of the atmosphere and including the level of moisture of the soil and water sources on the ground.

A detailed description can be found in the [SMAP Handbook \(PDF, 4.09 MB\)](#).

How important is it to better understand the consequences of weather? Consider this— nearly 90% of the emergencies declared by the U.S. Federal Emergency Management Agency and approximately 70% of air traffic delays are caused by weather at a cost of billions of dollars per year. The 2012 drought in the Midwest alone led to harvest failures costing an estimated \$30 billion.

Source NASA



**Superior Performance
Anywhere You Command It.**

Visit: riversidefarminc.com for more information about PremierPRO Hybrid Bermuda Grass.



NEW LOOK FOR 2015



Kesmac and Brouwer have announced their NEW look for 2015! They have merged the logos of the 2 companies for the NEW **Brouwer Kesmac** logo!

In making their announcement, Brouwer Kesmac stated, "Two long recognized companies are now unified under a single brand color of blue and red and with one company face as **Brouwer Kesmac**."

The company stated, "... the single brand color for our complete product line represents a strong branding of products that have been available to the turf industry from a trusted manufacturer for over 40 years. This is a small change, but one that will define our corporate image for many years to come."

TPI article rated among the TOP FIVE BEST STORIES featured by Athletic Turf News in 2014

ATHLETIC TURF

YEAR IN REVIEW: THE BEST OF 2014

1

NBC News report on synthetic turf creates stir

A recent report from NBC News has once again placed artificial turf in the crosshairs. On Oct. 8, NBC News reported that 38 soccer players across the United States who have played on artificial turf have been diagnosed with cancer. [\[read more\]](#)

2

2014 FIFA World Cup to kick off on hybrid grass

The DESSO GrassMaster system was installed at the "Arena de Sao Paulo" in Sao Paulo, Brazil. The stadium was chosen to host the Opening Ceremony and opening match of the 2014 FIFA World Cup Brazil. [\[read more\]](#)

3

Notre Dame Stadium to convert to synthetic turf

FieldTurf synthetic turf was installed at Notre Dame Stadium, the University of Notre Dame football's home field, in time for the 2014 season. [\[read more\]](#)

4

Natural grass sports fields offer a winning pitch

How do natural turfgrass sports fields measure up to artificial turf fields? Take a look back at the set-up, results and conclusions of independent research on the environmental impact of grass sports fields. [\[read more\]](#)

5

Licensed Turfgrasses: Star performers at the World Cup

By the time the World Cup reached its conclusion 12 stadiums hosted the 64 games. For some behind-the-scenes observers, the star performers are underfoot. [\[read more\]](#)



California State Senator
Jerry Hill

Hazards bill urges study of synthetic turf

On Dec. 17, California State Senator Jerry Hill introduced Senate Bill 47, which would require the state Office of Environmental Health Assessment to conduct a comprehensive study of the effects of several chemicals released from [artificial] turf made out of ground, recycled tires, also known as crumb rubber.

The bill would significantly expand a 2010 Environmental Health Assessment study

that identified 30 different volatile organic compounds in air samples emanating from crumb-rubber turf. Hill's bill would seek to answer those and other health-related questions. SB 47 would require a study of at least 20 synthetic-turf fields and play-grounds throughout the state. In addition to other requests the bill calls for the examination of many heavy metals, such as arsenic, barium, chromium, lead and mercury.



FINGER POINTING

When advancements in plant genetic research outpace government regulations who, if anyone, is at fault?

By: Jim Novak—Commentary

Andrew Pollack's article in the New York Times published on January 1, 2015 titled "By 'Editing' Plant Genes, Companies Avoid Regulation" stirred a great deal of interest among some readers including Jim Hagedorn, Chairman and Chief Executive of Scotts Miracle-Gro Company.

At issue, depending on your point of view, is the insinuation that Scotts or other companies involved in plant genetic research are intentionally trying to avoid regulations by taking advantage of apparent loopholes, or developing genetically modified crops using techniques outside the jurisdiction of the Agriculture Department, or suggesting companies are somehow at fault for using innovative methods not previously envisioned when the current regulations were created.

Are such observations valid or are they misleading assumptions? That said, should all research come to a halt until regulations are up to date with ever-changing advancements in plant genetic technology? And if so, how can any government agency regulate what doesn't yet exist, or even anticipate what will exist in the future?

Our intent in presenting multiple points of view isn't intended to show support for one side or the other, but rather serve to broaden the reader's awareness of intent and circumstance on the matter of the development of genetically engineered plants.

It is recommended that readers view Pollack's column in its entirety at: <http://www.nytimes.com/2015/01/02/business/energy-environment/a-gray-area-in-regulation-of-genetically-modified-crops.html>

The following are excerpts from Pollack's article:

"Its first attempt to develop genetically engineered grass ended disastrously for the Scotts Miracle-Gro Company. The grass escaped into the wild from test plots in Oregon in 2003, dooming the chances that the government would approve the product for commercial use.

"Yet Scotts is once again developing genetically modified grass that would need less mowing, be a deeper green

and be resistant to damage from the popular weed killer Roundup. But this time the grass will not need federal approval before it can be field-tested and marketed.

"Scotts and several other companies are developing genetically modified crops using techniques that either are outside the jurisdiction of the Agriculture Department or use new methods — like "genome editing" — that were not envisioned when the regulations were created."

He also wrote, "The trend alarms critics of biotech crops, who say genetic modification can have unintended effects, regardless of the process."

Pollack went on to quote Michael Hansen, a senior scientist at Consumers Union, "They are using a technical loophole so that what are clearly genetically engineered crops and organisms are escaping regulation . . . the grass can have all sorts of ecological impact and no one is required to look at it."

"The company [Scotts] recently started testing the grass on the lawns of its employees. But a spokesman said the grass was years from reaching the market," according to Pollack.

Pollack also quoted Jennifer Kuzma, co-director of the Genetic Engineering and Society Center at North Carolina State University as suggesting there would soon be a flood of crops seeking regulatory exemptions and that there needed to be a public discourse about what should be regulated, in part to allay possible consumer anxiety. "It's not that I think these are risky," she said of the crops escaping regulation. "But the very fact that this is the route we are taking without any discussion is troubling."

Jim Hagedorn of Scotts Miracle-Gro Company drafted a letter to the New York Times to clarify some misunderstanding, expressed the company's continuing effort to be transparent, and comment on the non-responsiveness of the Department of Agriculture. His Letter to the Editor appears on the following page.

Continued on next page

FINGER POINTING - Cont'd



THE NEW YORK TIMES The Opinion Pages | Letter Gene-Modified Grass To the Editor:

I disagree with the assertion in *The Gene Editors* (Business Day, Jan. 2) that my company's previous effort to receive regulatory approval for genetically modified grass was derailed because the grass escaped from a test plot approved by the Agriculture Department. The real issue is that the agency has failed to act on our 2003 petition to deregulate this plant even though the same technology is used in millions of acres of agricultural crops and in foods we eat every day.

Today, we're developing turfgrass varieties that will have significant environmental benefits, including less mowing and reduced fertilizer, pesticide and water use. The technology behind these grasses, which is much like traditional grass breeding, is a result of a continued commitment to innovation that addresses consumer needs and environmental concerns.

As the article correctly states, this new technology is not subject to regulation by the Agriculture Department. That said, we have been transparent in communicating these plans and the expected benefits to the agency. We remain committed to that level of transparency despite the Agriculture Department's 12-year refusal to act upon our original petition for deregulation.

JIM HAGEDORN
Chairman and Chief Executive Officer
Scotts Miracle-Gro Company
Marysville, Ohio,
Jan. 6, 2015

TurfSide-UP

**EXCUSE ME, BUT I THINK YOU'VE
GOT MY LAWN CHAIR.**



We've heard of Precision Lawn Mower Drill Teams but we never knew there were Precision Lawn Chair Drill Teams. If you do a little research you'll be surprised at the number of Lawn Chair Drill Teams there actually are across the U.S. The question is why? The answer might be, why not! Slick formations, snappy chair squeaking, banging, clicking and clacking, precise choreographed maneuvers that would be the envy of synchronized swimmers, and orchestrated drills that are uh, so spellbinding you would think ESPN would feature clips as a time filler between sporting events. What makes participating on one of these teams so appealing? Who knows? Maybe it's just the fact that if you get tired you can grab a chair and take the load off your feet.

- Jim Novak



Barenbrug Holland BV appoints **CHRISTIAAN ARENDS** Head of Sales & Marketing.

Nijmegen Area, Netherlands

Sincere congratulations to Christiaan Arends on his recent promotion to Head of Sales & Marketing for Barenbrug Holland BV. Arends, a ten year veteran with Barenbrug is now responsible for Sales & Marketing in Europe as well as Product Management and Product Development.



IT TAKES TWO

You need the right people to maintain a turfgrass field.



“Sports field managers need to tout themselves as trained sports field professionals as much as possible. The sports fields that are built are only as good as the person that takes care of them.” - Pamela Sherratt

By Jim Novak

In the January issue of **Sports Management** magazine, Pamela Sherratt, a sports turf specialist at Ohio State University (who also served on the Sports Turf Managers Association's board of directors from 2010-2011) reached out to readers with an article titled, [Turf Health: Benefits of Real Grass - And a Sports Field Manager](#).

Sherratt added an all-important subhead - *“Given the opportunity, a trained turf manager can produce the best playing surface in the world with natural grass.”*

Sherratt gives credit where credit is due, and to some degree, also acknowledges accountability. She addresses the environmental benefits of natural grass; suggests that there has been somewhat of a failure to effectively communicate those benefits to the general public and decision makers; she even provides a few interesting statistics regarding how natural turfgrass has had a positive impact on the world of sports. But the key point Sherratt gets across in her article has to do with proper care and maintenance of natural grass sports fields and why it is so important to have a trained professional sports field manager overseeing the process.

She advises readers, “A sports field manager should be the No. 1 budget priority for any sports facility. A sports field manager will keep fields safe and playable, whether they are natural grass or synthetic turf. In many cases, high schools choose to install a synthetic field because they don't have a sports field professional to take care of natural grass, and they see synthetic as the easier, “maintenance-free” option. It makes more sense

in the long term to hire a professional to take care of all fields and grounds.”

She also provides the reader with a few questions to consider and closes her article with candid observation. She writes, “In the 13 years that I've been visiting high school sports fields in Ohio it has been rare to be introduced to a dedicated turf manager, and oftentimes it's a custodian or coach that has no background or education in turfgrass management. In some cases the fields are simply mowed by the city once a week.

“Sports field managers need to tout themselves as trained sports field professionals as much as possible. The sports fields that are built are only as good as the person that takes care of them.

“It's sad to see a high school put so much money into a new grass field only to have it destroyed after a few games because no one knows how to take care of it. Given the opportunity, a professional sports field manager can produce the best playing surface in the world with natural grass.”

If you would like to read Pamela Sherratt's article in its entirety, and we highly recommend it, go to: <http://www.sportsfieldmanagementmagazine.com/article-11486.aspx>

IT TAKES TWO

You need the right people to prep and install a turfgrass field.



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



Ingram Moore High School, Ingram, TX football field renovation: Stripping old grass, installing sideline drainage, new irrigation system, new & improved root zone with sandy loam topsoil, laser grading, grass install - TifSport hybrid bermuda.

"A reputable contractor has an obligation; not just to the institution, or the provider of the sod, or the sports field manager, but to the athletes who play on the field. If we don't please all of them we haven't done our job." – Blake Caraway, President TMC

As noted by writer and sports turf specialist Pamela Sherratt in the previous article, (*Turf Health: Benefits of Real Grass - And a Sports Field Manager*) the role of a Sports Field Manager is critical to a field's longevity and performance. But even a well-trained and professional sports field manager knows that how well he or she performs depends considerably on how well a sports field has been designed and installed.

Turfgrass producers who provide turfgrass for sports fields, stadiums, golf courses and similar big projects know that no matter how good their product is there are two human factors that can greatly influence how well the grass performs. One factor is field maintenance and the other factor is installation.

There are many companies who excel in sports field installation, Texas Multi-Chem LTD (TMC) is but one of them. Long recognized as a preeminent sports field contractor in Texas, TMC builds, renovates and maintains safe sports fields and they've been doing it for more than 25 years.

TMC continues to work with over 300 school districts, provides their services and expertise to more than 30 colleges and universities and many youth sports organizations across the state. They are involved in all aspects of construction of natural grass sports fields including total design and specification of playing surface, irrigation systems, internal drainage, high performance root zone installation, precision laser grading, turfgrass installation and grow-in maintenance.

When it comes to sports fields - whether it's a sports field construction or regular athletic field maintenance - their first priority is to focus on good agronomy. They realize, as do Sports Field Managers that in the end, it is not enough to simply build a sports field that looks nice upon completion. You have to build fields that - with proper maintenance - will continue to perform at a high level for years to come.

TPI would like to express our thanks to Blake Caraway for allowing us to use a TMC photo in last month's E-Newsletter and for providing us with the photos accompanying this article.—JN



HOME FIELD ADVANTAGE

Tuckahoe Turf Farms gives back to the community

Students in Buena Regional High School in Buena, New Jersey will see a new football field come September 2015. The school was named the winner of the **Tuckahoe Turf Farm Home Field Advantage** competition.

By Allen Carter Jr. and Jim Novak

The Betts Family of Tuckahoe Turf Farms ran a contest to give back to a community. The contest, known as "The Home Field Advantage" took place on ESPN 97.3 (sports radio) and began at the start of the 2014 High School Football season.

Tuckahoe Turf Farms has done hundreds of football fields over the years, and their goal was to find one school that could really use a new field.

Allen Carter, Jr. of Tuckahoe wrote, "Radio station owners were floored that we would be willing to do such a thing. The radio station, owned by Townsquare Media wound up promoting the contest on many of their station outlets giving us way more visibility than we ever expected. The response was outstanding. The entries were from students all over South Jersey and a few from over the river in Pennsylvania. The students were required to write a short essay detailing the condition of their current sports field, why they needed a new field, and what would be the outcome of having a new Natural Tuckahoe Turf Field installed."

Carter went on to write that hundreds of letters, easily in excess of 500 were received at the radio station. Major league baseball player Mike Trout, a centerfielder of the Los Angeles Angels, who grew up in New Jersey, even tweeted about the contest on ESPN 97.3 resulting in thousands of hits within minutes of his tweet.

Carter said, "The schools were narrowed down to 5 for us to review, a few hours were spent reading these stories, till one letter was agreed upon. A student by the name of Mason Shuemate gave a compelling letter detailing why he believed his school needed a new field.



James Betts of Tuckahoe Turf Farm inspects harvested sod.

Mason's comments included 'our school is really tight on money. We still use lockers made when the school was built in 1973 and after a storm it isn't unusual for the roof to leak.' He also noted 'getting a new football field would draw more fans, therefore increasing school spirit; which we take quite seriously at Buena Regional. I think a new football field at Buena Regional High School could really turn things around for a small Group II school like us.' "

"We are well known for supplying major ball parks with our turfgrass, giving this field to a deserving school that really needs an improved surface to play on brings us

Do you have a story to share?

We invite all TPI members to submit their stories about anything that might be of interest to fellow members, such as community involvement, awards and honors, interesting promotion or marketing campaigns, working with Turfgrass Extension Specialists or researchers, amusing tales, etc.

Send stories to Jim Novak at jnovak@turfgrasssod.org, or call 847-649-5555.

"The greatest moments in life are not concerned with selfish achievements but rather with the things we do for the people we love and esteem." - Walt Disney

Quote provided by Allen Carter, Jr.



Nitrogen in reclaimed water can benefit turfgrass

Study finds nitrogen from recycled wastewater good for irrigation

AMERICAN SOCIETY FOR HORTICULTURAL SCIENCE

GAINESVILLE, FL - As competition for fresh water increases and fertilizer prices rise, the horticulture industry is looking to reclaimed wastewater as a valuable resource for supplying irrigation and necessary nutrients for urban landscapes.

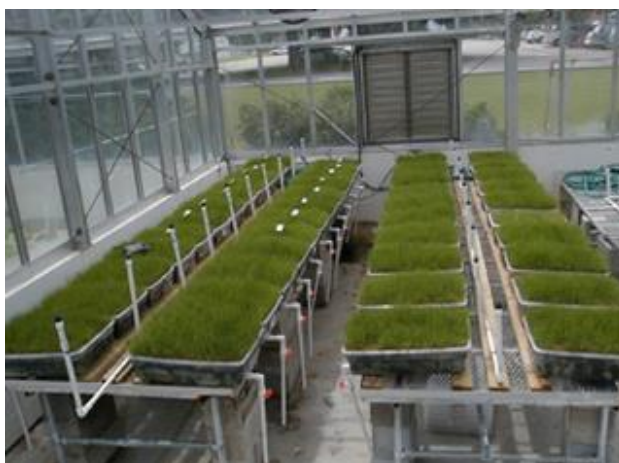
In the U.S., Florida is a leading user of recycled water; more than 50% of the state's reclaimed water is being put to use for irrigation of recreational areas such as golf courses, parks, and residential landscapes. New research suggests that recycled wastewater can actually be beneficial for turfgrass growth because it contains nutrients--such as nitrogen and phosphorous--that are essential to plant health.

As production and testing of reclaimed water increases, there is more interest in using the resource to irrigate residential lawns and urban landscapes. One benefit to using reclaimed water containing nitrogen is that it may allow for reductions in the amount of other sources of nitrogen fertilizers. "It is important to determine the optimum combinations of water and nutrient applications to support turfgrass production without impairing groundwater through losses of nutrients from the landscape," according to Jinghua Fan and George Hochmuth, corresponding authors of the study. They noted that few studies focused on the degree to which residential turfgrass can use the nitrogen from reclaimed water following advanced treatment.

Results of greenhouse studies showed that turfgrass growth responded positively to nitrogen concentration in the irrigation water. Fan and Hochmuth recommended outdoor field-scale experiments to validate the results of the greenhouse studies.

The above story is based on materials provided by the American Society for Horticultural Science.

The complete study and abstract are available on the ASHS *HortTechnology* electronic journal web site: <http://horttech.ashspublications.org/content/24/5/565.abstract>



Overview of greenhouse set-up, showing the growing tubs with established sod and the drains for collecting leachate.

Photo courtesy University of Florida



SHOW YOUR CUSTOMERS YOU MEAN BUSINESS!

Are you featuring the TPI logo on your website and Facebook page and letting your visitors and followers know that you are a member of the largest turfgrass producers association in the world? If not, why not?

Letting your customers know you are a TPI Member sets you apart from the crowd. It sends a subtle message to your website visitors and Facebook followers that you are actively involved in a turfgrass association that keeps you aware of changes in the industry, gives you access to timely infor-

mation, scientific research, and suggests that you are well informed about innovative products, new turfgrass varieties and environmentally friendly operating practices.

Identify yourself as a **Proud Member of Turfgrass Producers International** and let homeowners, contractors, landscape architects, sports field supervisors, golf course superintendents, local and state decision-makers and other business prospects know that when it comes to providing quality turfgrass—you mean business!





JOIN US for one of the most extensive and diversified educational programs ever presented at a TPI conference.

Keynote Speakers are just part of TPI's educational-packed conference !

Tuesday, February 17th, 2015

Opening Keynote: Re-Energizing Agri-Business: Finding Your Second Wind In A Warp Speed World

Presented by Jack McCall

The speed and complexity of the new agri-business environment has brought untold pressure on how we do business today. Competition in the global environment is sophisticated and fierce. Modern agri-business is no place for the faint hearted. But when it's all said and done, a life that is tied to our land is still the best way to live. Jack shares with audience members fresh insights and strategies on how to hold on to the best of both worlds.

Show & Tell: Hugh Dampney, Dampney's Eco Turf

Presented by Hugh Dampney

Hugh Dampney serves as Managing Director of Dampney's LTD. Their Eco Turf production was launched in 2003 in response to demand from landscapers who deliver yard waste to the composting and recycling site and wanted to collect all their garden needs from one source. Eco Turf, a simple hard wearing drought tolerant turf, was a logical addition to the soils and composts they already had available.

Thursday, February 19th, 2015

Carbon Sequestration Report

Presented by Monique Y. Leclerc, PhD

Dr. Monique Leclerc and Dr. Paul Raymer of the University of Georgia were principle investigators of Turfgrass Carbon Sequestration Potential research funded in part by the Lawn Institute. Dr. Leclerc will provide an update on their research which is relevant to your business.

Keynote Presentation:

Weed Management in Sod Production

Presented by Jim Baird, PhD

Dr. Jim Baird has been the Turfgrass Specialist at the University of California, Riverside since 2008. His primary responsibilities include conducting research and providing outreach for the California turfgrass industry.

Show & Tell: Hank Kerfoot, Modern Turf

Presented by Hank Kerfoot

Modern Turf is a state-of-the-art turfgrass production company specializing in growing and installing a complete variety of high quality turfgrass for the golf and landscape industries. Hank Kerfoot is the founder and President of Modern Turf which is based in Rembert, South Carolina.

In addition to hearing some outstanding educational sessions and seeing outstanding exhibits you can participate in numerous social activities and enjoy a great Field Day.

This year's conference will feature over 20 participating speakers including turfgrass specialists, researchers, turfgrass producers, industry representatives and more.

JOIN US!

Important Dates

Hotel Cutoff:

1/26/15

Advance Registration

Deadline:

2/6/15



JOIN US for one of the most extensive and diversified educational programs ever presented at a TPI conference.

Education Topics: Breakout Sessions Information

On Tuesday and Thursday, each of the three concurrent sessions will be repeated, allowing you to attend four of the six breakout sessions listed below.

Tuesday, February 17th, 2015

Converting Athletic Fields from Artificial Turf to Natural Turfgrass: Success Stories

Moderator: Claus Zander, Zander Sod Co. Limited

Panelists: Brad Veibell, JB Instant Lawn, Inc. and Steve Bush, Bush Sports Turf

There's still time to register for the TPI 2015 International Education Conference & Field Day, February 16-19, 2015.

Comparing Natural Turfgrass and Artificial Turf for Use on Athletic Fields

Moderator: Bobby Winstead, Winstead Turf Farms, Inc.

Panelist: John Sorochar, PhD, University of Tennessee

JOIN US!

Important

Hotel Cutoff:

1/26/15

Advance Registration

Deadline:

2/6/15

2015 Outlook for the Turfgrass Industry

Moderator: Duane Klundt, Grassland Oregon

Panelist: Robert Denk, National Association of Home Builders

Thursday, February 19th, 2015

Hiring, Training and Managing Seasonal Workers

Moderator: Warren Bell, Biograss Sod Farm

Panelists: Jimmy Keeven, SelecTurf Inc and Eric Heuver, Eagle Lake Professional Landscape Supply

FOR MORE INFORMATION

The Price is Right: The Real Cost of Sod at Retail

Moderator: Sean Moher, Manderley Turf Products, Inc.

Panelists: Richard Stephens, Turf Australia and David Thorne, Harmony Outdoor Brands

Closing the Sale

Moderator: Jimmy Fox, Evergreen Turf, Inc.

Panelists: Mike Pope, Harmony Outdoor Brands, Ron Schiedel, Greenhorizons Group and Brian Walker, Riverside Turf.



INNOVATION SESSION (Open session)

Moderator: Eddie Keeven Jr., Emerald View Turf Farm

Presenters: Hank Kerfoot - *Modern Turf, Inc.*, Todd Bond and Bill Dunn - *ALIST*, Todd Graus - *Yellowstone Compact & Commodities Corp.*, Richard Campey - *Campey Imants*, Jim Spindler - *Ecologel Solutions, LLC*, Jack Karlin, - *Turfgrass Water Conservation Alliance* and Eddie Keeven Jr. - *Emerald View Turf Farm*

In the event of the unexpected presentations and/or presenters may be subject to change.

TurfSide-UP**Invisible Fence by Fitz****A unique fix for a neighbor's constantly barking dog.**

Our thanks to Dan Fitzgerald for allowing us to use his likeness in this photo.—JN

Whenever Fitz Van Gogh stepped into his yard the neighbor's dog, Mister Muggles, charged him and started barking. The barking was endless so Fitz came up with a brilliant idea. He painted his fence. Here he is watching with anticipation as Mr. Muggles is about to slam his head into the newly painted fence for the umpteenth time. Did it help? You bet it did! After running into the fence over a hundred times the barking finally stopped. Fitz thinks the fence may have knocked some sense into the dog. The downside, Fitz's neighbor wants to knock a little sense into him.

— Jim Novak

Could the southeast be faced with sod shortages in 2015?

Dr. Grady Miller, Professor of Crop Science and Extension Specialist at North Carolina State University reports that in recent discussions with North Carolina sod growers it was apparent that there will be a significant shortage of bermudagrass sod this winter and spring. But he added, with good growing conditions the growers may be able to catch up in early to mid-summer.

Why shortages when just five years ago inventory levels were relatively high? There have been multiple factors involved. There was already reduced sod acreage following the downturn in the economy. The increase in construction over the last year and a rapid switch to a preference for bermudagrass by builders has contributed to the shortage. Add to that the poor summer growing conditions (prolonged springs and limited light) for warm-season grasses the last two years and the result is a depleted supply of bermudagrass.

A recent sod survey from the University of Georgia indicates they too have a similar supply shortfall.
(http://www.caes.uga.edu/applications/gafaces/?public=viewStory&pk_id=4996)

Dr. Clint Waltz, Turfgrass Extension Specialist at the University of Georgia is quoted as saying, "Several growers have told me that strong fall sales have dropped their inventories

of warm-season grasses down to levels lower than they commonly experience in the first five months of the year." Sod growers in the southeast suggest this shortage is universal across the region.



Photo: Jim Novak

What does this mean? All growers, regardless of size and location, will not have adequate bermudagrass sod to meet the demand. Miller suggests, "This will likely result in an increase in bermudagrass sod cost. In some cases, if sod must be installed during this period, the buyer may have to select an alternative grass."

Our thanks to Linda Bradley of Turf Mountain Sod, Hendersonville, NC for bringing this story to our attention.— JN

MAJOR LEAGUE BASEBALL GROUNDKEEPERS HONORED BY THEIR PEERS

By Jim Novak

The Association of Major League Baseball (MLB) Groundskeepers honored their 2015 inductees into their Hall of Fame on January 11, 2015 at Coors Field in Denver, Colorado.

Writer Mathew Orr of the New York Times may have summed it up best a few years ago when he wrote, "To some fans a convention of groundskeepers may sound slightly absurd — Does everyone show up with a rake? Is lawn bowling a group activity (actually, it is) — but these men and women are at the foundation of the game, the ones who keep outfields looking lush and infields level, who keep bad bounces at a minimum and rain delays from becoming chaotic."

Orr's observation is on point. The dedication, commitment and knowledge required to provide a quality playing surface throughout Major League Baseball's playing season takes a great deal of skill and knowledge that few fans understand.

The men and women who are responsible are not only judged by the professional athletes who play on these fields, but to some degree they're judged by the media, the fans and their peers. One can also conclude that turfgrass producers who provide the turfgrass have more than a passing interest.

To be inducted into the MLB Groundkeepers Hall of Fame is indeed an honor. Nominees are voted on by the MLB



Pat Santarone with then Baltimore Orioles Manager Earl Weaver. Santarone was perhaps the only groundskeeper in the U.S. who grew tomatoes inside a ballpark.

Photo courtesy of the Baltimore Orioles

To be considered for induction to the MLB Groundkeepers Hall of Fame, a candidate must have ceased to be employed full-time in the profession for at least five years and have made a significant contribution to groundskeeping and the sports turf industry at the Major League level. An individual's impact on the community is also considered.

Groundkeepers Association and must receive 75 percent of the vote to be elected.

This year's honorees included Pete Flynn who served the New York Mets from the time he began his career as an "Original Met" working on the field during the team's inaugural season at the Polo Grounds in 1962.



Pete Flynn and NY Mets 3rd baseman David Wright.

Photo courtesy of the New York Mets

In 1974 he was promoted to Head Groundskeeper at Shea Stadium in Flushing, N.Y., where he held that position until 2001. For the next decade, Flynn served as a member of the Mets grounds crew before retiring in 2011. In 2008, Flynn was elected into the Irish American Baseball Hall of Fame. He was later inducted into the New York Mets Hall of Fame in 2012.

Also honored was the late Pasquale 'Pat' Santarone, formerly of the Baltimore Orioles.

Santarone joined the Baltimore Orioles in 1969 as Head Groundskeeper at Memorial Stadium in Baltimore, Maryland. He began his decorated career at age 23 in Elmira, New York with the Class-A affiliate of the Brooklyn Dodgers, where he acquired field duties from his father Val, an Italian immigrant. Soon after, Elmira became an Orioles affiliate and during the 60's he developed a good relationship with future Orioles manager Earl Weaver.

In 1969, Weaver and Harry Dalton, the Orioles General Manager, called Santarone up to Baltimore to join the team. He served the Orioles for 22 years before retiring on Opening Day in 1991. He passed in 2008.

Sports Turf Managers Association (STMA) is the recognized leader in strengthening the sports turf industry. The STMA was officially formed in 1981, when a small group of turfgrass managers and groundskeepers believed sports turf could be improved through sharing of knowledge and exchange of ideas.



GREAT FUNDRAISING OPPORTUNITIES TO SUPPORT THE LAWN INSTITUTE

“The Lawn Institute needs your support in Beautiful San Diego!

Many fun daily opportunities to show your financial support for The Lawn Institute (501.c.3) and ongoing research to better your business will be happening in San Diego!”

— Nancy Aerni, Chair TLI Fund Raising Committee

By Nancy Aerni

Memorial Golf Tournament

Monday, Feb 16

Best Ball Golf Tournament at the Omni La Costa Golf Course – Champions Course. (you do NOT need to “be a golfer” to play – it’s best ball) **Baseball Legend Randy Jones** (compliments of Barenbrug and Sod Solutions) will be onsite to shoot one shot for a donation of \$20.00 to the Lawn Institute. This is also a free photo opportunity for you and your team mates. Mulligans are available - \$25.00 for 2 – (1 for the front, and 1 one for the back 9) ~ these may be used anywhere, anytime, for any reason.

Women who would like to play – we will keep you paired up with another woman if you choose. Some teams may have 5 players– more opportunity to be on that low scoring team! One more twist, there will be a number of envelopes available at the beginning of the tournament, you may purchase one envelope, \$20.00 per person (4 maximum per team) until they are gone. These limited number of envelopes will have your name on them for the end of the game. What’s inside? Hmm.....how about a stroke or two off your score? Yep – that changes everything!

Wine Pull

Monday evening during the Welcome Reception (6-7:30) there will be a Wine Pull. How this works: You pick a number(s) of your choice off a table for \$20.00 each (red for the red wine, or white for white wine). At 7:15 pm your TLI fundraising crew will randomly attach numbers to the bottles of donated wine – you will take the bottle with your number that evening and have the entire week to consume it, share with your friends, give as a gift, or take it home with you. There are some VERY nice wines in this event - \$20.00 is a steal! (Following this event is the TLI open Fundraising Committee meeting – please join us in brainstorming ideas for future events.)

Scavenger Hunt *

Tuesday, Feb 17 — Wed, Feb 18

Tuesday afternoon, bring your smart phone/camera and put together a *six person team of all ages* for a two day Scavenger Hunt! For a \$300.00 team entry fee, your 6 person team will need to follow the instructions given to you for gathering items, photos, etc. to win the most points for the Grand Prize of \$1,200.00, based on 8 teams – (Grand Prize money will be prorated based on number of participating teams).

Cutthroat Trike Race

Wednesday, Feb 18 - Field Day

Wednesday afternoon will be the “*The Sequel - Cutthroat Trike Race!*” At A-G Sod Farms, Inc., the racing will begin at 1:30....this time with a twist! John Owens will quickly auction off a few surprise “sabotage” items, and one benefit item for you to hinder a rider of your choice. The bid may be matched in order to NOT have to use the sabotage item (like swimming fins for instance). There will be limited items for auction, so get in on the action! You also have the opportunity during the entire day to purchase raffle tickets for \$20.00 each for betting on the winning team – bet on all 7 teams and improve your odds! The winning number drawn from the winning teams basket will win 1/3 of the money gathered from raffle ticket sales.

All Week - Proud Supporter of TLI ribbons will be available for \$10.00 each – Wear these with pride showing support of your own industry and ongoing research.

Join the 500 Club by making donations adding up to \$500.00 at any time. For more information or call the TPI office at 847-649-5555

* May be subject to change based on number of participants.



Walker appointed to Virginia Turfgrass Council Board



Brian Walker of Riverside Turf in Charles City, VA will be appointed to the Board of Trustees of the Virginia Turfgrass Council during their Annual Turfgrass Conference in Fredericksburg, VA, January 26-29.

The Virginia Turfgrass Council has been around since 1960 and was founded by Virginia Tech Professors who saw the need for an association to serve Virginia's Turfgrass Industry. The VTC's mission is to unify efforts to promote turfgrass improvement and advancement of the turfgrass industry in the Commonwealth of Virginia. Their vision is to be recognized and respected as a leading voice of the turfgrass industry in the Commonwealth of Virginia.

The First Annual UTAH STARTUP AWARDS



CAST YOUR VOTE for fellow TPI Member CLARK BELL!

Clark Bell's company, **Aqua-Yield** was nominated for the "Best Utah Bootstrapped Startup in Utah". Needless to say, Clark is really excited about the nomination.

The award is going to be given to the company that gets the most social votes so Clark is reaching out to fellow TPI members for a show of support. Votes must be submitted by 5:00 pm January 31, 2015.

It's easy to cast your vote for Aqua-Yield, just [CLICK HERE](#) and go to **The First Annual Utah Startup Awards**, scroll to **BEST UTAH BOOTSTRAPPED STARTUP** to cast your vote.

<https://startslc.com/awards/>

Advertising opportunities you don't want to pass up!



Archived issues of BOTH Newsletters are on the TPI website which received nearly 150,000 visits in 2014.

Advertising Contact:
Anne Footle, afootle@TurfGrassSod.org or call
847-649-5555

TPI Business Management Newsletter

Single Advertiser per issue (every other month)

Front page logo sponsorship & second page banner ad, both linked to your company website.

TPI Member Rate: \$200/issue

Non Member Rate: \$300/issue

TPI E-Newsletter

Multiple Advertisers per issue (every other month)

Bottom banner ads are eye catching and integrated into the E-Newsletter pages and linked to your website!

TPI Member Rate: \$350/issue

(50% Discount current *Turf News* Advertisers \$175)

Non Member Rate: \$525/issue

APRIL is... National Lawn Care Month

CALL FOR PHOTOS

Help us promote National Lawn Care Month

TPI and The Lawn Institute are reaching out to members for photos that can be used to in our partnership with PLANET to promote **April is National Lawn Care Month**.

Our goal is to build a photo library that includes photos featuring both turfgrass sod and seeded lawns that would help us and PLANET in developing promotional literature, handouts, Power-Point presentations, creative infographics, images for websites, Facebook, etc. If you can provide us with any such photos it would be greatly appreciated.

Ideally photos should be a minimum of a 4X5 300 dpi JPG or greater although we will try to work with whatever is submitted. If at all possible please be sure to identify who you would like us to credit for the photo (i.e. name of the photographer, company, etc.)

The following are intended as possibilities:

- Site prep prior to sod installation
- Turfgrass sod being installed (flat slabs, small rolls or big rolls.
- Before and after photos of landscaped yard (front or back)
- Turfgrass being delivered
- Turfgrass being unloaded in site.
- Children playing on grass.
- People playing yard games such as croquet, bean bag, yard darts, badminton, jumping rope, playing with a pet, picnic/ barbecue, family gathering, kids wrestling, rolling on the grass, jumping, running, etc.
- Sloped area
- Grass bordering a garden
- People in lawn chairs
- Seeding an area
- Sprigs, stolons or plugs being planted
- Mowing, watering a lawn
- Or any photos you think would work in promoting National Lawn Care Month

Send photos to Jim Novak at
jnovak@TurfGrassSod.org.



Photos provided courtesy of Sod Solutions.