

### IN THIS ISSUE

This Special Issue of the TPI E-Newsletter offers a brief overview of TPI's 2016 International Education Conference & Field Day that took place in Houston, Texas, February 22-25.

You will note there is also an announcement regarding the introduction of TPI's NEW Turfgrass Educational Center that will provide streaming videos including recordings from this year's conference.

April is National Lawn Care Month and there is information on how TPI members and industry representatives can help promote this annual campaign that serves to build public awareness on the many benefits of turfgrass.

Plus a great deal more!



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### TPI'S 2016 INTERNATIONAL EDUCATION CONFERENCE AND FIELD DAY SCORES HIGH WITH ATTENDEES!

Cool weather didn't hamper the warmth and enthusiasm that prevailed at TPI's 2016 International Education Conference & Field Day in Houston, TX.

A great education program, numerous networking opportunities, plenty of exhibitors and an outstanding Field Day at All Seasons Turf Grass in nearby Brookshire, Texas welcomed over 600 attendees who represented over 100 turfgrass farms. On hand were TPI members from Australia, Canada, England, Israel, Norway, Russian Federation, Scotland, South Africa, Sweden and the United States.

This Special Issue of the E-Newsletter captures many of the events that made this year's conference a memorable and rewarding experience.

**"It was a great conference! The speakers, the field day and the programs were all excellent. Why would a sod grower or anyone in a sod related industry be anywhere else during a TPI Conference?"**

Tobey Wagner  
 Sod Solutions  
 Mount Pleasant, SC

**"The Turfgrass Producers International Conference and Field Day was a great educational experience-- a unique opportunity to meet and learn from turf producers throughout the U.S. and abroad."**

Steve & Laurie Griffen  
 Saratoga Sod Farm  
 Stillwater, NY

**"A great week with friends and industry professionals learning how to run our businesses better, and reminding each other of the great benefits that turfgrass brings to our environment and lifestyles."**

Jimmy Fox  
 Evergreen Turf  
 Chandler, AZ

**"There are people who I've met at the very first conference who are still great friends of mine today, people who have been icons in my life, it just puts my business on a different level."**

Fanus Cloete  
 Evergreen Turf South Africa  
 Eikenhof, South Africa

### Monday

- Inspirational Breakfast
- TLI Rootin' Tootin' Clay Shootin' Fundraiser
- Houston City Tour
- Pre-Conference Seminar
- First Time Attendee/New Generation/Ice Breaker Reception & Welcome Reception

### INSPIRATIONAL



Shirley Addink of A-G Sod Farms in Riverside, CA, moved those in attendance with her personal story of overcoming the daily challenges of being an above-the-knee amputee following a boating accident when she was a teenager. Her faith, positive outlook and good humor truly was inspirational.

### TOP SHOT



TLI President Will Nugent presents a one hundred dollar cash prize to Eddie Keaven Jr. for being the best overall shooter during The Lawn Institute's Rootin' Tootin' Clay Shootin' Fundraiser. Keaven generously donated his winnings back to TLI.


### PRE-CONFERENCE SEMINAR

**TPI2016**  
INTERNATIONAL EDUCATION  
CONFERENCE & FIELD DAY  
HOUSTON, TEXAS • FEBRUARY 22-25, 2016

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**The Power of People – How to Select, Develop and Retain**

Dr. Todd Creasy, DM, MBA, MSc,  
Certified Master Black Belt – Lean Six Sigma



Dr. Todd Creasy's pre-conference seminar focused on unique ways to select the right people, personalize their training, recognize their potential and ways in which to maximize their performance while acknowledging their efforts.

### WARM WELCOME FOR FIRST TIME ATTENDEES



A few of the more than 90 first time attendees of a TPI Conference gather for a photo shoot during the First Time Attendee Welcome Reception.

### Tuesday—EDUCATION SESSIONS



From left to right: First time attendee Michel Lazare from Israel with Iftach Werner, Dr. Landon Bunderson and Gadiel Rudich



### GREG JOHNSON TORNADO HUNTER



**Dr. Mike Kenna**  
Director USGA  
Green Section Research

#### TEAM BIOGRASS

Warren Bell, Biograss Sod Farm  
Dr. John Sorochan, University of Tennessee  
Nancy Aerni, Turf Merchants  
Kevin Morris, NTEP

#### TEAM PINE ISLAND

Chip Lain, Pine Island Turf Nursery  
Dr. Mike Richardson, University of Arkansas  
John Rector, Barenbrug, USA  
Duane Klundt, Grassland Oregon



### MAKING SALES MAXIMIZING VALUE



**MODERATOR:**  
Jimmy Fox – Evergreen Turf

**PANEL:**  
Mike Pope – Harmony Outdoor Brands  
Randy Tischer – Green Velvet Sod Farms, LTD  
Hank Kerfoot – Modern Turf, Inc.





### EVERYTHING YOU NEED TO KNOW ABOUT IMMIGRATION - 2016

**Craig Regelbrugge**  
Senior Vice President - Industry Advocacy & Research  
AmericanHort

### SHOW & TELL

STEVE GRIFFEN




# HONORS & AWARDS

TPI had the pleasure of recognizing the contributions of several individuals during the Annual Business Meeting's Awards Ceremony. Linda Moyer, Chair of the PR Working Group presented the Turfgrass Educator Award of Excellence to Dr. Grady Miller. Kevin Morris, executive director of NTEP presented TPI's Distinguished Service Award to Dr. Mike Kenna. And Louis Brooking of Brookmeade Sod Farm accepted the Honorary Member Award for Dr. John Hall who could not attend because of a previous commitment. At Dr. Hall's request Brooking shared a personal note of appreciation from Dr. Hall that read as follows:

I am extremely humbled to have been given the TPI Honorary Member Award and wish I could be with all of you to say thank you and rekindle old friendships. My involvement with sod producers goes back to 1971 in Maryland and continued in Virginia until my retirement in 2001. I still enjoy assisting TPI in scholarship application evaluation and look forward to serving in whatever capacity is helpful.

It was an extreme privilege to associate with the members of your industry. They were natural leaders who were not afraid to step up and take state and national leadership responsibility in associations representing the interests of their industry. One thing I sensed in working with most sod producers was the sadness they felt in sending the family farm's soil down the road with the product. Many of them were farming land that had received the sweat and toil of their fathers and grandfathers, so it was not easy to part with the product containing some of the family's energy, devotion and history.

Thank you very much for the privilege of working with the members of the sod industry and for this humbling recognition of my contributions through the TPI Honorary Membership Award.

Sincerely yours,  
**John R. Hall III**  
 Professor Emeritus  
 Virginia Tech



Dr. Grady Miller accepts his award from Linda Moyer during the awards presentation.



## HONORS & AWARDS

### Turfgrass Educator Award of Excellence



**Grady Miller, Ph.D.**

Professor of Turfgrass Science  
 North Carolina State University



## HONORS & AWARDS

### Distinguished Service Award



**Michael Kenna, Ph.D.**

Director  
 Green Section Research  
 US Golf Association



## HONORS & AWARDS

### Honorary Member Award



**John R. Hall, III, Ph.D.**

Professor Emeritus  
 Virginia Tech



Dr. Mike Kenna expresses his appreciation on being presented with TPI's Distinguished Service Award.



### Exhibits



### Exhibits



### Wednesday —FIELD DAY



### Wednesday—FIELD DAY





### Wednesday—FIELD DAY



### Wednesday—FIELD DAY

A big thank you to the Gavranovic family and their staff for an outstanding Field Day at All Seasons Turf Grass in Brookshire, TX.



Irene Gavranovic Sipes and her husband Scott are on hand to welcome Field Day guests.

### A FAMILY AFFAIR

The Gavranovic family along with the whole All Seasons team welcomed attendees to TPI Field Day 2016. The Gavranovic family has been farming in southeast Texas for 4-plus generations and they have been in the sod business for over 30 years. The Brookshire farm grows Tifway 519 Bermuda, Celebration Bermuda and popular Zoysis grass varieties.



William Gavranovic and his son Connor take a moment to enjoy some father and son time during Field Day festivities.



TPI President Will Nugent extends a warm thank you Gladys and Willie Gavranovic for their years of support to TPI.



**Thursday — EDUCATION SESSION**



**The Emperor Has No Clothes!**



Ralph Egües  
**National  
Hispanic  
Landscape  
Alliance**

TPI 2016 Conference and Field Day  
Houston, TX  
February 25, 2016



“The presentation by Ralph Egues (pictured above) of the National Hispanic Landscape Alliance—”The Emperor Has No Clothes” was one of the best presentations ever given at a TPI conference.”

David Doguet  
Bladerunner Farms  
Poteet, TX

**SHOW & TELL**  
JOHN COOMBS




**UNDERSTANDING SEED TEST RESULTS  
AND INTERPRETING SEED LABELS**

Sharon Davidson, RST— Agri Seed Testing, Inc.

PANEL  
John Rector – Barenbrug, USA  
Duane Klundt – Grassland Oregon  
Nancy Aerni – Turf Merchants, Inc. (TMI)  
Jessica Green – Jonathan Green & Sons, Inc.



**CREATING NEW BUSINESS  
FIRING DIFFICULT CUSTOMERS**



**Mike Pope**  
Harmony Outdoor Brands

**Sean Moher**  
Manderly Turf Products

**Thursday — EDUCATION SESSION**



**— WEED CONTROL —  
NEW HERBICIDES AND THE  
FUTURE OF SOD PRODUCTION**

**Dr. Jay McCurdy**  
Sponsored by Mississippi State University





**SHOW & TELL**  
**RANDY JASPERSON**






**THE POWER OF TURF**  
**How Turf is Strengthening  
the Levees in New Orleans**



**Dr. Jeff Beasley**  
Louisiana State University

## Introducing – TPI TURFGRASS Educational Center COMING IN APRIL

### THE NEW

### TURFGRASS EDUCATIONAL CENTER

Streaming educational  
video at the touch of  
your fingers.

**Wherever. Whenever.**



Turfgrass Producers International (TPI) is launching a brand new digital education platform – **TPI Turfgrass Educational Center**, available right from your desktop, tablet or Smartphone.

This video platform will serve up educational content that will bring you timely information about the latest in turfgrass research, business tools, farm equipment, seed, fertilizers and pest control and challenges to our industry.

Watch for the first release in April of recordings from the TPI 2016 International Education Conference and Field Day.

Upcoming episodes will include the U.S. 2016 immigration forecast, crop rotation and proven farming practices, maximizing sales and much more!

Grow your knowledge, skills and business best practices with TPI's Turfgrass Educational Center.



COMING APRIL 2016



# APRIL is... National Lawn Care Month

## Get involved and help promote April is . . . National Lawn Care Month

Turfgrass Producers International (TPI) and The Lawn Institute (TLI) have partnered with the National Association of Landscape Professionals (NALP) once again to promote the April is...National Lawn Care Month campaign.

We are pleased to report that the **Outdoor Power Equipment Institute** and the **Irrigation Association** have joined in the partnership to help build awareness, educate the public and help support landscape companies, turfgrass producers, educators, green industry companies and other professionals who want to educate their clients about lawns and lawn care.

TLI's website ([www.TheLawnInstitute.org](http://www.TheLawnInstitute.org)) has a wide variety of graphics to promote the campaign.

Visitors are encouraged to download images and infographics to feature on their websites and social media to promote National Lawn Care Month to customers and local media. In addition, there is a template for signage you can personalize to post at retail outlets and/or turfgrass sod installation job sites.

NALP has also created 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.

NALP also promotes National Lawn Care Month on its consumer website [www.loveyourlandscape.com](http://www.loveyourlandscape.com) and in national consumer media outreach.

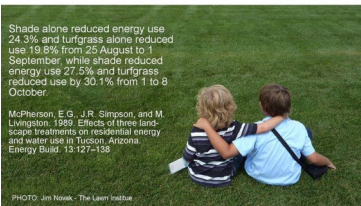


To download the April is . . . National Lawn Care Month logo click here or go to: <https://www.landscapeprofessionals.org/nalp/media/national-lawn-care-logo.aspx>

### APRIL is... National Lawn Care Month

#### LAWNS really are COOL!

Energy used for cooling residences with different types of landscaping in the hot, dry climate of the American Southwest revealed that both turfgrass and shade reduced the amount of energy used for air conditioning by 20 to 30% compared with rock-based landscaping.



Shade alone reduced energy use 24.3% and turfgrass alone reduced use 19.8% from 25 August to 1 September, while shade reduced energy use 27.5% and turfgrass reduced use by 30.1% from 1 to 8 October.

McPherson, E.G., J.R. Simpson, and M. Livingston. 1992. Effects of three landscape treatments on residential energy and water use in Tucson, Arizona. Energy Build. 18:127-139.

PHOTO: Jim Nowak, The Lawn Institute

### APRIL is... National Lawn Care Month

#### LAWNS Filter Rainwater

A lawn's filtration system is so effective rain water filtered through a good healthy lawn is often as much as 10 times less acidic than water running off a hard surface.

The Lawn Institute



### APRIL is... National Lawn Care Month

#### LAWNS Sequester Carbon

U.S. lawns remove 5 percent of carbon dioxide from the atmosphere.

SOURCE: Howard Siegrist, faculty emeritus, formerly an associate professor Ohio State University Extension



Photo courtesy of Sod Solutions, Mount Pleasant, SC

### APRIL is... National Lawn Care Month

#### LAWNS One huge environmental benefit lies right under your feet.



A single grass plant can have 387 miles of roots.

SOURCE: Robbins, W.W.; Weier, T.E. 1990. Roots. In: Robbins, W.W.; Weier, T.E., eds. Botany: an introduction to plant science. New York: John Wiley and Sons, 125-126.

The fibrous roots of a lawn may not look like they go very deep into the soil but because they are so thick and have so many fine root hairs they absorb a great deal of water. If all the fine hairs were untangled and put end to end they would stretch for miles. It's this unique root system that minimizes storm water runoff and minimizes erosion. - The Lawn Institute

### APRIL is... National Lawn Care Month

#### A WHALE OF A FACT

Lawns trap an estimated 12 million tons of dust and dirt from the air each year. How much is 12 million tons? Imagine a Blue Whale, the largest animal on earth can weigh 150 tons. It would take 80,000 Blue Whales to weigh 12 million tons.

(SOURCE: Michigan Department of Agriculture and Rural Development)



### APRIL is... National Lawn Care Month

#### Lawns reduce stormwater runoff

PHOTO: The Lawn Institute



"One of the key mechanisms by which turfgrasses preserve water is their superior capability to trap and hold runoff, which results in more water infiltrating through the soil turfgrass ecosystem."

Dr. James B. Beard - Professor Emeritus, Texas A&M University Council of Agricultural Science & Technology

## GREENSCAPE ALLIANCE LANDSCAPE STEWARDSHIP INITIATIVE



Members of the Landscape Stewardship Initiative meet at the Keystone Policy Center in Washington, DC.

PHOTO: Melanie Stanton

## TPI GOES TO WASHINGTON

In recent weeks TPI's executive director Melanie Stanton made several trips to Washington, DC as a member of the **Greenscape Alliance**. Stanton attended a meetings with the U.S. Green Building Council (USGBC) to encourage them to change the language in LEED building certifications that limit the use of turfgrass as a groundcover.

The USGBC was asked to take into consideration such factors as regional differences in temperature, variations in annual precipitation, new and different turfgrass varieties that are more drought tolerant than others, etc. Stanton reported that the Alliance members were hopeful, based on the discussions, that new versions of LEED will not include restrictions on the use of turfgrass, and they will continue to talk with the USGBC in resolving differences.

Stanton also participated in a meeting of the **Landscape Stewardship Initiative** (see list of participants below) to determine what steps can be taken to educate consumers and government decision-makers on the environmental benefits of green space so the use of turfgrass will be embraced by builders and conservationists.

### **George Briggs**

Executive Director, The North Carolina Arboretum

### **Gerry Coons**

VP of Standards and Industry Affairs, OPEI

### **Ralph Egues, Jr.**

Executive Director, NHLA

### **Warren Gorowitz**

VP of Sustainability, Ewing Irrigation and Landscape Supply

### **Deborah Hamlin**

CEO, Irrigation Association

### **Sabeena Hickman**

CEO, NALP

### **Franklin Holley**

Manager of Agricultural Commodities, Sustainable Food Team, World Wildlife Fund (via conference call)

### **Kris Kiser**

CEO, OPEI

### **Margaret Lamar**

Director of Strategic Initiatives, Children & Nature Network (via conference call)

### **Margaret O'Gorman**

President, Wildlife Habitat Council

### **Craig Regglebrugge**

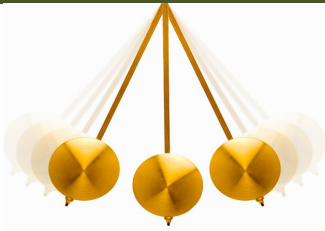
Senior VP of Industry Advocacy & Research, AmericanHort

### **Mark Schmidt**

Principal Scientist and Manager of Global University Relations, John Deere

### **Melanie Stanton**

Executive Director, TPI



## UPDATE: GETTING IT RIGHT!

The pendulum can swing two ways when it comes to Turfgrass regulations . . . and sometimes they're both in the **WRONG DIRECTION**.

By Jim Novak

In the last issue of the E-Newsletter we reported the City of St. Peters, in St. Charles County, Missouri had an ordinance that requires a "minimum" of 50 percent of all yard areas be comprised of turfgrass.

The Freedom Center of Missouri had challenged the constitutionality of this law on behalf of one family. The wife suffers from a severe allergy to grass pollen and the family had requested an exemption from the ruling for health reasons. Her request for an exemption was dismissed by a trial court.

We reported that the family had not neglected landscaping, quite the contrary; several years ago they removed all the grass from their yard and began converting it into a large, well-tended flower garden that included a landscaped hillside and flowers blooming from multiple mulched planting areas that are interspersed with walkways, sitting areas, and small ponds. For the wife who suffers from the allergy it was a relief to have limited exposure to grass pollen.

The Freedom Center argued the city's turfgrass mandate violated both the U.S. Constitution and the Missouri Constitution. Dave Roland, its director of litigation, said he was "not aware of any court in the entire country that has allowed a city to force its citizens involuntarily to grow government-dictated plants in government-dictated locations around the citizens' homes."

"The city is unconstitutionally assuming authority to make decisions that properly belong to the homeowners, and we intend to nip it in the bud" said Roland.

We commented that the banning of lawns and/or making a lawn a required percentage of the overall landscape are both extreme measures. We also stated, "no one is suggesting the appeals court needs to have the Wisdom of Solomon in making the right decision. We're just hoping they try to be a little smarter than a 5<sup>th</sup> grader before passing judgement." It appears common sense may have prevailed for now.

### UPDATE:

We are pleased to report that on January 12, 2016, the Missouri Court of Appeals, Eastern District, issued an opinion ruling that the St. Charles County Circuit Court should not have dismissed the family's challenge to the validity of a municipal ordinance that requires homeowners to devote half of their property to growing plants designated by the city. The family is pleased that the Court of Appeals corrected the egregious errors made by the trial court and they look forward to winning this property rights battle on behalf of all Missourians. For more information go to: <http://www.mofreedom.org/2016/01/victory-missouri-court-of-appeals-rules-challenge-to-turf-grass-mandate-may-continue/>

###



THANKS FOR HELPING  
US REACH 900+ LIKES

 **900**

## THANKS

TPI's FACEBOOK page continues to gain followers

To visit the TPI Facebook page click on the graphic to the left or go to <https://www.facebook.com/TurfgrassProducersInternational>.

You don't have to be a Facebook subscriber to visit the page. If you are already a Facebook subscriber, be sure to click **LIKE**.



## CHANGING LIVES

### TPI Teams Up With Project EverGreen and Houston Habitat for Humanity



Photos: Steve Trusty—TURF NEWS

By Jim Novak

Over 22,000 square feet of freshly harvested turfgrass sod found a home at six new residential properties in Houston's Harrell Park subdivision thanks to a joint effort by Turfgrass Producers International (TPI), Project EverGreen and Houston Habitat for Humanity.

The sod was harvested during Field Day equipment demonstrations and delivered to the building site thanks to the generosity of Irene Gavranovic Sipes and her husband Scott of All Seasons Turf Grass, and exhibiting members that included Advanced Equipment Sales, Brouwer Kesmac, FireFly Equipment, Northwest Tillers, Progressive Turf Equipment, Redexim North America, Trebro Manufacturing and Trimax Mowing Systems.

The turfgrass was installed along with oak trees and an assortment of azaleas, boxwoods, gardenias and ferns. Mulch was also added around the homes to create landscape beds that complemented the new turfgrass, and created green spaces the new owners and their families could enjoy.

Project EverGreen, a non-profit organization committed to preserving and enhancing green space in communities nationwide, and the Brickman Group, a highly respected landscape and management design firm, provided other landscape materials and, with the assistance of Habitat for Humanity and TPI volunteers, newly sodded lawns and more than 75 ornamental plants and trees were installed.

"Project EverGreen was proud to partner with TPI and Houston Habitat for Humanity to bring managed green

*"The lawn we installed put the final touch on a new home that's going to change someone's life. I felt honored to be a part it and it put a smile on my face knowing a family would be enjoying and benefiting from all our hard work." - Ronni Zeigler*



On-site with sod ready for one of the six homes to be sodded. Left to right: Melanie Stanton, TPI's Executive Director; Angela Birch Cox, Development Director, Houston Habitat for Humanity, and TPI members Hank Kerfoot, Ronni Zeigler, Jenny Carritt, David Bradley, TPI Vice President Linda Bradley and TPI President Will Nugent.

spaces to these new homes and neighborhoods," said Cindy Code, executive director of Project EverGreen. "Lawns, landscapes and plants turn houses into homes and neighborhoods into communities. The end result is safer, healthier and more connected communities."

Melanie Stanton, executive director of Turfgrass Producers International commented, "Our members are pleased to have had an opportunity to work with these two respected organizations and to be able to give back to the Houston community that hosted the TPI 2016 International Education Conference & Field Day." She went on to say, "Natural grass lawns provide homeowners and neighborhoods with numerous environmental, economic, social and health benefits that are often taken for granted."

Ronni Zeigler, a TPI conference attendee from Ideal Turf, Inc. in Hanna, Illinois who extended her stay in Houston to volunteer her support commented, "Working with the Houston Habitat for Humanity through TPI affected me more than I anticipated. I'm always happy to give a helping hand, especially when I can spread the word and influence people's understanding about the benefits of natural grass. The lawn we installed put the final touch on a new home that's going to change someone's life. I felt honored to be a part it and it put a smile on my face knowing a family would be enjoying and benefiting from all our hard work. I can't wait to do it again."

See thank you note from Angela Birch Cox, Development Director, Houston Habitat for Humanity on the following page.



“A million thanks to you for your support. Your generosity means the world not only to Houston Habitat, but to the SIX families that will soon have a place that they can truly call home! Those six Houston Habitat homebuyers will be transformed by the hand-up of homeownership. Homeownership will help them achieve the strength, stability and independence they need to make better lives for themselves and their families. I hope that this is just the first of many projects that we can work on together. The grass and landscaping look amazing – don’t they! Thank you again!”

- Angela Birch Cox, Development Director, Houston Habitat for Humanity



Newly sodded homes thanks to the generous support of TPI members and volunteers from TPI, Project EverGreen and Houston Habitat for Humanity.



Because you believe the grass can always be greener.

Potassium is vital for healthy turfgrass. Protassium+™ premium sulfate of potash (0-0-50-17S) delivers high potassium and sulfate sulfur, with virtually no chloride and a low salt index to help increase root health and drought tolerance, all while preventing turf burn. Supply your turfgrass with the premium K source for overall strength. Visit [ProtassiumPlus.com](http://ProtassiumPlus.com) to learn more.

**PROTASSIUM+**

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As featured in **Stadia Turf** and **Athletic Turf**



## Industry opinion: The truth about grass—five myths busted

Melanie Stanton, Executive Director of Turfgrass Producers International, debunks some of the myths surrounding selection of natural turf *more . . .*

<http://www.stadia-magazine.com/industry-blogs.php?BlogID=1715>

<http://athleticurf.net/the-truth-about-grass-five-myths-busted/>

**Myth #1:**

*Natural grass is more expensive than artificial turf*

**Myth #2:**

*Natural grass is difficult to maintain while artificial turf doesn't require maintenance*

**Myth #3:**

*Natural grass uses too many resources*

**Myth #4:**

*Natural grass isn't an option for indoor stadiums*

**Myth #5:**

*Natural grass gets worn out quickly*

## Turfgrass Producers of Florida

### Growing Better

#### 2016 Annual Meeting & Field Day

Thursday, May 5, 2016: Annual Meeting, Skeet Shoot, & Reception

UF Hilton Conference Center | Gainesville, Florida

Friday, May 6, 2016: Field Day

UF/IFAS Plant Science Research & Education Center | Citra, Florida

For more information contact Betsy McGill

[betsymcgill@floridaturf.com](mailto:betsymcgill@floridaturf.com)

or call at 863-675-2144



## SEED WITH CONFIDENCE

Because your business depends on the purest seed varieties, our business is dedicated to them.



# TOGETHER WE GROW STRONGER

**Grow your business—  
become a member of TPI.**

The turfgrass industry is constantly changing, from new innovations in equipment that maximize production and reduce labor costs, to new varieties of turfgrasses that are more drought tolerant, offer greater resistance to disease and require less irrigation. Keeping abreast of these opportunities along with ongoing research and legislative issues is no easy task. Perhaps that's why a growing number of turfgrass producers worldwide realize that if they want to stay up-to-date with changes in the industry, learn what's new in the marketplace, and have unlimited networking possibilities with their peers, there's one association they can turn to - **Turfgrass Producers International.**

TPI is a trade association serving individuals and businesses engaged in the research, growing, harvesting, and marketing of turfgrass sod and related products. TPI is dedicated to providing our members with the tools, resources, education and networking opportunities that will keep them informed about new research, product innovations, improved practices, and environmental issues that will enhance their knowledge and help them maximize potential business opportunities.

### The scope of TPI's commitment is all inclusive:

- Advance the turfgrass sod industry worldwide through the promotion of improved practices, the professional development of our members and enhancement of the environment.
- Promote the general welfare of the turfgrass sod industry.
- Encourage adherence to high business standards and practices.
- Educate consumers, key decision makers and government legislators and agencies about the environmental benefits of natural grass.
- Represent our members before government and public/private organizations whose activities may have an impact on our industry.

TPI's Membership Campaign encourages all members to promote our great organization to potential members. TPI represents: Purpose, Expertise, Support, Education and Commitment.

Go to [www.TurfGrassSod.org](http://www.TurfGrassSod.org) and click on the *Become a Member* tab or wherever you see the **Together We Grow Stronger** logo for more information on how you can help TPI GROW STRONGER.

- Serve as an advocate for our members and the industry.
- Build awareness and ensure that accurate information about the environmental, social, economic and health benefits of turfgrass is communicated effectively.
- Collaborate with other green industry associations, organizations and related businesses in developing standards that will benefit our industry.
- Work closely with TPI member Working Groups, Committees and Task Forces as a means of obtaining insightful input, valid recommendations and creative ideas from the membership.
- Through education and research, encourage the improvement of lawns and sports turf.
- TPI's foundation, The Lawn Institute, funds turfgrass research and education and serves to disseminate information about proper lawn care and related turfgrass sciences to homeowners, educators, green industry professionals, the media, students, etc.

### TPI provides you with an opportunity to:

- Network with fellow turfgrass producers worldwide.
- Have unparalleled access to industry information.
- Save money on many business services.
- Promote your business with a wide variety of sales and marketing tools.
- AND MUCH MORE!



### Turfgrass Producers International

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[www.TurfGrassSod.org](http://www.TurfGrassSod.org)

