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## NATURAL GRASS RETURNS TO M&T BANK STADIUM IN BALTIMORE

After 13 years of playing on artificial turf the NFL's Baltimore Ravens have brought back real grass to the playing field at M&T Bank Stadium in Baltimore, Maryland.

Team President Dick Cass is quoted as saying, "The players really wanted to play on grass and that was a key consideration. The coaches wanted to play on grass too."

Over 76,000 sq. ft. of Tifway Bernuda 419 was provided by TPI member farm Carolina Green in Indian Trail, North Carolina to help.

Ten trucks loaded with big rolls measuring 42 inches wide and 86 feet long made up the caravan for the 7 hour drive from North Carolina to Maryland. The turfgrass was harvested late in the evening and transported in the cool of the night eliminating the need for refrigerated trucks.

Head groundskeeper Don Follett oversaw prep and installation which was handled by the Motz Group of Cincinnati, OH.

Early in the decision making process representatives from the Raven's organization had visited Carolina Green Sod farm, analyzed the root zone & sand content, and found it to meet their specifications.

Carolina Green Sod has supplied turfgrass to other pro teams and colleges including the Carolina Panthers, Stadium Field, Charlotte, NC; University of Tennessee, Knoxville, TN; University of North Carolina at Chapel Hill, Chapel Hill, NC; University of North Carolina at Charlotte, Charlotte, NC; Davidson College, Davidson, NC; Wingate University, Wingate, NC; Elon University, Elon, NC, and many more.



WBAL-TV Screen captures.

To see video go to:

<http://www.wbalv.com/sports/grass-replaces-turf-at-mt-bank-stadium/39473956>





# LET'S ALL MAKE TPI'S 50TH ANNIVERSARY A MEMORABLE EVENT!

## Louis & Ginger Brooking present a 50<sup>th</sup> Anniversary Farm Challenge to all TPI members

As TPI's 50th Anniversary approaches plans are already underway to make it an exciting, nostalgic and memorable event. In addition to an outstanding program and exciting Field Day there will be plenty of surprises when TPI members gather in Tampa, Florida, February 20-23, 2017.

In celebration of the 50<sup>th</sup> Anniversary of TPI (ASPA) Louis and Ginger Brooking of Brookmeade Sod Farm in Doswell, VA, have issued a fund-raising challenge to all turfgrass producers.

The Brookings pledged to donate \$100 for every year they have been an ASPA/TPI member. The Brookings state, "We have enjoyed the many benefits of being members of ASPA and TPI. We'd like to give back to help offset some of the cost so this great organization and all of its members can really celebrate 50 Fabulous years during TPI's 2017 International Education Conference & Field Day in Tampa, Florida, February 20 -23. Since we connected with ASPA in 1972, when Louis attended his first meeting, we want to celebrate our 45 years of membership with a \$4,500 donation to The Lawn Institute. We challenge other farm members to match our donation based on their years of membership."

If you would like to join Louis and Ginger Brooking in helping to make the TPI's 50<sup>th</sup> Anniversary an unforgettable experience, contact the TPI headquarters office for more information. With your support we can make the upcoming conference in Tampa especially memorable. Donations of any size are welcome.



Louis and Ginger Brooking are looking forward to TPI's Fabulous 50th celebration planned next year in Tampa, Florida.



CHEMICAL-FREE WATER SOFTENING TREATMENT

RainlikeWater.com



"We've reduced wetting agents by 50%, and saving 50,000-100,000 gallons of water per night."





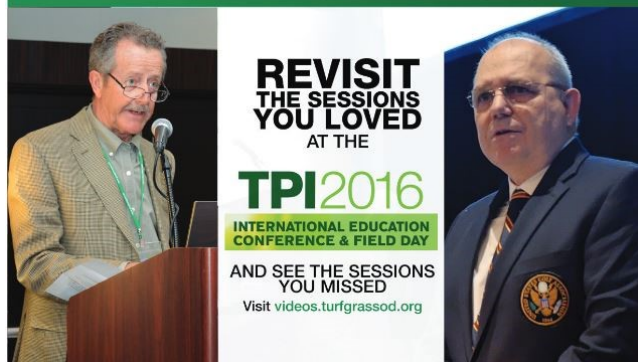
## Introducing TEC - Turfgrass Educational Center

**FREE for a limited time  
to non-members**

Turfgrass Producers International has launched a brand new video communications and education platform - TPI Turfgrass Educational Center. This multi-channel video platform will inform, education and inspire turfgrass professionals and help to improve their knowledge, skills and business best practices.

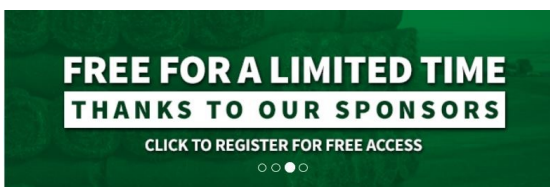


FREE TO TPI MEMBERS AND THEIR EMPLOYEES



The QR Code provides a direct link to the Turfgrass Educational Center. Watch on your computer, Smartphone or tablet, anywhere, anytime.

VISIT: <http://videos.turfgrassod.org/product-category/channel/turfgrass-educational-center>



Current videos feature presentations from TPI's 2016 International Education Conference & Field Day including:

1. **Tornado Hunter—Greg Johnson**
2. **Creating New Business, Firing Difficult Customers**
3. **The Power of Turf: Reducing Soil Erosion**
4. **Weed Control—New Herbicides and the Future of Sod Production**
5. **Show & Tell—Randy Jasperson (Franksville, Wisconsin)**
6. **Show & Tell—John Coombs (Elmer, New Jersey)**
7. **Show & Tell—Steve Griffen (Stillwater, New York)**
8. **Understanding Seed Test Reports and Interpreting Seed Labels**
9. **The Emperor Has No Clothes! Do you have the Courage to Point it Out?**
10. **Making Sales—Maximizing Value**
11. **Everything You Need to Know About Immigration 2016**
12. **Family Feud! Team Biograss VS Team Pine Island**
13. **Selecting, Training and Keeping Those That Make a Difference: The Power of People.**

## CONGRATULATIONS

Congratulations to Steve and Laurie Griffen of Saratoga Sod Farm in Stillwater, NY in celebration of their 30th anniversary in the turfgrass business and for the great coverage they received on LOOK TV.

To see the feature go to <https://youtu.be/RCIHxILw3w>



## DESIGN A T-SHIRT TO CELEBRATE TPI'S 50TH ANNIVERSARY

**CONTEST IS OPEN TO  
ALL TPI MEMBERS,  
THEIR FAMILY AND  
EMPLOYEES!**

How would you like to see everyone wearing your T-shirt design at TPI's 50th Anniversary Celebration in Tampa, Florida this February?

All TPI members, their families and their employees are invited to submit their design ideas to TPI by October 14, 2016.

**SEND US YOUR DESIGNS!**



The winning entry will be featured on T-shirts at TPI's International Education Conference & Field Day in Tampa, FL on February 20-23, 2017.

Be creative. Use your imagination. Make it a family event. Come up with a graphic illustration or word art that captures the spirit of TPI as we celebrate our 50th Anniversary. You don't have to be a great artist to enter. The winning entry, if need be, will be rendered by a professional graphic artist. Submit your ideas to TPI at [info@turfgrassod.org](mailto:info@turfgrassod.org) or mail them to T-Shirt Contest, Turfgrass Producers International, 2 East Main Street, East Dundee, IL 60018.





## TurfSide-UP

Leon Keer is a world leading artist in the anamorphic street art. His 3d street paintings are temporary but his images are shared via social media all over the world.

He says: 'Every street art piece is unique and belongs to the street and its residents, the temporary fact about this artform strengthens its existence'.

Although the illusion he has created on a turfgrass field is interesting, the artistic genius of Keer is most evident when you see his 3d street art.

To see more of Keer's work go to:  
[www.streetpainting3d.com](http://www.streetpainting3d.com)

## Chalk on Grass creates an interesting Illusion



## 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.



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## TPI AND THE LAWN INSTITUTE RECEIVE WRITING HONORS FROM THE TURF & ORNAMENTAL COMMUNICATORS ASSOCIATION (TOCA)

The Turf & Ornamental Communicators Association (TOCA) held its 27<sup>th</sup> annual meeting in Omaha, Nebraska recently and named the winners of its 26<sup>th</sup> annual communications contest for marketing and publishing. There were more than 400 domestic and international entries in this year's contest. TOCA recognizes members for excellence in writing, design, photography/AV, new media and special projects.

**Steve and Suz Trusty**, co-editors of *Turf News* magazine and TPI's Public Relations Manager, **Jim Novak** were among the honored recipients at this year's TOCA Awards Banquet on May 5.

The Trusty's received two awards for the Sept/Oct 2015 issue of *Turf News* magazine that included best coverage of an on-site event (TPI's 2015 Live Show & Tell) and Special Projects, Best Single Issue of a magazine.

Novak was honored for his feature article in the October 2015 issue of *Sports Turf* magazine titled, "Ten Questions to Ask Your Turfgrass Provider" and his press release titled "California's Water Crisis Precipitates Restrictions – But eliminating lawns shouldn't be one of them," issued by The Lawn Institute.

TOCA is composed of editors, writers, publishers, photographers, public relations/advertising practitioners, industry association leaders, manufacturers and others involved in green industry communications.



## A THOUSAND THANKS

TPI's FACEBOOK page exceeds 1000 followers



A THOUSAND THANKS  
TO A THOUSAND FANS

facebook



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**.

## When it comes to landscaping, what do homeowners want?

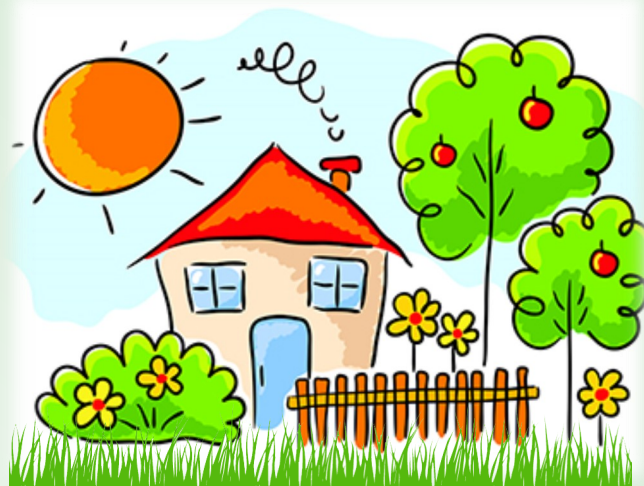
The recently published 2016 Houzz Landscaping & Garden Trends Study includes comments from nearly 1,000 U.S. homeowners.

Survey respondents offered a glimpse into their biggest landscaping challenges, what they're looking for in an outdoor design today, and which landscaping features they value the most.

### What drives homeowners

The survey reported that nearly half of outdoor renovators spend at least six hours a week in their yards, motivating them to invest in major features that transform the outdoors into additional living spaces. Additionally, 41% plan to hire a landscape contractor to do the project for them, and 31% will hire a landscape architect or designer to put a plan together.

The most common reason why a homeowner decides to do an outdoor renovation project is because something is in need of replacement, be it an irrigation system, plant, lawn, patio, etc.



Other key driving factors followed closely behind:

- Homeowner has the means to fund the project – 34%
- Homeowner has time to devote to the project – 31%
- Homeowner just purchased the home and wants to spruce up the landscaping – 25%

### What is the homeowner looking for?

- Complement the home itself – 46%
- Create outdoor living environment – 45%
- Look stylish – 43%
- Attract butterflies, birds, etc. – 26%
- Water efficiency – 24%
- Reflect who I am – 20%

## DID YOU KNOW?

**It is estimated that 15 percent of total greenhouse gas emissions come from deforestation.**

- It is estimated that within 100 years there will be no rainforests.
- 20% of the world's oxygen is produced in the Amazon forest.
- According to Forestry Department Food and Agriculture Organization of the United Nations, about half the world's tropical forests have been cleared or degraded.

SOURCE: [Conserve-energy-future.com](http://Conserve-energy-future.com)



Source: Inhabitat

## APRIL is... National Lawn Care Month

The National Association of Landscape Professionals (NALP) reported the April is...National Lawn Care Month campaign resulted in over a million and a quarter impressions on social media.

TPI, The Lawn Institute, the National Association of Landscape Professionals (NALP), the Outdoor Power Equipment Institute (OPEI) and the Irrigation Association all partnered to promote this year's campaign which received mentions in 17 countries across the globe.

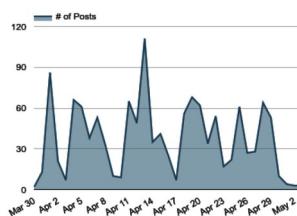
## Over 1.35 MILLION Social Media Impressions

### Real-time Tracker: #lawncaremonth

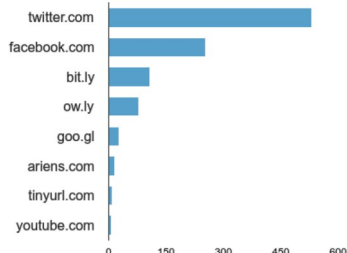
1,298 posts   539 users   484,037 reach   1,358,921 impressions

Date Range  
Mar 30 - May 4

#### Timeline



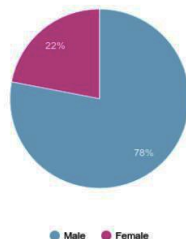
#### Top Sites



#### Location



#### Demographics



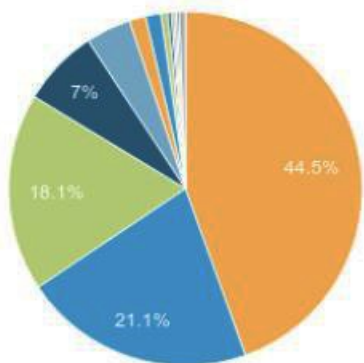
**Thanks to everyone for participating in National Lawn Care Month.**

**We had a lot of grassroots participation from lawn care companies. They created a lot of interesting posts on social media and shared a lot of great facts.**

**Thanks to OPEI and TPI for creating a lot of great infographics that we shared as well.**

Best,  
Lisa Schaumann  
Director of Communications  
National Association of Landscape Professionals

#### Top Sources



Desktop/Web   Facebook   iPhone   Android





## DO THESE FACES LOOKS FAMILIAR?

This is the first in a series of quizzes that will be featured in each issue of the newsletter as TPI prepares to celebrate its 50th Anniversary next February in Tampa, Florida.

These photos were pulled from the TPI archives. All of these individuals have been associated with TPI for a good number of years and it's likely you have met all of them at a TPI conference, field day or social event. How many can you identify? Their identity is revealed on page 16.

1



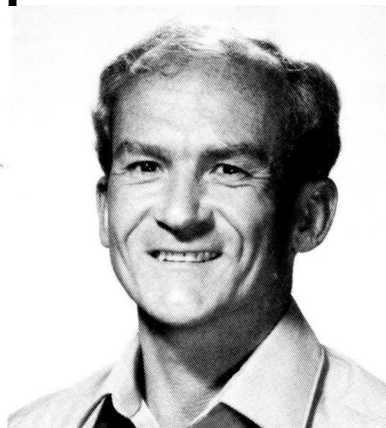
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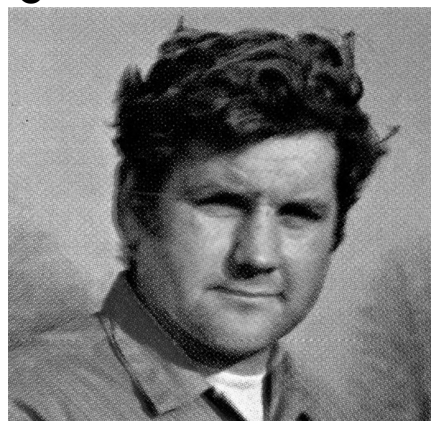
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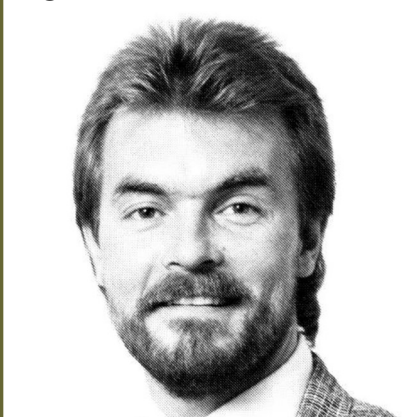
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5



6



7



8



**ANSWERS TO TRIVIA QUIZ — “DO THESE FACES LOOK FAMILIAR?”**

- |                       |   |
|-----------------------|---|
| (1) Ike Thomas        | 0 CORRECT — We won't tell anyone.   |
| (2) Ian True          | 1 CORRECT — Hey! One is better than none, right?  |
| (3) Gerry Brouwer     | 2 CORRECT — You might want to attend a few more TPI conferences. Join us in Tampa for the 50th! |
| (4) Larry Humphreys   | 3 CORRECT — On a scale of 1 to 8 you're a 3.  |
| (5) Larry Smilsky     | 4 CORRECT — We were a bit surprised too!  |
| (6) Bill Caraway      | 5 CORRECT — Just guessing, but we'll bet you've been in the business for some time.             |
| (7) Dr. Jack Hall     | 6 CORRECT — You deserve a free roll of turfgrass.   |
| (8) Michelle Williams | 7 CORRECT — Consider yourself a BIG ROLL winner.  |
|                       | 8 CORRECT — Come on, be honest, is your name Michelle Williams or Gerry Brouwer?                |

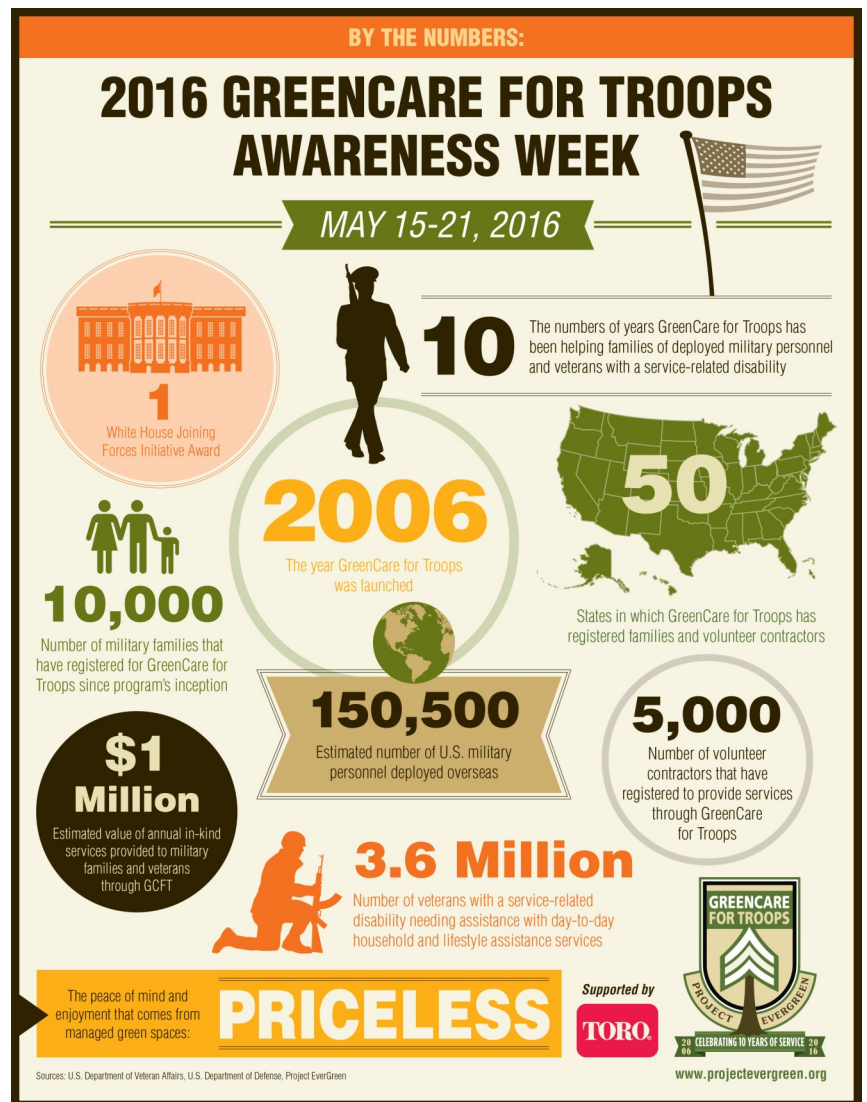


## Project EverGreen's "GREENCARE FOR TROOPS" celebrates 10 years of service

To raise awareness of the ongoing need for basic lawn care and landscape services for families of deployed military personnel and veterans with service-related disabilities, Project EverGreen recognizes May 15-21, 2016 as National GreenCare for Troops Awareness Week.

The program, which celebrates its 10<sup>th</sup> year in 2016, has seen more than 10,000 military families and veterans, and more than 5,000 green industry professionals register to receive or provide these much needed volunteer services since the program was launched in 2006. The program is supported by The Toro Company.

"These valuable services provide military families and wounded and disabled veterans with peace of mind and freedom to heal," says Cindy Code, executive director of **Project EverGreen**. "A managed lawn and yard provides vital space for military personnel and veterans to recover and re-connect with their families. Our dedicated volunteers are a wonderful sense of support to our military families and veterans in their critical time of need."





# 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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East Dundee, IL 60118

Phone: +847-649-5555 or 800-405-TURF (8873)

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



***Celebrating 50 Years!***

— Join TPI in —  
**TAMPA**  
*Florida.*  
FEBRUARY 20-23, 2017



**FIELD DAY**  
Wednesday Feb. 22, 2017  
**SMR Farms**  
Cattle • Turf • Trees • Landscape • Citrus

**Saddlebrook**  
RESORT • TAMPA  
Golf • Tennis • Spa • Meetings