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Volume 2 Issue 8

SPECIAL EDITION - June 2009



Special Early Bird Rate Ends **JUNE 12**

Be sure to take advantage of the Early Bird rate available if you register by June 12, 2009. by clicking on the star above.



Turf News - NEWS!



TPI Executive Director **Kirk Hunter** has announced that **Den Gardner** is the new Editor of *Turf News* magazine.

Gardner is executive director of the Turf and Ornamental Communicators Association (TOCA); serves as the executive Director of the American Agricultural Editors Association (AAEA) and owns Gardner & Gardner Communications, a marketing consulting business, based in New Prague, Minn., focusing on green industry and agricultural communications, plus sports marketing.

Gardner has been in the communications business for 33 years, including marketing, publishing and association experience.

A 1973 graduate of Minnesota State University-Mankato in Mankato, Minn., with a degree in journalism and broadcasting, Gardner has been active in the green industry since the early 1980s, working in marketing communications for industry and association clients.

Lynn Grooms, a professional agricultural writer, living in Madison, Wisconsin will serve as a writer and Managing Editor. Lynn has written numerous books and has been a contributing editor/feature writer for *Farm Industry News*; a contributing

editor to *Seed Today*, *Biofuels Journal*, and has been featured in *Ag Retailer*, *Agri Marketing*, *Farm Futures*, etc.

In making the announcement Hunter commented, "We believe this change will provide *Turf News* with more flexibility, greater exposure, heightened creativity, enhanced communication and prove to be extremely cost effective in light of today's challenging economy and the need to effectively cut expenditures while providing our members with timely and beneficial information."

He went on to add, "Den's high profile in the green industry and his professional demeanor are sure to serve TPI, its members, *Turf News* readership and its advertisers well.

We appreciate Bob O'Quinn's tenure as editor of *Turf News* and wish him well in his future endeavors. We also appreciate the on-going collaborative efforts and contribution of our Editorial Advisors, Dr. John Cisar (University of Florida) and Dr. Hank Wilkinson (University of Illinois) as well as past contributions from Dr. Roch Gaussoin (University of Nebraska)."



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Want to just sit back and relax on the grass?

Roger Morgan of Readylawn in Christchurch, New Zealand reports they are always on the look out for interesting things to do with turfgrass sod other than rolling it out in peoples yards.

When the Ellerslie Garden Show (New Zealand's Premier Gardening event in Christchurch) was held this last March the local community got right behind it.

Two landscape designers showed Readylawn some interesting ideas which generated excitement according to Roger. Landscape architect Ben Hoyle from Blue Gecko design wanted to create a grass covered dome, made out of tubular steel and covered with 4" concrete mesh.

Readylawn attached a ryegrass turf to it with tie wire, both inside and out. Believe it or not there was over 110m² turf, over 2 tonnes, attached to the dome.

The time required to create the sculpture was about 120 hours just on the dome grass. It consisted of a second dome that rotated inside the outside dome. Ben won the supreme design award!

The second designer was Simonetta Ferrari who wanted to create an inside to the outside garden so Readylawn created some lounge furniture including a chair, sofa and bean bag. The sofa was made from 2x4's and plywood, wire mesh and a native spagnum moss for shape and moisture retention and the turf rolled out on top. Plenty of water and liquid fertilizer was required for establishment and annual flowering plants were used for effect.

According to Roger, the feedback was excellent, it was a unique marketing opportunity, and it gave Readylawn's staff something a bit different to do.

ROTATING GRASS COVERED DOME



LAWN FURNITURE GARDEN



Turf Australia to be featured on Australia TV



World Environment Day
June 5, 2009

Turf Australia will be highlighting the benefits of turfgrass by celebrating World Environment Day this Friday June 5, 2009 on Channel 7 programming from 6:00 to 11:30 am. The sets of Channel 7's *Sunrise* and *The Morning Show* will be decorated with turf and Turf Australia Ambassador, Jason Hodges will be talking about "Becoming a better, more environmental gardner." For TPI members "Down Under" be sure to watch Australia's number one breakfast shows on Friday June 2009.

For Turf Australia's Benefits of Turf visit:

<http://www.turfaustralia.com.au/Consumer/InformationandEducation/EnvironmentalBenefits.aspx>



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The Turf Company

Lawns that Last a Lifetime...



Click on any of the attached links to see videos created by The Turf Company.

IMAGINATIVE COMMUNICATIONS FROM THE TURF COMPANY

- Lost Dunes http://www.youtube.com/watch?v=i_fqa3eUEns&feature=channel_page
- Mad Scientist <http://www.youtube.com/watch?v=SttL9cotUYg&feature=channel>
- Riding Deer <http://www.youtube.com/watch?v=4zzG18Vmuol&feature=channel>
- Fall Fertilization <http://www.youtube.com/watch?v=NRifB0AMt-c>
- Deep and Infrequent Watering <http://www.youtube.com/user/TurfCompany>
- Benefits of Turfgrass <http://www.youtube.com/watch?v=3m5HHSqXDco>



Become a TPI Member
 Click here for more info and an Application Form.



Bethel Farms Contributes a Field of Dreams for ABC's Extreme Makeover: Home Edition

Arcadia, Florida -- When ABC's Extreme Makeover: Home Edition needed fresh new sod for the Tallahassee home of the Kadzis family, they turned to **Bethel Farms**, the southeast's largest supplier of premium grass sod.

Bethel Farms donated three truckloads of sod representing 16,000 square feet of residential lawn, providing a family-friendly green space for the Kadzis' to enjoy.

"We know how important outdoor living is to Floridians, and we wanted to ensure that this deserving family would be able to take full advantage of their outdoor living environment as well as their beautiful new home," commented company vice president Mike Pope.

The show aired April 12th on the local ABC affiliate, with a two-hour special highlighting the rebuilding of this Leon County home.

EMPIRE zoysia grass was delivered on day five of the building project and was installed the same day by a dedicated group of community volunteers who helped to lay the sod in a matter of hours.

"We were amazed at the amount of community support and goodwill that this project generated and are proud to be affiliated with such an outstanding cause," Pope stated.



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Where in the world is
TPI represented?
EVERYWHERE!

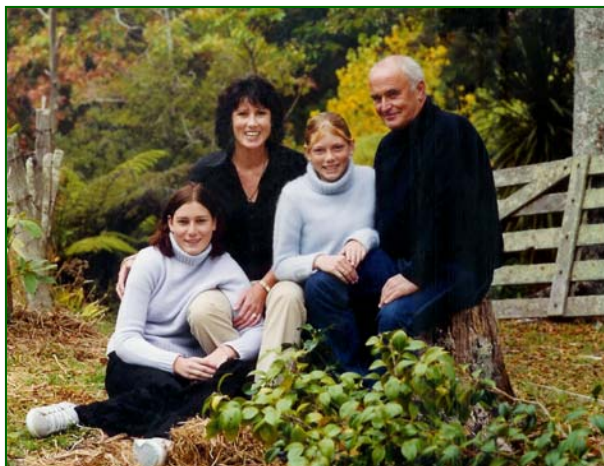
An on-going series featuring photos and copy
from TPI member websites.

Waikanae, New Zealand



John and Carolyn Martin are the proud owners of Waikanae Turf Farm (also known as Instant Lawn) located on the southern tip of the North Island of New Zealand. They started producing turf in 1986 on a one hectare site just south of the city of Waikanae in close proximity to the Waikanae River which would provide water for irrigation during the summer months. After six months they expanded to ten hectares. They continued to refine and improve their product over the next eight years and developed a good reputation for a quality product throughout New Zealand as well as locally.

In 1994 Instant Lawn was chosen to supply Miramar Golf Club with the majority of turf for their redevelopment. This included tees, fairways and greens. To complete this contract they once again invested in machinery and infrastructure. It proved to be a wise decision as it has also raised the bar in turf production in New Zealand. In the year 2000 they expanded to over twenty hectares and they now have a one hectare native tree nursery. After more than twenty years they remain committed to providing their customers with quality turf or trees.



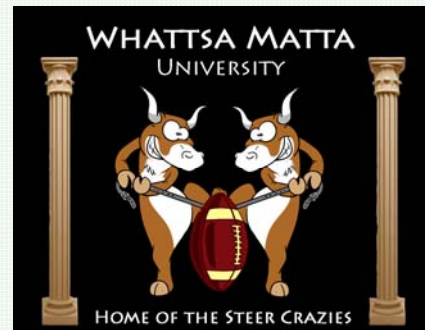
From left to right: Kristin, Carolyn, Jordyn and John Martin of Waikanae Turf Farm, LTD. Instant Lawn of Waikanae, New Zealand.

TurfSide-UP

Team Mascot Succumbs to Artificial Turf



Photoshop image: Jim Novak



A spokesperson for **Whattsa Matta U** reported that someone left the team mascot of the *Steer Crazies* out on the artificial turf field last week and forgot about him. It appears the mascot, named "Goner", couldn't take the heat. Head Coach, Buck "The Steer" McGriddle was quoted as saying, "Well, I'll tell yah. The way we figure, the field temperature got up to around 200 degrees and Goner just couldn't handle it. We left some water in a bucket, but the water must have evaporated along with good old Goner."

TurfSide-Up is a satirical feature of the TPI E-newsletter - J. Novak



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