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Fuel Up and Save!



BP Business Solutions Fuel Discount Program*

Through a partnership with BP Business Solutions, TPI members get 4.0¢ off every gallon of gasoline and 2.0 ¢ for Diesel purchased at over 11,000 BP locations in the U.S.A. That means high quality fuels and great savings! The BP Business Solutions MasterCard® is a multi-purpose fleet management program offering unmatched spending flexibility, the freedom to use the cards where you need for fuel, detailed cost analysis, individual card controls and rebates that deliver even more benefits for business owners, managers, drivers and your bottom-line. There is a BP Business Solutions MasterCard waiting for you. Enroll today and start getting the flexibility, freedom and control your company deserves. For more information about the program visit the "Members Only" area at www.TurfGrassSod.org, click on "TPI Business".

*Available to U.S. members only.

To learn more about the program go to: <http://www.turfgrassod.org/pdfs/sellsheet.pdf>

To download the BP Business Solutions MasterCard application go to: <http://www.turfgrassod.org/pdfs/BPApp.pdf>



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FEEDBACK

Send comments, ideas and stories
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For Curb Appeal, the Asset Is Grass!!!



The September 1, 2008 issue of MONEY magazine informs readers that according to a Michigan State University study, a well landscaped home can increase a home's value by 5% to 11%. The article* also provides Money's readers with six simple steps to improve their lawn's health:

1. **Mow it High**
2. **Bag the Bagger**
3. **Feed in the Fall**
4. **Water, Water, Not Everywhere**
5. **Don't Drown the Brown**
6. **Go Natural—or at Least Close**

* Writer Josh Garskok credits The Lawn Institute as a source.
MONEY magazine's circulation exceeds 1.9 million.



Interesting Fact:

Central Park - New York, NY

“Turfgrasses trap an estimated 12 million tons of dust and dirt released annually into the atmosphere.”

SOURCE:

Dr. Thomas L. Watschke
Pennsylvania State University
“The Environmental Benefits of Turfgrass
and Their Impact on the Greenhouse Effect”
Golf Course Management / Feb 1990

California Sues Artificial Turf Makers Over Lead Content



California's Attorney General, Jerry Brown (pictured left) and local law enforcement officials

filed a lawsuit on Tuesday September 2, 2008 against three of the top manufacturers of artificial turf and grass-like indoor-outdoor carpeting.

The complaint filed in Alameda County Superior Court alleges the three manufacturers violated California's Proposition 65 environmental law by knowingly failing to disclose that their products contain lead.

For more details go to:

<http://www.latimes.com/business/la-fi-turf4-2008sep04,0,7157048.story>

http://www.usatoday.com/sports/2008-09-02-turf-lawsuit_N.htm



Helping to Make Sense Out of EPA's WaterSense?

The Environmental Protection Agency (EPA) has proposed a set of guidelines for water efficiency that may have some direct implications for the turf industry. In an effort to respond to some of the proposed guidelines, TPI has joined forces with a coalition comprised of various associations and corporations to address issues worthy of rebuttal.

As a result of the coalition's efforts we were able to get a 45 day extension on the comment period and during that time we have assisted with the coalition's efforts to rewrite the language in the Landscape Section 4 of the WaterSense guidelines. TPI has participated in coalition conference call meetings and provided materials to help rewrite the Landscape section.

In a 13 page document presented to the EPA on September 4, 2008 the coalition identified six core items this program must deliver:

1. Reduce labeled home water use by 20 percent over the marketplace norm
2. Refrain from negatively impacting the environment
3. Maximize carbon sequestration potential in the landscape
4. Ensure results are measurable and/or verifiable
5. Ensure measures are scientifically and economically feasible
6. Safeguard goals to be sustainable over a long term

It was also noted that while the overall goal of the WaterSense program is to reduce water use, other factors must be considered so as not to deter the overall potential environmental performance of new homes. By incorporating the landscape into the systems approach, overall home environmental performance can be maximized with regard to, but not limited to, the following environmental benefits:

- Carbon sequestration potential
- Oxygen production
- Dust abatement
- Passive cooling
- Erosion control
- Wildlife habitat
- Ground water recharge
- Surface water recharge
- Storm water management
- Recreational opportunity

In addition to providing recommended revisions to the initial EPA draft, the coalition went on to add, “Without question, the coalition supports the need to maximize water use efficiency in the residential landscape as part of an environmental management system. We welcome this opportunity to offer best practices and scientific evidence to suggest the best possible overall environmental performance for new construction. We believe this can be done without the significant lifestyle changes that would be required to comply with the current draft text. There is little doubt the pressures of a growing population are forcing us to think differently about overall human impact. As we engineer solutions to the problems we face they should include the tremendous environmental benefits derived from a healthy, viable urban landscape which has the potential to offset many of the impacts that come with urban development. “

There are 91 stakeholders who make up the coalition (including Turfgrass Producers International (TPI)). The coalition is comprised of 15 national/international organizations, 48 state/regional organizations and 28 individual businesses. A great deal of time and effort has been put forth by this group to project recommendations that have scientific support, are easy to implement and supported by affected industries. More importantly, implementing these recommendations will save water.

NOTE: You can view the coalition letter mailed to the U.S. Environmental Protection Agency by going to the TPI website at <http://www.turfgrassod.org/webarticles/anmviewer.asp?a=261&z=39> or click on EPA WaterSense in the NEWS section. A full draft of the initial specifications proposed by the EPA can be accessed at the following location: http://www.epa.gov/watersense/docs/home_draft_spec508.pdf.

TurfSide-UP



BIC RAZORS
Agency: TBWA
United Kingdom

Cannes Lions Press Shortlist Award Winner

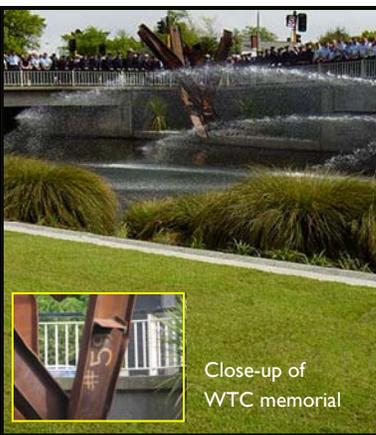


A TIP OF THE HAT

to TPI member Alan Morgan of Readylawn Industries of Christchurch, New Zealand.

Back in 2002 when steel from the World Trade Center was gifted to the city of Christchurch, NZ to be used as a tribute sculpture to firefighters Readylawn provided the turfgrass and volunteered its services.

Today, **The Firefighters Reserve** stands in memory of those who perished in the September 11th tragedy and serves to represent the brotherhood of firefighters around the world.



Close-up of WTC memorial

Steel beams from the WTC are visible in upper center of frame through a spray of water at *The Firefighters Reserve* in Christchurch. Turfgrass at the reserve was provided by Readylawn Industries, LTD. of Christchurch, NZ.



News from The Lawn Institute



Humans are full of questions. From the minute we begin to talk we start asking questions. This is especially true when it comes to proper lawn care. That is why *The Lawn Institute* has an “Ask the Expert” link on every page. When people are navigating *The Lawn Institute* website and they cannot find what they are looking for, the answer is just a click away.

Direct your customers to www.thelawninstitute.org to learn more about lawn care and remind them to “Ask the Expert” if they are not finding what they need when they need it.

Educating Master Gardeners on Turf Management Dr. Ali Harivandi, University of California

University of California

Master Gardener Video Support



Master Gardeners play an important role in educating the general public on a host of home lawn and garden issues. But keeping Master Gardeners educated and informed is just as important. In response, **Dr. Ali Harivandi**, Turfgrass Extension Specialist of the University of California provides a video support program that reinforces the university’s Master Gardener Program.



Dr. Ali Harivandi, Environmental Horticulture Advisor, University of California Cooperative Extension Service.

Dr. Harivandi’s two-part lecture series provides UC Master Gardeners with an introduction to turfgrass management.

Topics discussed:

- Irrigation
- Fertilization
- Mowing
- De-thatching
- Aeration



Turf Management I

Topics include the basic grass structure, grass varieties including cool season versus warm season grasses and irrigation practices.

<http://www.uctv.tv/search-details.asp?showID=7398>

Turf Management II

Topics include irrigation, fertilization, mowing, de-thatching and aeration.

<http://www.uctv.tv/search-details.asp?showID=7400>

NOTE: Dr. Ali Harivandi has been an active participant in TPI’s Public Relations Working Group and Turfgrass Extension Specialists meeting since its introduction in April 2005.

Creative Marketing Ideas Generate Interest and Sales

Growing a business and increasing public awareness of your business go hand-in-hand. The following stories illustrate how two TPI members are using "outside the box thinking" to attract current and future customers in very imaginative ways.



David Doguet (center w/glasses) has visiting Turfgrass Extension Specialists get a preview of Yards By Bladerunner in April 2006 while it was still under construction.



The Drive Bar & Grill sits next to a three acre landscaped site where Yards By Bladerunner can invite visitors to see and purchase patented turfgrasses in a beautiful park-like setting.



Visitors and customers alike work on perfecting their golf swing on the golf range.

Want to buy the turfgrass you just played on?

David Doguet, owner of Bladerunner Farms in Poteet, Texas wanted to create a unique retail facility just outside of San Antonio that would allow visitors and prospective turfgrass customers a chance to see the quality patented turfgrasses Bladerunner sells. The result was Yards By Bladerunner. In addition to providing a golf/driving range where individuals and families can enjoy golfing on two complete golf holes, Doguet took it a step further by providing a showplace where landscape architects, green industry professionals, home builders, educators, etc., could visit nearly three acres of beautifully landscaped property in an adjoining park-like setting.

"In designing Yards By Bladerunner we had several objectives in mind," says Doguet. "First, create a visually appealing environment that would enable us to showcase our sportsfield grasses on an actual golf course. Second, create an adjacent landscaped area between two and three acres in size where landscape architects, contractors and others could actually see how our turfgrass can enhance an area be it residential or commercial. And three, have a scenic location where we could conduct educational tours or put on a field day in a beautiful setting. In addition to enjoying a little golf, people can visit a unique retail location and purchase the same turf they've just played on. If they want a great meal, they can visit The Drive Bar & Grill located next to our landscaped retail area. It's a rather unique way for a family to enjoy a morning or afternoon together while providing us with an opportunity to build stronger relationships with landscape architects, educators, industry professionals, key decision makers and the community."

"The Lost Dunes" and "Mad Scientist" TV Spots Create Plenty of Interest & Airplay

THE TURF COMPANY
Lawns that Last a Lifetime...



If you ask Bob Johnson of The Turf Company about a clever way to build awareness about water efficient turfgrass he's likely to show you two fifteen-second TV commercials they produced. The spots have already generated plenty of interest in the Boise, Idaho market. "The Lost Dunes", features a man and woman crossing a desert-like barren landscape (shot on location at the Brunneau Dunes), as the man quenches his thirst with the last drop of water from a canteen the woman shouts "We're saved!" the camera cuts to a patch of turfgrass in the middle of the desert. The second spot, titled "Mad Scientist", was shot on-location in a chemistry lab at Northwest Nazarene University and shows a scientist standing before a small mound of topsoil. As he proclaims, "Amazing, all you need is a little water." There is a sudden puff of smoke and a carpet of turfgrass appears. Each spot ends with a graphic that features either The Turf Company or the High Dessert Turf name (depending on the market where the spots air), the phone number and a voice-over that states, "The Leading Producer of Water Efficient Turfgrass".

Johnson comments, "The spots have aired in Boise and we plan to air them in the Salt Lake City and Reno markets in the near future. People have remarked about the great story lines and how we've presented our message. The commercials have proven to be real attention-getters and we have had verifiable direct calls, orders and developed new relationships. These ads have created a huge public interest in our water efficient turfgrass lines. In fact, the spots have had so much appeal they've generated a substantial amount of free airtime."



The Lost Dunes and Mad Scientist

Creative Director: Dayne Johnson, Produced By: Dayne Johnson and Kraig Spille, Directed by: Dayne Johnson. For more information contact: Dayne Johnson at djohnson@dayngerousproductions.com