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### Welcome -

Welcome to the first issue of the Turfgrass Producers International E-Newsletter designed to provide TPI members with a wide assortment of interesting information about TPI’s upcoming events, new programs and services, interesting stories about members, amusing tidbits and a variety of assorted topics that we hope will be of interest to everyone.

All TPI members are invited to share their own stories, provide photographs and help to make this publication one that everyone will look forward to receiving, reading and sharing.

Jim Novak  
Public Relations Manager

### COMING SOON NEW Brochures to Grow Your Business

A NEW series of brochures will be available soon from TPI and *The Lawn Institute* to market and promote your business and educate your customers. The series of six brochures include:

- *Benefits of Turfgrass*
- *Why Are Most Lawns Sodded?*
- *Establishing a Lawn*
- *Measuring for Turfgrass Sod*
- *Turfgrass Installation Guide*
- *Watering Guidelines & Post Installation Care of Turfgrass*

These colorful brochures will be available in quantities of 250.

For more information go to the TPI website  
[www.TurfGrassSod.org](http://www.TurfGrassSod.org) or call 847/649-5555 or 800/405-8873.



### TPI Presents - Turfgrass Educator Award of Excellence Dr. Laurie Trenholm, University of Florida - Thanks You

Dr. Laurie Trenholm, Associate Professor/Extension Turfgrass Specialist at the University of Florida, was the proud recipient of the very first *Turfgrass Educator - Award of Excellence* presented by Turfgrass Producers International.

The award was in recognition of her dedication and positive influence in helping to educate consumers, turfgrass producers, lawn care professionals and government decision-makers on

the benefits of turfgrass. Dr. Trenholm is one of a select group of Turfgrass Extension Specialists from universities around the United States who meet annually with representatives of TPI to help address a variety of timely issues.

Upon receiving the award, Dr. Trenholm expressed her sincere and heartfelt appreciation to TPI’s board and all TPI members for the honor.



Dr. Laurie Trenholm, Associate Professor/Extension Turfgrass Specialist, University of Florida.

**Interesting Fact:**

Lawn areas in the U.S. alone could store up to  
**37 Billion**  
pounds of carbon



### New Study Suggests Carbon Storage by Lawns Offsets Lawn Mower Carbon Emissions

A turfgrass study conducted by Ranajit Sahu, Ph.D., an independent environmental and energy expert and University instructor, on behalf of the Outdoor Power Equipment Institute (OPEI), shows that responsibly managed lawns sequester, or store, significant amounts of carbon. In fact, healthy turfgrass can capture up to four times more carbon from the air than is produced by the engine of today's lawnmowers.

**“Healthy turfgrass can capture up to four times more carbon from the air than is produced by the engine of today's lawnmowers.”**

The findings are based on several peer-reviewed, scientific studies and models where carbon sequestration had been measured in managed and unmanaged turfgrass.

The full report is available at [www.opei.org/carbonreport](http://www.opei.org/carbonreport).

## Synthetic Fields - A Question of Ingestion and Digestion



TPI recently received a thank you letter from Kelly Watts of San Francisco Parents for Safe and Healthy Playfields in which she expressed her appreciation after receiving copies of "Facts About Artificial Turf and Natural Grass" and the "Water Right" booklets. She went on to direct us to

two videos produced by City Fields Foundation of San Francisco that are currently available for viewing on "You Tube". They prove once again that a picture (or video) can be worth a thousand words.



"Synthetic Fields - A Question of Ingestion"

<http://www.youtube.com/watch?v=8zsodulEmz0>

"Synthetic Fields - A Question of Infection"

<http://www.youtube.com/watch?v=sz3laldWut4>

## TPI Member Websites - Good Sales Strategy & Good PR

A growing number of TPI members are learning the internet is a cost-effective means to promote their business, describe their products and/or services and educate their customers.

Visiting the websites of fellow TPI members reveals a variety of creative approaches that build awareness and generate sales.

Featured: Evergreen Lawns Limited, Londonderry, Northern Ireland; Eagle Lake Turf Farm, Calgary, Alberta, Canada; Delta Bluegrass Company, Stockton, California; Red Hen Turf Farm, New Carlisle, Indiana and Oz Tuff Turf, Childers, Queensland, Australia.



## The Lawn Institute - Over 3,500 PR Media Kits Distributed



So far this year over 3,500 copies of the "Green It Up!" 2008 PR Media Kit CD have been distributed. Copies were mailed to garden writers, newspapers editors, consumer and

trade publications, turfgrass associations, educators, green industry professionals, as well as all TPI members.

This year's CD has generated considerable response because it features a series of ready-to-use articles addressing the numerous benefits of turfgrass.

If you would like extra copies of this CD to send to newspapers in your area, local government officials, school board

representatives, etc., or to use the featured articles in your company or local association newsletters, please contact:

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## On The Lighter Side



## A TIP OF THE HAT

to **Eric Heuver** of Eagle Lake Turf Farms, Strathmore, Alberta, Canada (host farm for TPI's 2008 Summer Convention & Field Days).

Eric donated the harvested sod from the Field Day to Red Deer Lake School in Calgary, Alberta.

Ms. Carole Gnass, speaking on-behalf of the school, stated, "Eric and everyone else at Eagle Lake was unbelievable!"



Eric Heuver and his daughter Grace take a walk during TPI's 2008 Field Day at Eagle Lake Turf Farms.



## News from The Lawn Institute

*"To ensure and protect the future of natural turfgrass through science and education."*

In addition to communicating the benefits of turfgrass to consumers and educators your Foundation, The Lawn Institute, continues its dedication to fund research that will help the turfgrass production industry. This year The Lawn Institute will fund nearly \$60,000 in projects.

The Foundation's current research is focused on quantifying the environmental benefits of turfgrass. Research underway will determine the best management practices for turfgrass establishment with effluent water; lead to more drought tolerant turfgrasses; investigate the feasibility of using biosolids in turfgrass production; quantify the amount of carbon stored in soil due to turfgrass production and analyze ways to better control turfgrass disease.

To learn more about what The Lawn Institute and to view a full list of currently funded projects visit [www.thelawninstitute.org](http://www.thelawninstitute.org).

## MSU — Olympic Field of Dreams

Bringing Turfgrass to the "Bird's Nest" in Beijing

Chinese officials tapped Michigan State University's renowned turf scientists to help build the portable athletic field for the Olympics in Beijing National Stadium (also known as the Bird's Nest). The months-long project involved building and managing more than 5,500 modules of Kentucky bluegrass about five miles away from the stadium. Immediately after the Aug. 8 opening ceremonies, the modules – each weighing 1,100 pounds – were moved into the stadium. When the modules were assembled the turf supported the main track, field events and the gold medal soccer match. The modules will also serve future events at the 91,000 - seat stadium.



MSU doctoral student Alec Kowalewski (left) and turfgrass science professor Dr. John "Trey" Rogers III (right) at the Bird's Nest in Beijing, China. Photo by MSU

For more information visit Michigan State's "Field of Dreams" at <http://msuolympicturf.blogspot.com/>



Planting Kentucky bluegrass



Measuring modules for transporting to stadium



Individual modules arrive



Positioning modules on field



All turfgrass modules positioned of the field



Field is ready for events

**NOTE:** TPI's 2009 Summer Convention & Fields Days will be held in East Lansing, Michigan on the campus of MSU.