Turf News

The only magazine devoted *exclusively* to turfgrass production

**ALSO IN THIS ISSUE**

The Story Behind TPI Logos

Labor Issues Focus

The Beards and the Graffs

... *And Much More*
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Turfgrass Sod Family and Friends,

IT was FABULOUS and I am INSPIRED! Thanks to all of you who attended and made this celebration better than we dreamed. I certainly hope you all feel the same as I do. I felt like I was trying to take a sip from the irrigation hydrant. Someone said that’s exactly what we wanted; it means it was a successful conference. Next issue will feature photos and articles from our 50th Celebration!

What do you do with what you’ve just learned at the conference? I enjoy sharing my newly gained knowledge with as many people as possible. That way, they can process and ‘chew’ on it as well. Talk about what you’ve learned with your spouse and children at the dinner table. Give a report to your entire staff. Or invite them to review a session with you. With the Turfgrass Educational Center on our TPI website, every member can have access to the conference presentations. Then ask your staff to consider how to put this knowledge to work in your business, and in their lives, and plan a meeting later to share those ideas. Make sure you continue to increase the value gained at the conference.

The new logo is impressive. I’d like to recognize and express gratitude to Sod Solutions for allowing their marketing team to develop and submit several logos. Our new logo accurately says who we are—producers, vendors, installers, educators, etc.—all supporters of Natural Grass.

I am extremely grateful for Ms. Sandy Reynolds. She, along with her staff at Meetings and Events USA, and our TPI staff, organized a very successful 50th Celebration, as she continues to serve as our Interim Executive Director. Many people have asked how I feel about not having an Executive Director yet. I can easily say that we are leaps and bounds ahead of where we were last year at this time. We are blessed that our staff has taken on extra duties to ensure TPI’s success. If you talk to Sandy, Jim or Geri, please be sure to say “Thank You!” Also please be in prayer for your executive director search committee as we continue to seek our next leader.

Congratulations to our award recipients: Ken Ensor, Ray Weekly, Bob Weerts, Michelle Williams, Dr. William Meyer and Dr. Clint Waltz. We are indebted to each of them for making TPI stronger. We are thankful to all of our members and look forward to making TPI an even healthier organization moving forward.

Don’t forget the millennial generation will outspend the baby boomers this year. Are you ready? Is your farm “Uber” ready? Go online, view the education sessions for all you might need to know. Keep learning! Sign up today for our joint summer meeting with the International Turfgrass Research Conference. Enjoy the spring and have a glorious Easter with your families!

Blessings,

Linda P. Bradley
KWMI Equipment is engineered to withstand the most demanding conditions in the turf industry. Our heavy-duty construction along with the best components money can buy makes our equipment superior. KWMI Equipment offers unique features that make jobs easier and you more productive thereby lowering your cost.

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EXECUTIVE DIRECTOR’S TURF

What a great party it was!
TPI’s 50th Anniversary Celebration was just that – A CELEBRATION!

TPI’s 2017 International Education Conference & Field Day in Tampa, Florida, proved to be all it was hyped-up to be: celebratory, nostalgic, informative, educational, and fun-filled.

In addition to an outstanding education program and great presentations, (the videos of which will be posted soon on TPI’s Turfgrass Educational Center), TPI also honored several individuals for their contribution to the association and the turfgrass industry.

Among those honored during the 50th Anniversary Banquet on Wednesday evening were: Dr. Clint Waltz, University of Georgia and Dr. William Meyer, Rutgers University, who were the proud recipients of TPI’s Turfgrass Educator Award of Excellence. Michelle Williams, SiteOne Landscape Supply and a long time TPI member who was deeply moved upon learning she was the proud recipient of TPI’s Distinguished Service Award; Ken Ensor, inventor of the Donkey Forklift and founder of Quality Corporation who was the recipient of the Innovator of the Year Award, and Ray Weekley of Chantilly Turf Farm who received TPI’s Honorary Member Award. President Linda Bradley honored Bob Weerts of Blue Valley Sod with the President’s Leadership Award in recognition of Bob’s steadfast commitment, dedication and contribution to TPI for more than three decades.

The award winners weren’t the only ones in a celebratory mood, so too were the well over 600 in attendance who found the overall conference and Field Day at SMR Farms beyond everyone’s highest expectations.

A video presentation reflecting the 50-year history of ASPA/TPI captured the spirit of the association. Another surprise was a huge mosaic banner comprised of over 2000 historic images that revealed the new TPI logo. The excitement of a live auction, a great raffle, numerous optional activities and the showcasing of antique equipment on Field Day were all part of an unforgettable conference.

I could say a great deal more about TPI’s Fabulous 50th Celebration in Tampa, but space is limited. We will be covering the entire conference in much more detail in the next issue of *Turf News*, in the *TPI E-Newsletter*, and we will be posting plenty of photos on Facebook.

What I would like to do at this time is take a moment to acknowledge the many volunteers who worked behind the scenes to make our 50th Anniversary the outstanding event that it was. A tip of the hat and a sincere thank you to our 50th Anniversary committee chairs and their support teams. Thanks to Hank Kerfoot who chaired the Fundraising Committee; Jason Nugent who oversaw the Marketing Committee; Michelle Williams of the Decorating Committee and Linda Bradley who volunteered her time to chair the entire 50th Anniversary Committee. We also want to express our sincere thanks to the more than twenty other individuals who dedicated their time and energy to make this historic event especially memorable.

And finally, a big thank you to all our TPI members, both past and present, without whom we couldn’t have celebrated a memorable 50 years.

Until next time,

…a big thank you to all our TPI members, both past and present, without whom we couldn’t have celebrated a memorable 50 years.
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APRIL IS...NATIONAL LAWN CARE MONTH
April is National Lawn Care Month! Are you ready to help promote this campaign and take advantage of the promotional resources available to you? Be prepared to promote lawns and natural turfgrass. Watch for promotional materials and assorted infographics on TPI’s Facebook page and in the E-Newsletter that you can use to spread the word on the benefits of lawns come April. See more information on page 40.

FARM CHALLENGE
Member response to Louis & Ginger Brooking’s Farm Challenge to help celebrate TPI’s Fabulous 50th Celebration was great! Our thanks to everyone whose generous donation not only helped to fund the 50th Anniversary Celebration, their generosity also supported TLI research, education and scholarship initiatives.

FACEBOOK
Be sure to visit TPI’s Facebook page at https://www.facebook.com/TurfgrassProducersInternational. Photographs of TPI’s 2017 International Education Conference & Field Day will be posted soon and you will find timely information, 50th Anniversary Trivia questions, association and industry news, and much more. TPI currently has over 1100 followers.

WHAT TO KNOW
TURFGRASS EDUCATIONAL CENTER
Turfgrass Producers International’s new video communications and education platform - TPI Turfgrass Educational Center, is a multi-channel video platform providing information to inform, educate and inspire turfgrass professionals like you, and help improve your knowledge, skills and best business practices. In addition to seeing last year’s conference presentations you can look forward to seeing presentations from TPI’s 2017 International Education Conference & Field Day and other highlights from our Fabulous 50th Celebration that will be posted soon!
Visit: www.videos.turfgrasssod.org/introducing-tpi-educational-center

Did you know that TPI members can view pictures from past conventions and conferences on Smug Mug?
Visit: www.tpiphotos.smugmug.com/ to take a journey down memory lane.
TPI’s 2017 Summer Program will coincide with the 2017 International Turfgrass Research Conference (ITRC) which will take place in New Brunswick, New Jersey. TPI’s event will be July 19-22, and the ITRC meeting will be July 16-21. There are more details on the TPI Summer program on page 58 and on the ITRC starting on page 56 of this issue.

The ITRC event is the largest and most comprehensive gathering of turfgrass professionals anywhere in the world. Learn about the latest discoveries in turfgrass science and get inspired by the scientific sessions, field tours, and stimulating discussions. More details will be forthcoming in future issues of Turf News and the TPI E-Newsletter.

Next year’s International Education Conference & Field Day will take place in beautiful Tucson, Arizona and the host farm for the Field Day will be Evergreen Turf. More information will be forthcoming in future issues of Turf News and in the TPI E-Newsletter. Mark your calendar now so you can join us come next February. See the ad on page 22.

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The Lawn Institute sincerely thanks all members who have donated to The Foundation in the 2016 calendar year.

GOLD BENEFACCTOR—Over $5,000

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<td>Jaspersn Sod Farm</td>
<td>Randy Jasperson</td>
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<td>JB Instant Lawn, Inc.</td>
<td>Mark Tribbett</td>
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GREEN PARTNER—$1,000-$4,999

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<td>Irene Gavranovic-Sipes</td>
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<td>Bethel Farms</td>
<td>Will Nugent</td>
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<td>Bioglass Sod Farm</td>
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<td>Chantilly Turf Farms, Inc.</td>
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<td>Coombs Sod Farms, LLC</td>
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<td>Trebro Manufacturing Inc.</td>
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<td>Turf Merchants Inc.</td>
<td>Nancy Aerni</td>
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<td>Turf Mountain Sod</td>
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<td>Winstead Turf Farms, Inc.</td>
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500 CLUB—$500-$999

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<td>BP Turf</td>
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<td>Chickasha Sod &amp; Grass Farm</td>
<td>Oscar Nelson</td>
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<td>Coosa Valley Turf Farms, LLC</td>
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<td>Evergreen Turf, Inc.</td>
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<td>Evergreen Turf South Africa</td>
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<td>Green Acres Turf Farm</td>
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<td>H &amp; E Sod Nursery, Inc.</td>
<td>Darin Habenicht</td>
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<td>Heartland Turf Farms Inc.</td>
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<td>Heritage Turf, Inc.</td>
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<td>Kogelmann's Creek-Side Sod Farm, Inc.</td>
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<td>Medina Sod Farms, Inc.</td>
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<td>Professional Lawns Ltd.</td>
<td>Alfred Cowburn</td>
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<td>R.B. Farms LLC</td>
<td>Robbie Brady</td>
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<td>Chip Block</td>
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<td>Angel Lopez</td>
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<td>John Harrison</td>
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<td>The Turfgrass Group, Inc.</td>
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<td>Richard Stunkard</td>
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<td>Turf Mountain Sod</td>
<td>Linda Bradley</td>
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<td>Zander Sod Co. Limited</td>
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The Lawn Institute would also like to thank those individuals who have donated any other amounts through our events and annual campaign in 2016.
Thank You to All TLI 2017 Donors
The Lawn Institute sincerely thanks all members that have donated to The Foundation in 2017. In recognition of the Forever Green, Gold Partner, Green Partner and 500 Club members, the lists below recognize those who have donated as of 2/1/17.
For more information on how you can support TLI go to [http://TheLawnInstitute.org/](http://TheLawnInstitute.org/) and click on SUPPORT TLI.

### Forever Green

**Forever Green**

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<th>Hank and Mary Kerfoot (Modern Turf)</th>
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**Legacy Giving**

For more information go to:

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### Green Partner

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<td>Bucyrus Equipment Company—Steven Dover</td>
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<td>Greenhorizons Group—Ron Schiedel</td>
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<td>John Deere Canada ULC—Charlene Raymond</td>
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<td>Load Lifter Manufacturing—Dave Tughan</td>
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<td>Summit Seed—Ed Lee</td>
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<td>The Keeven Brothers—Tom, Eddie &amp; Jim Keeven</td>
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### 500 Club

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<th>Bethel Farms—Kim Nugent</th>
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<td>Coombs Sod Farms, LLC—John Coombs</td>
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| Jasperson Sod Farm—Randy Jasperson |

500 Club, Green Partner and Gold Benefactors will receive the following recognition:
- Recognition in our publications
- Personal recognition in The Lawn Institute booth

Visit [TheLawnInstitute.org](http://TheLawnInstitute.org) to make your donations for 2017!

Personalize the next page  (Helpful Hints from The Lawn Institute) Insert your company’s business address and contact information by going to [www.TheLawnInstitute.org/pages/helpful-hints-from-the-lawn-institute/](http://www.TheLawnInstitute.org/pages/helpful-hints-from-the-lawn-institute/) to access The Lawn Institute’s easy-to-use template. Then print and share with your customers—it’s free!
No matter where you are located on this planet, April is an excellent month to focus on lawn care. For half the world, spring brings the natural green grass of your lawn as a welcoming expanse inviting you outdoors to enjoy it. For the other half of the world, autumn is beginning to show its colors and your lawn is the perfect site for an impromptu picnic, playing catch with children or entertaining friends.

The moderate temperatures and increased precipitation associated with spring make it an ideal time to repair and feed grass. Spring lawn care also prepares the lawn for hot and sometimes dry summer conditions. The mild days and cooler evenings of fall provide equal opportunities to give your lawn a little tender care to enhance its current health and appearance and fortify it for the winter months to come.

Conduct a lawn inspection tour, walking the entire area with cell phone in hand. You’ll use it to snap photos of areas that need attention and to build your “to do” list of the tasks you’ll want to perform and any products or tools you’ll need for them. Make notes of any thin areas, noticeable brown patches, bare spots and other unsightly issues you’ll want to address.

Thin or Bare Spots: If you have noticeable thin or bare spots consider spreading seed or adding sprigs to fill in those areas. This also will discourage the growth of unsightly weeds that are quick to take advantage of any openings within the grass canopy.

Brown Patches: Do a bit of investigating within the brown patch to determine the probable cause of the damage. It could be the result of insect or disease activity. Take photos of the grass and a small sample of the brown patches of turf and soil, along with a bit of the green grass surrounding it, to your professional regional sod producer, your county extension agent, or the turfgrass specialist at your local garden center for diagnosis. Identifying any of these situations will alert you to keep a close eye on those areas during the season when the damage is most likely to occur. These turf experts may recommend seeding or sprigging into those patches now.

Another probable cause of brown patches in the lawn is frequent urination in the same area by the family pet. You may want to cut out the damaged patch with a bit of the soil below it; add lime to the soil below it to counteract the acidity, and replace the grass in that spot with sod.

Feed: After spreading new grass seed or adding sprigs consider a starter fertilizer to encourage root growth. This will provide the new grass with needed nutrients and help it along should harsh conditions prevail. And remember, feeding your lawn is important whether you are re-seeding an existing lawn, establishing a new one or maintaining a mature one.

Mow: Make sure your mower blades are sharp. Set your mower at the highest setting for your variety of turfgrass and leave grass clippings on the lawn. Grass recycling actually provides nutrients, enriches the soil by adding organic material back into the grass and encourages root growth. Grass recycling will also reduce the total amount of fertilizer your lawn will require each year.

For more information on lawn care and helpful “How to” tips, visit The Lawn Institute at http://www.TheLawnInstitute.org.
Welcome New & Returning Members

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By Suz Trusty

The story of Graff’s Turf Farms begins when Randy and Betsy met. Though Randy claims it was “in the nursery,” Betsy reports it was really 7th grade. Randy was born and raised in Fort Morgan, Colorado. When Betsy’s family moved to Fort Morgan, she and Randy met in the classroom, became a couple and dated all the way through high school. Randy spent his summers working with his grandpa and uncle on their dairy farm. He also worked with his best friend’s family on their feedlot. After they were married, on June 23, 1973, Randy left the feedlot and worked for a couple of different farmers during the growing season. During the winters, he worked for his father-in-law, who was the general manager at the John Deere dealership in town. Always good with machinery, Randy’s primary task was assembling equipment.

GRAFF’S TURF FARMS—BUILDING ON SUCCESS

One day, a customer and turf producer from Denver came into Randy’s father-in-law’s office and shared that he was looking for a young man with an agricultural background that he could teach the turf industry to and train to manage his 600-acre sod farm in the Denver area. Randy did an interview and got the job, moving the family to Denver.

Randy jumped in with both feet and managed the growing side of the farm while Betsy went to work in the office. Things were running well for a couple years until that owner’s divorce sidelined the operation. With a young family, 2-year-old Amy and baby James, Randy and Betsy decided to go back to Fort Morgan to start their own sod farm.

“That was 1978,” says Randy. “We went to the bank, but they didn’t understand turfgrass, saying that loaning
money to grow turf was like buying blue sky.” They were turned away with no loan. “Had it been corn, sugar beets or hay on the same land we’d have had no problem.” Betsy says. “Randy’s Dad took us to his bank and cosigned a $10,000.00 note for us. Within a year we were operating in the black.” Randy adds, “The banker that turned us down came around that next year and wanted us to consider doing business with them but that didn’t happen. Funny—we retired and built a home in a housing development named Blue Sky!”

For so many TPI families it’s such a partnership between the spouses. “To start a business, grow a business, raise your family—you need to give 100% each and have a super strong marriage to hold it all together. There’s a lot of business and family pressures and a lot of rewards; you take the highs and lows together,” says Randy.

Joining the ASPA Family
Graff’s first harvest was in the spring of 1979. They joined ASPA in 1980. They attended the ASPA Midwinter Conference in Maui, Hawaii—their first. “Survival of the Fittest” was the theme. “The people we migrated to–Al Gardner (TPI President 1986-1987, A-G Sod Farms, Inc, Broomfield, CO; deceased in 1999); and Ike Thomas (TPI President in 1985-1986) were the first people to put out their hands and welcome us, embracing and encouraging us. Those meetings were our family vacations where we’d go to learn and grow and have fun. Especially during the Mid-Winter Conferences, those were the folks who picked you up by the scruff of the neck, brushed you off and shoved you back in the game; where you got restored and energized to keep going. Networking with people in the same boat as we were; married partners like us; ASPA/TPI is the best organization ever for that.”

Randy adds, “Back home, when we were starting the farm, we leaned on Glenn Markham who was our everything; he was our consultant and Brouwer dealer. Glenn and his wife Pat encouraged and helped us, ultimately becoming our mentors. Glenn even loaned us a 6-foot Brillion seeder to plant our first crop. To this day, Glenn and Pat’s friendship means the world to us. We will never forget everything that they did for us all of the years we were in business.

“We could go on all day with the list of names of ASPA/ TPI members that have become our ‘family.’”

That first conference made such an impression on Betsy that, a few years later, when the TPI Board was trying to decide where to hold the 1998 Mid-Winter Conference, she bombarded them with brochures nearly begging them to go back to Hawaii. Even when they told her that they would consider it she didn’t back down.

She was absolutely ecstatic when she found out that, after much debate in the boardroom, they decided to go back to Hawaii. Her biggest hope was for members to come, bring their families and their staff, and experience how she felt at that first conference.

TPI went to Lahaina, Maui, Hawaii, February 11-13, when David Doguet was 1997-1998 President. Randy and Betsy recall sitting in a meeting and David Doguet announced that the conference had drawn record attendance, exclaiming, “Betsy Graff, I hope you’re happy!”

During that same meeting, Randy and Betsy were in an educational session with other members, filling their brains with all kinds of knowledge, when they looked out the window and watched Glenn Markham and Gerry Brouwer trying to learn to wind surf. “It doesn’t get any better than that,” says Betsy. “Oh, but it did get better,” laughs Randy. “Doug Fender opened the bar up at the luau that night because of the conference record attendance. Good Times!”

The Pricing Issue
Betsy says, “Randy is a very passionate guy about getting what you deserve in pricing. He’s adamant about knowing your costs and knowing what you need to charge to make a profit. He started talking about that within our networking groups and the Turfgrass Producers of Texas invited him to present a session on it at their conference. It sparked such interest he ended up speaking about it at turfgrass sod grower conferences across the US and all over the world—in Australia and England and in Canada two or three times—over about five years.”

It was a subject that everyone was nervous about—a taboo—as no one wanted to be accused of price fixing. But, as Randy says, “If you brought in a group and said you all need to be selling your turfgrass at a specific price per
square foot and no lower—that’s pricing fixing. Accurately
determining your direct costs and your overhead costs
and setting a price that allows you to recoup that and earn
a reasonable profit—that’s just plain common sense and
what it takes to run and grow a business. Too much of
our industry was operating on the farming model—what
are you going to pay me for my crop? Not the professional
business model—this is the quality product I’m offering
and this is its price. We were seeing cost increases in cars,
carpets, and housing, and coping with increasing costs
from our suppliers, but not being paid sufficiently for
the product that we were delivering and afraid to ask for
more thinking we’d lose customers if we did. I could put
in some jabs to try to wake them up and even make fun
of sod growers because I am one. But when I’d throw out
some figures on the impact when you drop your price and
how much more turf you have to sell to make the same
amount of profit, it got the point across.”

Betsy adds, “Randy was the first one bold enough to
present that message in a conference session and it
created quite a stir. I remember Arthur Milberger talking
about the power of his message when he presented the
President’s Leadership Award to Randy in 2007. And
people still come up to him at the TPI conferences—even
last year in Houston—and tell how his presentation to
their association turned their own business around and
was key to their remaining in business today.”

Growing the Business
Randy says, “It’s ironic that after our first year of business
was the only time we were ever debt free. We kept buying
more equipment and purchased the farm, constantly
reinvesting in ourselves.

That farm was the quarter section of 160 acres they’d
started renting in 1978, an old dairy farm with great
sandy soil and excellent water. The center pivot irrigation
system they purchased covered about 126 acres of that for
sod production Randy says, “We tore down the corrals;
converted the barn to a storage building; and really
cleaned up the property, putting a lot of money into it.
Then, in 1982, when we bought it the owner sold it to us at
about three and a half times what he had paid for it. So we
basically paid for the work we had done. We might have
been smarter to move. But we knew the quality of the sod
we could produce there, the location was good, and we
planned on spending our life there. In retrospect, it was
the right choice.”

Betsy reports Randy was really happy being a mom and
pop operation. “Our client base covered the residential,
commercial and golf course markets and we were getting
into sports turf on the regional and state level. He loved
the day to day challenges of turf farming,” says Betsy.
“We were a good team. I handled the office side of the
business. I was the bookkeeper, handled sales, scheduling,
marketing and mowing, running the harvester and
forklifts in the field or loading sod for customers. Randy
and I worked trade shows together and worked with
customers on turf issues. Randy also did delivery and
installs. I look back on those early days now and wonder
how we did all of that.”

The Graff’s family life revolved around the farm—just
ask Amy and James. They grew up in the business and it
didn’t take long for them to be helping on the farm and
in the office.

From Mom & Pop to Major Player
One day they received a request to bid on putting in the
turfgrass for the Kansas City Royals field. Randy read it,
thought it was just a formality, and tossed it in the trash.
Betsy says, “I pulled it out, put it back on his desk, and
told him we might be mom and pop but when we get an
opportunity to get into the professional sports turf market
on the national level you need to bid on it.”
Landing that contract was critical in their pursuit of the sports turf customers as they had already supplied the turfgrass for the University of Colorado Buffaloes football stadium and they were custom growing the grass for the Denver Broncos Mile High Stadium and Coors Field, the new home of MLB’s Colorado Rockies. Anyone that knows sports turf knows the sports turf managers for all these stadiums talk to each other, so they figured they might just have a shot. Randy says, “Then we got a call from George Toma telling us we were in the top four for the Royals field and requesting a tour of the farm.”

George and Dr. Jim Watson, another mentor to Randy and Betsy, came together. Betsy says, “George got down and was crawling around on the grass. He said, ‘Doc, I think this grass will work for us for Chicago.’ Then he got up, brushed off his hands, shook Randy’s hand and said ‘Young man, I want your grass in Kauffman Stadium for the Royals and I want 100,000 square feet of it for Soldier Field in Chicago for the opening game of World Cup Soccer.’”

George Toma was a spokesperson for John Deere at that time and dealerships had life-size photos of him in their showrooms as part of an advertising promotion. Graffs didn’t know a friend from the local dealership had come to their office early that morning and slipped the George “life size paper doll” into their office. “It was cheesy and embarrassing when George saw it but too funny not to make us all laugh.”

Graffs was only a 120-acre sod farm then and they were growing the grass for three professional sports venues. “Randy wanted to go out and sleep with it to keep it safe,” Betsy reports. The Chicago game was held on June 17, 1994, the first-time World Cup Soccer was played in the U.S. Randy says, “We shipped our turf 925 miles to

Randy Graff (L) receives the President’s Leadership Award from Arthur Milberger (R) during the July 2007 TPI Conference in Madison, Wisconsin. Photo from TPI archives

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Chicago. The freight cost more than the sod did.” The Chicago NBC-affiliate television station came to Graff’s Turf Farms and followed the sod to Soldier Field. They were going to come back and watch the opening game with the Graffs, but that got preempted by the O.J. Simpson slow-speed car chase.

Often the sports turf manager will come to the sod farm to check on their grass during custom sod production for sports venues. Graffs grew the turf for the new home of the Denver Broncos’ Invesco Field (now Sports Authority Field) at Mile High Stadium, which opened on September 10, 2001. Ross Kurcab, sports turf manager at that time, came to the farm once a week during the grow-in and he brought his camera. Randy says, “I drove the tractor/seeder and Ross rode on the back filming the grass being planted. Ross was like the turf doctor, giving me a prescription of exactly what kind of grass was to be planted, how it was to be fertilized and maintained, even providing the mower, which Betsy got to run until the grass was harvested.”

Betsy says, “One day, when Randy was inspecting the Broncos’ turf field, he noticed what looked like turnips in the grass. The technology of mixing seed was primitive in those days, often done on a concrete floor. So we figured a few vegetable seeds had been left on the floor from a previous mixing. But we called Ross to come scour the field with us. All together we found about 10 turnip plants sticking up. That was too crazy.”
Expanding
In 2002, Graffs purchased another 220 acres on the frontage road on the highway where their office is now. It had the sandy soil and water source that were their top two criteria and the location gave them better exposure.

Randy says, “In early 2003, Betts and I were visiting some friends in Kona, Hawaii, when we got a phone call from the owner of the neighboring farm. He said, ‘I want to sell my farm and this is what I want for it. And I want to do it right away.’ I told him I better talk to my partner and all of a sudden we’re having a business discussion on whether we need to buy it. We’d just bought 220 acres, but this was a 160-acre, sandy-soil farm with water availability and it was right next door so we wouldn’t have to transport equipment. We called him back in a couple hours and bought it. That put us up to about 430 acres of our own land in sod production and we were growing sod on some rental property across the road, too.”

They’d also expanded into multiple grasses by then. They grew a couple proprietary blends, named for Graff’s Turf Farms as GTF Kentucky Bluegrass and GTF Tall Fescue, and another blend named Hy-Performance Blue, along with their multiple custom growing for sports turf venues and golf courses.

Amy and James had both worked in the business during high school, including trade shows, where they honed their customer service skills. But, during their college years, neither was initially interested in joining the family business. Amy attended McCook College in McCook, Nebraska, graduating with a degree in business management. Betsy says, “Shortly after starting her first post-college job in Greeley, Colorado, she called us and said, ‘I made more money running a forklift as a kid.’ We encouraged her to return and she jumped right back into the office assisting to convert the accounting system from manual to computer.”

Five years later, James went to Hastings College in Hastings, Nebraska earning a Bachelor of Arts degree in music. James loved performing and had dreams of going to New York. But, he met his wife, Letty, and got married, deciding to start a family and possibly become a music teacher instead. They were blessed with baby Hannah and were living very happily in Nebraska until sister Amy called and told him that he was needed on the farm. She convinced him to come home, come back to the family business and he picked his family up and moved them to Fort Morgan.

James concentrated on the marketing and scheduling, working with Amy and Betsy. Randy continued sharing his expertise on turfgrass production, harvesting and
installation with Marty Thiel, who had started working for Randy while in high school and stayed on as his protégée. This joint production and administrative team worked well together and the business continued growing.

**Giving Back**

In the meantime, the Graffs stepped up their involvement in associations locally, regionally and nationally, giving back to the community and the industry through service and contributions.

Randy served and went through the chairs, ultimately serving as president of the Fort Morgan Young Farmers, a community service organization. Randy and Betsy were local as well as state sponsors for many years of the local and Colorado Chapter of the Young Farmers Educational Association, an FFA based service organization for farmers.

They were members of the Rocky Mountain Sod Growers Association and Randy served as president multiple times over the years. They were also very active in the Rocky Mountain Regional Turfgrass Association and with both the national and Colorado Chapter of the Sports Turf Managers Association (STMA).

They donated sod, along with a lot of time, effort and funding, for football, soccer and baseball fields “for the kids,” including the football field for Columbine High School following the tragedy there. Some of that service was in cooperation with the Colorado Rockies players and the MLB Baseball Tomorrow program.

TPI topped the list for Randy and Betsy and they found multiple ways to give back to the association, including the following examples. Randy served as Colorado State Representative from 1988 to 1992. He was first voted to the Board of Trustees for 2002-2003. He served as TPI Secretary-Treasurer for 2006-2007; Vice President for 2007-2008, President for 2008-2009, and a year as Past President following that.

The Mid-Winter Conference in Birmingham, England, in February 2003 was a highlight for the Graffs. The sessions and tours were wonderful and the banquet was held at the beautiful Birmingham Botanical Gardens. TPI’s first live auction was held in conjunction with the banquet and Trebro had donated a Stackit harvester.

“Local dancers had just performed, twirling these scarves off their heads and Randy had taken a napkin and was twirling, too. Someone started calling him ‘hanky boy’ and others picked up on it,” Betsy reports. “When the bidding started, Randy was off talking. When the harvester came up, someone was bidding aggressively. Turns out it was Randy, back in the shadows, bidding away. Then they announced that hanky boy just bought a harvester. The Tvetene brothers about shook his arm off that night.”

The Graff’s service has been recognized with awards from multiple organizations. Randy was honored with the Rocky Mountain Regional Turfgrass Association Distinguished Service Award in 2006. TPI’s President’s Leadership Award came in 2007. He also was named Colorado Agribusiness Man of the Year in 1988 and the Ernst & Young Colorado Entrepreneur of the Year in 1995. “I’ve received so much from these associations and their members that I wanted to give back,” says Randy. “It’s humbling to be recognized for what your heart leads you to do.”

**Managing the Transition**

Randy and Betsy report the business transition discussion started when James and Marty came to them saying they didn’t want to be hired men anymore; they’d like to have ownership. “We asked them to get an appraisal and make a proposal to us,” says Randy. “There are infinite ways to sell your business. We wanted to see how they anticipated it would happen. The actual process is complex and the feedback from other TPI families that had—or were—working through it was extremely helpful to us. The level of sharing was incredible—on what worked and what didn’t—we are so thankful for that.”

Randy notes the process needs to be creative as the business value can easily be several million dollars and the young generation that wants to buy it typically will be skilled and ambitious, but with very limited funds available. “The key person in our situation was a good accountant that had been with us from day one. And we all used the same financial planner, who also had been with us for a long time. We always tried for middle-of-the-road decisions—good for us and good for them.”

Graffs also note the timing may be a bit earlier than the current owners were anticipating, but asking the next generation to “wait a few years and we’ll talk” might just
prompt those ambitious young people to become your competitors rather than your buyers. “So address the transition process when they raise it,” says Randy. “It can be as fast or slow as you jointly negotiate it to be.”

Amy was at a point in her life where she wanted to explore other opportunities but remain in the turf industry. She left the farm and is now the general manager for GreenOne Industries in Parker, Colorado. The company specializes in renovation, maintenance and drainage on sports turf fields and golf courses. Because of Amy’s changed direction she is able to collaborate and cultivate opportunity with James and Marty.

Betsy retired in 2005, a couple years before Randy. The transition gave Randy and Betsy a bit more time for travel. One of their favorite memories was the 2007 TPI Study Tour to Australia and New Zealand, led by Doug and Sharon Fender. “One of our biggest regrets is we didn’t do more of those,” says Betsy. “But we were still in our mom and pop days during many of them and Amy and James were involved in so many school activities, we just couldn’t make it work. Still, we’re blessed to have so many overseas connections formed over the 30-year TPI span.”

**Now and into the Future**

Randy is currently serving as President of the Morgan County Rural Electric Association (MCREA) and is a director for the Colorado Rural Electric Association (CREA) as well. He and Betsy travel quite extensively to conferences nationwide. Betsy is a newly elected secretary for the CREA Women’s Task Force. She also reports the grandkids, James and Letty’s four children, keep them busy with volleyball, soccer, basketball, musicals, spelling bees, recitals and concerts. Hannah is 16, Simon is 15 and the tallest at 6 foot 2 inches, Jacob is 13 and Rachel is 11.

Randy and Betsy are active in their church. This last year, Randy spearheaded the landscaping of their new church. Betsy is the interior decorator for the church. She also sings in the Worship Team band led by Letty (keyboard and lead vocal) and James (lead vocal) and including Simon (bass guitar), Jacob (drums) and Rachel (vocal) along with other church/team members.

Randy and Betsy always look forward to attending the TPI International Conference & Field Day and were especially excited about the 50th Anniversary Celebration in Tampa. They agree the TPI conference educational sessions are great; the trade shows and field days are great. With the industry changing so much, so quickly, it’s even more important to check out the trade show for products and technology and the field day to see all the new equipment—big boy toys—as Betsy says, but she ran the harvesters and mowers, too.

“The money you spend belonging to TPI and attending the conferences is repaid multiple times in what you take back. It’s wonderful to see the new faces and meet the new people. Best of all, it feels like a giant family; you have friends for life—and those relationships are priceless,” says Betsy, strongly seconded by Randy.

“We are so blessed that we got to get up every day and do what we loved to do together. It doesn’t get any better than that. We’re so proud of Amy, James and Marty and what they have accomplished. They continue the legacy; following that same path and building on our dream—and doing it their way.”
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Recognizing the signs of excessive stress or burnout in yourself or your employees and addressing them as early as possible will make you, your employees and your workplace more effective. If you are a manager or supervisor, you understand the cost and time required to hire and train new personnel. The opportunity to retain a good employee provides even more incentive to work with those under excessive stress or approaching or experiencing burnout.

**Stress Defined**

Stress is your body's physical and mental response to a demand (stressor). Stressors can be both good and bad experiences. Stress is a normal part of life. We need some stress because it causes us to get things done—but we don’t want to be overwhelmed.

Everyone feels stress from time to time. What we find stressful is different from person to person. On a recent trip to a speaking engagement, the plane I was on was held on the tarmac after boarding for an hour to evaluate a dent in the plane found on pre-flight inspection. Recognizing that this was out of my control, I took the opportunity to recline and rest. The woman next to me, however, was completely upset, worried, and stressed over this unexpected delay. We each find different things stressful.

**Types of Stress**

Survival stress occurs when there is a threat to our physical well-being. It triggers the fight or flight response, and causes the body to release adrenaline, cortisol, and other stress hormones.

Internal stress occurs when we worry about situations or issues that are beyond our control or when we worry unproductively and do not engage in problem-solving behavior. We lie awake at night and cannot shut off our mind.

Environmental stress occurs when the things around us stress us. Examples include noise, traffic, crowding, family, co-workers, supervisors, living conditions, etc.

Fatigue and overwork (burnout) comes from stress that builds up over time and negatively impacts our body and mind. It generally is caused by working too much or too hard and is exacerbated by not knowing how to take time for rest and relaxation.

Our personal choices add to the build-up. An engineer patient of mine once insisted that she needed to keep her cell phone on during a therapy session because her field technicians were working in the rain with severe storms in the forecast. She couldn’t manage to take one hour just for herself. As is often the case, her greatest strength (caring for others) was also her greatest weakness.

**Strategies to Manage Stress**

**Exercise.** This is very important in managing the physiological fight or flight response to stress. Our response to stress produces chemicals within our bodies that we need to burn off with some sort of physical activity. Without some form of release, our bodies respond to these chemicals often with gastrointestinal problems, heart disease, ulcers or headaches to name a few. Stores are filled with over-the-counter medications for stress-related illnesses. A better strategy is exercise. It tops the list for treatment of depression, anxiety, heart disease, diabetes and a plethora of other physical conditions triggered by stress.
Set priorities. Decide what’s important and let the rest go. Resist the temptation to say everything is a top priority. If you have five priorities try ranking them and focus on what is really important to you. When I was first working as a therapist in Mississippi, my clients were overwhelmed with poverty, mental illness and abuse. I was working 60 to 65 hours a week and ultimately got an ulcer. I had to make some changes. The birth of my first child rearranged my priorities. Though I had even more to do, identifying and establishing my priorities helped me decide what was most important and I let the rest go.

Set aside perfectionism. Sometimes “good enough” is just fine. As perfectionists, we’re hard on ourselves and feel we should hold ourselves to a higher standard. We need to make the choice to acknowledge that we are not perfect and give ourselves the same kindness and forgiveness we offer others. Don’t stress yourself trying to be perfect.

Say no. Most of us are over committed. We want to be helpful for others. We want to get things accomplished. It’s hard to say no to your employer and, if you have your own business, you know that no work means no pay. You probably have lots of non-work related commitments—all good things.

Realistically consider whether you can take on more. Try practicing this response before automatically committing to more: “Let me think about it and I’ll get back to you.” Saying yes and regretting it is not a good feeling. If you are going to say yes, make sure it’s about something you really want to do. What we are thinking, feeling, and doing should all line up; otherwise we experience incongruence which leads to stress.

Get organized. Disorder and clutter can be stressful. You will function better if you’re living and working in orderly surroundings. Set up a system to organize your projects and files and stick with it. Try to get off mailing lists and unsubscribe from junk emails.

Find a hobby. Take up something new or resurrect one you used to enjoy. Focusing on a hobby triggers the pleasure area of the brain. It allows you to shut out everything else; and gaining mastery, even bit by bit, triggers the sense of pleasure.

Set aside time for yourself every day. This could be watching the sunset from your deck, reading, or simply stepping outdoors for a few minutes. Make it a time of no distractions, no noise, no technology; just solitude. Or use this time to connect with others.
Share your feelings. Talk with a colleague, friend or family member, someone you value and enjoy and trust to keep any sensitive information confidential. Be honest and open. Sharing your feelings can be validating and relieving.

Breathe. Use the 4-7-8 technique. Inhale through your nose for four seconds; hold that breath for seven seconds; exhale through pursed lips for eight seconds. Breathing triggers the relaxation response and you’ll be focused on counting not thinking. You can’t worry and count at the same time. Try this for five minutes twice a day.

Do one thing at a time. We fill our lunch hour with other activities; check emails during meetings; look at text messages during our children’s sporting events. Call it focus or go with the current catch-phrase, mindfulness, it not only helps manage stress; it improves our productivity.

Focus on the positive. This is easy for you glass half-full people; harder if you’re the glass half-empty type. Choose to look at the good in people or situations.

Laugh more. There are many documented health benefits to laughter. Find something that makes you laugh out loud. “America’s Funniest Home Videos” works for me.

Unplug. We’re not meant to be wired to technology all the time. Think about what we did before cell phones, computers, and the internet. My husband and I were in Myrtle Beach at another speaking engagement. One night we were enjoying a lovely dinner at a restaurant overlooking the Atlantic Ocean at sunset. At the table next to us was a beautiful young couple….who both looked at their cell phones the entire dinner. They completely missed one another and the beauty of that moment. Turn off notifications on your phone so it is not constantly calling your attention. When I’m home, I only pick up my phone occasionally. Disconnect from technology regularly.

Adopt a healthier lifestyle. Get adequate rest, eat better, limit use of caffeine and alcohol, quit smoking, drink more water. There are so many little things you can do. Pick one or two and act on them for a week or two until they become a habit. Then add one or two more.

Ask for help. For some of us, this will be the hardest strategy to adopt. Don’t be afraid to ask for what you need or to delegate.

Burnout
Burnout is defined as a state of emotional, mental and physical exhaustion caused by excessive and prolonged stress. We feel overwhelmed, emotionally drained, and unable to meet constant demands. Our productivity wanes; our energy collapses; our motivation disappears. We feel cynical, resentful and hopeless. We have nothing more to give.

Signs of Burnout
Physical signs of burnout include feeling tried and drained most of the time. We wake up and still feel tired. We have lower immunity, feeling sick frequently. We may have frequent headaches, back pain, and muscle aches. We have changes in sleep and appetite (too much or too little).

Emotional signs of burnout include a sense of failure and self-doubt. We feel helpless, trapped and defeated. We feel detached, alone in the world. We lose our motivation. We feel cynical and negative. We have decreased satisfaction and feel ineffective. We experience a loss of pleasure. We feel that there is never enough time to get things done. We worry excessively.

Behavioral signs of burnout include withdrawing from responsibilities and isolating ourselves. We procrastinate; it takes longer to get things done. We show increased irritability, take things out on others, and overreact. We may skip work, or start coming in late and leaving early. We use food, alcohol and/or drugs, including caffeine and nicotine, to cope.

All of the signs of burnout have a negative impact on us and those around us, and some of them pose a danger. Any form of self-medication is dangerous and can become more so if we become dependent on it. The problem with alcohol is that it works. The relief of stress through self-medication is temporary; the consequences could last a lifetime.

Now is the time to stop letting your life manage you and instead figure out how you can manage your life.
Strategies to Prevent and Avoid Burnout

We want to be proactive and prevent burnout if possible. Let’s use the analogy of strep throat. If you go to the doctor right away, it only takes a short time to recover with antibiotics. If you wait a week to see the doctor, you will need stronger antibiotics, probably more than one round, and it will take you longer to recover. The earlier you address it, the easier it is to treat. Burnout is much the same. The earlier you identify it and intervene, the faster you can recover.

Use your vacation days. American workers only use 51 percent of their vacation days. Most U.S. companies give employees a two-week vacation compared to six weeks for most European companies. We have to get better about taking our leave time; getting away from the workplace to rest and rejuvenate. If you feel you must keep connected, say that you will check in every day for fifteen minutes, then shut off everything except for that time.

Some businesses allow you to get paid for your unused vacation and leave time when you retire. Using that option may be sensible for someone close to retirement, but not for someone with years left to work. Building up hundreds of hours of leave time is not a badge of honor—it’s a recipe for burnout. One boss felt offended because he was on vacation and no one tried to contact him. He missed being needed. We have to let go of some of that.

Change up your routine. Doing something different stimulates the brain. Drive to work a different way; eat something different; shop at a different grocery store; take a different role on a committee.

Change up your environment. I spend nine hours a day in a 14x14 office with no windows. I redecorate for different seasons. At home, I rearrange furniture all the time. Move to a different office or cubicle, rearrange your office furniture, hang different pictures on the wall, anything to stimulate your brain.

Seek social support. As humans, we are social creatures. Talk to someone. It could be a spouse or other family member, a close friend, a religious advisor, or a counselor. We all need support and benefit from contact with others.

Cultivate healthier habits. Too often during stress or burnout, we default to the easier comfort foods, drop exercise, drink too much alcohol and/or caffeine, or turn to drugs (legal or illegal). See the prior section on cultivating healthier habits.

Get involved in a cause that is meaningful to you. The operative word is “meaningful.” Contributing to making the world a better place helps us to focus less on our own problems.

Strengthen your social ties at work. Studies show that people who socialize with their co-workers are happier. Get out of your office and mingle. During break times, join the group rather than staying in your office.

Reframe the way you look at work. Sometimes the only change we can make is our attitude—and sometimes that makes all the difference in the world. I have a sister who is paralyzed from the knees down. When I complained about traffic congestion delaying my trip to the office, she said “I’d love to be able to drive to work.” When I complained about piles of dirty laundry, she said “I’d love to be able to carry a laundry basket.” I quickly became thankful for the opportunity to drive to work in traffic and do loads of laundry. Find value in what you do and gratitude for the small things.

Be more positive; spend more time around positive people. Negative attitudes are contagious. So are positive ones.

Set boundaries. Leave work on time; leave work at work. It should be an anomaly to take work home, not the norm. Also set boundaries around other areas of your life and don’t allow work to encroach.

Find balance in your life. Look for meaning and satisfaction in other areas or things if you’re not finding it at work.

Avoid nicotine and caffeine; drink only minimally. Set limits and stick with them. These substances are only quick fixes in the moment, but can create a larger problem. If you need caffeine to keep you
going during the day and alcohol to wind down at night, it may be time to take a good look at your life.

Take a daily break from technology. Go for a walk; step outside during your break; go out for lunch—and leave your phone on your desk.

Nourish your creative side. Play the guitar, piano or other musical instrument; paint or sculpt or carve; take up photography; keep a journal. Try something new or resume an old hobby.

Set aside relaxation time. Add it to your daily schedule. Read a book. Sit and think. Take a nap, but not an overly long one; studies show a half hour nap is ideal.

Manage troublesome thoughts and feelings. What you think is what you feel. So if you frequently run a negative dialogue in your head, you will be feeling unhappy and negative. Develop strategies to redirect your thoughts. Consider what you are saying to—and about—yourself in that negative self-dialogue and replace it with a counteracting phrase. Instead of: “I’m so stupid! I can’t do anything right!” Try: “I am a competent person. I will find a way to make this work.”

Talk to your doctor or a therapist if needed. The signs of burnout are also the symptoms of clinical depression.

Consider changing jobs if you are in a toxic work environment. It’s an extreme solution, but may be the best one under certain circumstances.

Decide what you are going to do and act on it. Develop an action plan. Name your top three sources of stress and three things you need to delete from your life. Identify three things to add to your life and three specific changes you can make immediately. Set a timeline and stick to it!

You have a passion for what you do or you would not have chosen this field. It would be a shame to allow stress or burnout to ruin that for you. As a therapist, I myself had to make some changes to bring balance into my life to cope with stress. I’m proud to say that I’ve never had another ulcer. Now is the time to stop letting your life manage you and instead figure out how you can manage your life.

Lisa Goatley, M.S., LPC, is a Licensed Professional Counselor and therapist with The Cascade Group in Blacksburg, VA. Her areas of expertise include depression, anxiety and stress. She is a sought-after speaker on these topics. This topic was presented at the Sports Turf Managers Association (STMA) 28th Conference & Exhibition.
HACKING PEOPLE:
Why Your Biggest Vulnerability Isn’t In Your IT Department

By Clinton Henry

Last week, Chris stopped off at his local coffee shop to have a chai before heading off to a trade show to deliver a keynote speech.

As he sat at his usual spot near the counter a heated discussion ensued next to him regarding the Third Quarter of 2017. In the middle of the morning’s caffeinated hustle and bustle, a marketing meeting was in progress.

He knew it was a marketing meeting because the three employees left the screens on their computers open to “Marketing Plans.” Much to his amazement, they “abandoned” the table and were apparently in line (as well as online). They left two smartphones and a couple of memory sticks out in the open, plain as a Pumpkin Spiced Latte.

While reasonable predictions aren’t always correct, there’s a strong possibility that sooner or later the company will experience a breach. Moreover, it’s highly unlikely that anyone within the business or IT has taken a serious look at how its users operate to protect from this sort of vulnerability.

The Biggest Risk
The biggest risk for any organization getting hacked is neither the firewall nor the server. It is another problem altogether: Social Engineering. Social engineering is when employees inadvertently (or out of malice) give cyber thieves sensitive corporate or client information. The problem with most businesses and IT departments is while they may be eager to “invest” in cybersecurity measures for their organization, they often neglect investing in shielding the most common attack surface motivated hackers use to gain access: employees.

Let’s review some of the socially engineered pitfalls that occur all too often:

Public Wi-Fi – Public Wi-Fi is to your computer network as Kryptonite is to Superman or garlic is to a vampire. Unless you are sending out information that is encrypted via a secured site, never conduct any business from an unsecured Wi-Fi hotspot.

Public Places – In the space of two seconds, it would have been possible for a thief to take screen shots of the Third Quarter plan with a smartphone, or to swipe the smartphones and stick drives or even one of the laptops. Any document, especially any document with links to your organization, is all a cyber thief needs to get going. Never leave documents unattended.

Ever hear of “Visual Trespass?” It is the practice of someone in any public space “looking over your shoulder” viewing your computer screen. Here’s an apt example: Alison, the head of tax and audit for a publicly traded company was traveling and noticed a stranger was trying to observe her computer screen in an airport while she was working on her corporation’s soon-to-be-public 10-k filing! While the stranger may have been rude (and not a cyber thief), the person working on those financials was misguided and careless.

Moreover, public conversations that should be held in private can undo a company quite easily. Recently, the same Chris from earlier was in O’Hare airport while a gentleman next to him was on the phone with a colleague who needed access to a file. The helpful companion, within earshot of Chris, decided it was a good idea to give his coworker his personal password so he could access the file. If Chris was an opportunist, he could have simply made conversation with the unsuspecting traveler later and traded business cards, giving Chris his username and company along with his password. The businessman would have been none the wiser.

Phishing – Remember those emails we once received from Nigeria, Lithuania or Romania that named us as the heirs to great fortunes? All they needed to secure the millions owed to us was a credit card number. People fell for it in droves. Then there were fake job postings that asked us for background information. The postings looked legitimate and we gave them what they asked for—and we fell for that too. Phishing has not gone away. It has become so sophisticated that we believe it comes from our bosses or a supplier or a nonprofit we might support. The links in the email are typically malware that can infect the entire network and grab important files. Don’t fall for it. When in doubt, always verify. An interesting fact: Millennials are more prone to falling for phishing than older employees! Over-familiarity with and blind trust of technology can be a dangerous thing.

Vindictiveness – Remember the angry employee who was terminated? What precautions were taken to make sure that he or she was immediately shut out from the network? Terminated employees can sometimes be vindictive. Have a plan and protect your data so the recently fired sales executive can’t walk to your competitor with your latest leads or biggest accounts.
Vendors – Your computer network is only as good as who has access to that network. Many cyber thieves have successfully snuck in through a back door by going through the networks of your vendors. This is a potentially huge problem for any organization having a continuous relationship with suppliers. If your network is “secure” but your vendors have cyber security that is more like Swiss cheese, it can potentially create a huge vulnerability in your network.

Remember: While most internal IT organizations often seek funding for the latest network security equipment or software to beef up cybersecurity, they often neglect to engage their users to harden the organization from social engineering attacks that are commonly used to compromise a company. Neglecting to offer sufficient training for their users leaves the organization vulnerable to a hacker using a company’s own employees against it.

Clinton Henry is one of the world’s leading cyber security and identify theft experts. Known for his engaging keynotes and insightful perspective on business and personal cyber security, Clinton has amassed a loyal following of business and IT executives who look to him for guidance on how to protect their corporate profits and reputation from attack or compromise. For more information on hiring Clinton for your next event, please visit www.ClintonHenry.com.

HOW TO NAVIGATE
7 Tricky Sales Conundrums

By Jeff Beals

More than 50% of sales reps do not make their annual quota, and most businesses produce revenue well below their production capacity.

What does this tell us? We have a leadership void in the sales profession!

Good leadership is critical to success in any line of work. Just this week, I sat through a speech by Jim Collins, author of “Good to Great.” Collins argued that leadership is everything—that even in tough times and with scarce resources, great leaders can use dedication and fierce resolve to will their companies to success.

Sales departments are no different. They need leaders with fierce resolve. Leading a sales team is not rocket science but it is not easy. Great leaders are fixated on success and always finding ways to help their people be more successful.

Former U.S. President Dwight Eisenhower once described leadership as “the art of getting someone else to do something you want done because (he or she) wants to do it.”

The ancient Chinese philosopher Lao Tzu said, “A leader is best when people barely know he exists. When his work is done and his aim fulfilled, they will say, ‘We did it ourselves.’”

But leaders also must get results. The acclaimed management theorist, Peter Drucker once said, “Effective leadership is not about making speeches or being liked; leadership is defined by results, not attributes.”

Effective sales leaders drive revenue by empowering those who work with them to make decisions at the lowest level possible, while gathering and basing decisions upon quantitative facts which are interpreted and applied according to the leader’s experience and intuition.

That’s a mouthful, but what does it really mean? Sales leadership is a dichotomous endeavor. It requires you to balance seemingly contradictory things.

Read on to discover the 7 Dichotomies of Sales Leadership...

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The 7 Dichotomies of Sales Leadership

1. Sales leadership is both an art and a science.

2. You must empower your people while requiring results.

3. You must provide support while demanding accountability.

4. You can’t allow staff to take advantage of you, but you should never lead by fear or intimidation.

5. You must be a provider of data and forecasts as well as a teacher and counselor.

6. You must be strategic and big-picture oriented but still accountable if your department allows details to fall through the cracks.

7. You must produce impressive results while maintaining ethical standards.

How do sales leaders wrestle with these dichotomies and ultimately enjoy successful careers?

Strategy vs. Tactics
Effective sales leaders focus on developing strategy and casting vision. To do this, they must create rock-solid systems of organization within the sales department. It makes sense to automate as much of the process as possible. For that portion of the sales process that can’t be automated, you need talented, committed sales managers who can supervise daily tasks.

Hire the Right People
Speaking of Jim Collins, he is also known for saying, “Get the right people on the bus.” When hiring sales professionals, always look at their frequent past behavior. It’s the number-one indicator of future performance. Go deeper in your due diligence on each prospective employee. Avoid being blinded by great talent. Just because someone is smart, extroverted and good-looking doesn’t mean they will do a good job of focusing on client value.

Put People First
Too many sales leaders barricade themselves behind closed office doors and barely glance away from their CRM screens. While keeping up a firm grasp on sales data is important, don’t be analytical at the expense of your people-oriented responsibilities.

Regarding CRMs, it is important to enforce policies and procedures requiring sales personnel to update client and account information. Obviously, the reports generated by CRM programs are only as good as the data entered. That said, sales leadership requires you to strike a balance—make sure your people use the CRM properly, but never make them feel that serving the CRM is more important than serving clients.

Power to the People
Great leaders never micro manage their people. Sure, they set expectations and demand that people perform, but they leave the “how” to individual sales reps. Want to know one of the most common reasons why leaders micromanage people? Managers feel intimidated. Don’t let your ego get the best of you. If you surround yourself with people who are smarter and more talented than you are, you will eventually succeed.

In the end, if you want to be a high-producing sales leader, find good people, figure out what motivates them, give them the preparation, tools and resources they need, stretch them beyond what they initially believe they can do and support them along the way.

If you do that, you will balance all the ambiguity and dichotomies that come with being a sales leader.

Jeff Beals is a professional speaker and award-winning author, who helps companies increase their profits and associations achieve their missions through effective sales and personal branding techniques.
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SALES DETOX: What Do You Need to Stop Doing?

Jeff Beals

A year ago my wife was on a mission to purge our house of clutter.

She read the book, “The Life-Changing Magic of Tidying Up: The Japanese Art of Decluttering and Organizing,” by Marie Kondo. She took it to heart and tore into the basement, closets and anywhere else we happened to be storing non-essential stuff. For the next month, I would regularly come home to find “give-away” piles ready to be loaded into the back of my SUV and hauled off to the donation dock.

Eventually she involved the kids and me in this undertaking. We asked ourselves whether we really needed to keep things. If we weren’t using them or didn’t find sentimental value in them, they were either trashed or donated.

Our house has always been tidy and well organized, so I took delight in teasing my wife about her great purge of 2016. To this day, if I can’t find something, I (good naturedly) accuse her of “decluttering it” or putting it through the “Japanese process.”

But I have to admit her decluttering process made our lives easier. We’re not bogged down with useless “stuff.” We have room to breathe. It makes it easier to focus on more enjoyable or high-value things in our lives.

Just as the decluttering process can make your home life more efficient, it can do wonders for your professional life as well. But I’m not talking about decluttering your office or organizing your file drawers. I’m talking about decluttering your work life.

The longer you have been working in sales, the more unnecessary stuff you accumulate in your brain, on your calendar and in your job description. Sometimes that stuff needs to be purged.

I challenge you to ask this question: "What do I need to stop doing?"

Sales people are notorious for adding things to their plate without taking things off. Why? Salespeople tend to be ambitious and very confident in their abilities. They want multiple ways to prospect even if one prospecting method hasn’t paid off much in the past. They tend to be independent personalities, rugged individualists who think they can do it all. Sales professionals know they need to persevere in an eat-what-you-kill environment, so they don’t give up or accept defeat lightly.

Those are great traits, essential for long-term success in sales, but they are traits that can burn you out if you’re not careful.

So what are some things you might want to STOP doing?

Blowing off leads

Fifty percent of sales leads never receive proper follow-up. That is probably the greatest waste of resources in the sales world. If you let leads fall through the cracks because you’re focusing on less important things, by all means, stop doing it.

Poor Qualification

Stop wasting time on people who will never buy. For whatever reason, many sales reps latch onto prospects who look good on the surface, but deep down, you know they’ll never buy from you.

Networking for the sake of networking

Some sales people never miss an event. They are on umpteen boards and committees and are always running from one meeting to the next. Why do they over commit and run themselves ragged just trying to keep up with all of it? Prospecting! They are afraid they’ll miss out on their next dream client if they are not at every event. While I’m a big proponent of prospecting through networking, you must be efficient. If a time-chewing obligation is not regularly producing convertible leads, don’t trick yourself into believing you have to be there.

Cold Calling

Less than 1 percent of sales people enjoy cold calling. And it’s for good reason. It takes a huge amount of time and it hardly ever works. Cold calling is just about the most inefficient way you can prospect, yet many salespeople still do it. I say STOP it. Instead of cold calling, research prospects first. Soften them up with marketing activity. Use a combination of ways to reach them, always focusing on something they may value.

Lack of Focus

Stop wasting time on non-sales functions. Sales professionals are often drafted by upper management to serve on company-wide projects or task forces. This is especially true if you are a senior leader in the sales division. Sales people tend to have first-hand knowledge of customers and buying trends, so they are valuable contributors to these company-wide groups.
But be careful. I’ve seen sales professionals sucked into so much committee work having nothing to do with sales that they have hardly any time left to sell. The United Way, for instance, is a fine organization, but do we really want our sales reps on the United Way employee committee instead of working the phones and hitting the streets? Sales is the lifeblood of the company; we need all sales hands on deck.

Would you like to know the single most important thing to stop? Counter-productive thinking. No matter how successful you are, you probably cling to some negative ideas. Every sales rep is at least occasionally afflicted with self-doubt. Whatever negative things you harbor in the deep recesses of your brain, now is the time to perform a Japanese decluttering miracle on them.

So, consider this permission to declutter your sales career and liberate yourself. What do you need to STOP?

Let go and enjoy the results.

Jeff Beals is a sales consultant, professional speaker and award-winning author, who helps companies increase their profits and associations achieve their missions. He delivers energetic and humorous keynote speeches and workshops to audiences worldwide. To discuss booking a presentation, go to JeffBeals.com or email at info@jeffbeals.com or call Joni Woodruff at 402-917-5730.

### HOUSEKEEPING TIPS:

**Don't Sweep Them Under the Carpet**

Each year thousands of Canadians get injured on the job in accidents resulting from poor workplace housekeeping. Housekeeping is more than cleanliness. It requires a program that ensures work areas remain neat and orderly, correcting slip and trip hazards, and removing waste or scrap materials such as paper, cardboard, debris and other fire hazards from work areas. It requires attention to important details such as the layout of the whole workplace, aisle marking, the adequacy of storage facilities, and maintenance. When a workplace doesn’t establish and implement a housekeeping program, hazardous conditions can result. These situations expose workers to real danger and increase the likelihood of an accident.

**A good housekeeping program**

A good housekeeping program plans for the proper storage and manages efficient movement of materials from point of entry to exit. It includes a material flow plan to reduce unnecessary handling, also reducing risk of injury. The plan should ensure that work areas are not used as storage areas and workers access tools and materials as needed and return them after use. Part of the plan could include investing in extra bins, shelving or more frequent disposal.

### Hazards

Consequences of poor housekeeping include:

- tripping over loose objects on floors, stairs and platforms
- being hit by moving objects
- slipping on greasy, wet or dirty surfaces
- striking against projecting, poorly stacked items or misplaced material
- cutting, puncturing, or tearing the skin of hands or other parts of the body on projecting nails, wire or steel strapping
- electrical or other fires
- restricted egress in an emergency

### Tips for planning a good housekeeping program

Involve workers and safety committee members to understand the flow of work. Usually workers have great suggestions for workplace improvements. Implementing housekeeping policies can offset the cost of replacing lost or damaged tools and equipment, and labor costs of inefficiency from repeated handling of the same material and more effective use of the workers’ time. By considering things such as the building footprint, the plant layout and the movement of materials within the workplace developing work procedures will be easier. Having standardized policies and procedures that everyone understands and follows creates a safer workplace.

Worker training is an essential part of any good housekeeping program. Workers need to know how to work safely with the tools, equipment and products they use. They also need to know how to protect other workers by following procedures and reporting any unsafe conditions.

An effective housekeeping program is ongoing. Cleaning and organization needs to be done regularly, not just at the end of the shift. Integrating housekeeping into jobs can help ensure this happens. When done effectively, housekeeping is an integral part of every task, performed by each employee, and not a hit-and-miss cleanup done occasionally. Periodic “panic” or pre-inspection clean-ups are costly and ineffective in reducing accidents. A good housekeeping program identifies and assigns responsibilities in the safe work procedures for clean up during the shift, day-to-day cleanup, waste disposal, the removal of unused materials and inspection to ensure cleanup is complete.

Other key aspects to ensuring any housekeeping program is effective are supervision and inspection. This allows for any deficiencies in the program to be identified proactively so that changes can be made before an incident occurs. These documents on workplace inspection checklists provide a general guide and
examples of checklists for inspecting offices can be found at [http://www.ccohs.ca/oshanswers/hsprograms/list_off.html](http://www.ccohs.ca/oshanswers/hsprograms/list_off.html) and for manufacturing facilities at [http://www.ccohs.ca/oshanswers/hsprograms/list_mft.html](http://www.ccohs.ca/oshanswers/hsprograms/list_mft.html).

Out-of-the-way places such as shelves, basements, sheds, and boiler rooms that might otherwise be overlooked should be included. The orderly arrangement of operations, tools, equipment and supplies is an important part of a good housekeeping program.

**Benefits**

- fewer tripping and slipping accidents in clutter-free and spill-free work areas
- decreased fire hazards
- reduced worker exposure to hazardous substances (e.g. harmful dusts, vapors)
- better use of tools and materials, including inventory and supplies

**IT'S OFFICIAL:** United States is wrapped up in red tape

This editorial first appeared in the Orange County Register

Reprinted with permission

The federal regulatory state has just surpassed a dubious milestone.

Since 2005, the total net cost of the 4,432 regulations finalized has now topped $1 trillion, according to the American Action Forum, a center-right think tank with a focus on limited government and free markets. That translates to a long-term total cost of $3,080 per person, or an annual per capita cost of $540.

“In other words, each year everyone, regardless of age, in the nation is responsible for paying roughly $540 in regulatory costs,” writes Sam Batkins, AAF’s director of regulatory policy. “These burdens might take the form of higher prices, fewer jobs or reduced wages.”

It was fitting that the Environmental Protection Agency’s second round of heavy-duty truck standards, with an estimated cost of at least $29.3 billion, put federal regulations over the $1 trillion threshold, given that the EPA has been responsible for six of the top eight most expensive rules by total cost, and all of the top five by annual cost, since 2005.

In addition to the cost in dollars, there is also the cost in terms of lost time, for the hours spent on paperwork and compliance that would otherwise be spent on more productive pursuits.

The federal regulations during this period racked up a total burden of more than 754 million paperwork hours, enough for about 350,000 full-time jobs, AAF estimates.

It seems that President Barack Obama is going out with a bang, too. As of mid-December, the Federal Register, which includes the federal government’s final and proposed rules and regulations, reached 91,642 pages, the highest in its 81-year history and more than 10,000 pages higher than the previous record set under Obama in 2010.

Many of these regulations are silly and nonsensical, as revealed by some of the recent entries from the institute’s “This Week in Ridiculous Regulations” series on its blog. The agricultural cartels known as “marketing orders” are always ripe for regulatory overload. There are rules for removing the word “midget” from California raisin standards, changing the size requirements for olives, another potato handling regulation (the 345th since 1995) and another “Egg Research and Promotion” rule (the 549th during this time).

Other rules include requiring movie theaters to have closed captioning and audio description devices, imposing energy efficiency test procedures for electric cooking tops, banning smoking in public housing and revising the Food and Drug Administration’s procedures for approving over-the-counter sunscreens.

To address this regulatory bloat and economic drain, the Competitive Enterprise Institute recommends some common-sense measures, such as requiring Congress to vote on all new regulations costing more than $100 million a year; establishing a bipartisan, independent commission to evaluate the 178,000-page Code of Federal Regulations and recommend a package of rules for repeal; and requiring that the cost of new regulations must be offset by repealing one or more existing regulations, which has been utilized in Australia, Canada, the Netherlands and the U.K.

This would be a great start and would help President Donald Trump make good on his promise to eliminate government waste and burdensome regulations.
TPI INTRODUCES NEW LOGO

By Jim Novak

When the American Sod Producers Association was founded in 1967 there were a good number of important matters that needed to be addressed, the least of which was coming up with a logo for the new association. The primary focus of the Charter Members and the newly elected board was implementing association guidelines; drafting a Constitution and Bylaws; addressing the future of the turfgrass sod industry; understanding marketing problems; developing practical applications of cultivated sod; and gathering and distributing research prepared by universities, state experiment stations, the U.S. Department of Agriculture and of course, growing the membership.

For most of the association’s first decade its identity was merely the letters A-S-P-A or the name American Sod Producers Association. The acronym and even the name appeared in numerous sizes, assorted formats and inconsistent type styles.

In 1976, Charles Lain of Pine Island Turf Nursery in Pine Island, New York, (who would later serve as ASPA’s president in 1978-1979) suggested the association develop a logo that would be used to not only promote the association but provide some continuity. And so, it came to pass that ASPA’s first logo, originated by Charles Lain, united ASPA with the easily-recognizable roll of sod. He encouraged members to incorporate the new graphic into their advertising and use it on their letterheads and other promotional materials.
When the American Sod Producers Association changed its name to Turfgrass Producers International (TPI) in 1994 (based on a unanimous vote by members attending the 27th annual ASPA business meeting), a new logo was designed and introduced that combined the familiar turfgrass sod roll with the new name and initials. The new logo was designed by then *Turf News* editor Wendell Mathews in consultations with the TPI staff.

**Inspiring Our Future**

A new logo for Turfgrass Producers International had been under consideration for some time. Being that 2017 represented TPI’s 50th Anniversary it seemed an appropriate time to design a logo that could, as Hank Kerfoot of Modern Turf, Inc. stated, withstand the test of time and better reflect TPI as we look to the future.

After numerous discussions with others, Kerfoot proposed a series of considerations be taken into account in designing the new logo which were presented to the creative team at Sod Solutions who were very gracious in working with TPI on the development of a new logo and providing all their services complimentary.

Kerfoot pointed out that in our industry we all recognize TPI stands for Turfgrass Producers International but he stated that it was important to reinforce who we are with current or even potential members and the general public. He wrote, “Our Members know who we are but the most important idea moving forward is that we need brand awareness from golf course builders and superintendents, groundskeepers, soccer moms, erosion control companies, landscape architects, legislators, lobbyists, developers, homeowners, etc. Our new logo should help these groups visualize what we produce.”

Kerfoot went on to express his concern that the word “turf” has been somewhat hijacked and is being dominated by an identified threat to our industry that has a marketing campaign in the millions of dollars versus our non-existent marketing budget. “If we want everybody to know that we represent natural grass, we better start putting that message on everything we publish, broadcast or otherwise project,” Kerfoot said. He added, “Our new logo needs to bring us into the future and keep us going for quite some time.” Kerfoot’s overall goal, and one that was agreed upon by others, was that the new logo needed to be strong, classic, colorful, withstand the test of time, have a long shelf life, have the potential to be a stand-alone icon that serves as a bullet point on a website and in collateral material and literature.

The new TPI logo (pictured above) was the preferred choice, not only by the board and committee members, but by the professional marketing group at Sod Solutions that designed numerous logos for TPI’s consideration.

TPI would like to express our sincere thanks to Tobey and LeeAnn Wagner, their Creative Services Coordinator Oliver Smalls, and everyone on the Sod Solutions staff who was involved in this project.

"Our members know who we are ... TPI’s new logo should help others visualize what we produce."

Jim Novak is TPI Communications Manager
TODAY'S CHALLENGES AND INITIATIVES TO MEET THEM

By Suz Trusty

As TPI celebrates its 50th anniversary, today's green industry challenges are many and varied. Consider this list. Governmental rules and regulations; a limited labor force along with immigration and temporary worker issues; attacks on turfgrass by self-appointed environmentalists; the proliferation and promotion of plastic surfaces (artificial turf); drought, climate change and water!

While the challenges are formidable, TPI is aggressively addressing them and is forging strong bonds with other industry associations to respond to them and to develop ongoing initiatives that provide TPI with opportunities to be a recognized partner in turfgrass stewardship and industry-wide public relations programs.

Partnerships

Turfgrass Producers International (TPI) and The Lawn Institute (TLI) have partnered with the National Association of Landscape Professionals (NALP), the Outdoor Power Equipment Institute (OPEI) and the Irrigation Association (IA) once again to promote the April is...National Lawn Care Month campaign. (For details, see the article on Page 40.)

Via a February 8 email, Lisa Schaumann, Director of Communications for NALP, notified the participating associations that Chase’s Calendar of events has officially recognized and will list April as National Lawn Care Month. Since 1957, Chase's Calendar has been the definitive day-to-day resource of what the world is celebrating and commemorating. This resource is widely used by media and thus should garner even more media attention and help further validate the month.

Also in February, NALP issued its annual roundup of trends expected to innovate and dominate landscapes this year. The voice of the landscape industry, NALP crafts its annual forecast drawing from the expertise of landscape professionals across the country that are at the forefront of outdoor trends, as well as broader lifestyle and design trends.

Among their top seven trends was “Growing ‘smart’ lawns. Through selective breeding of plants, turfgrass seed producers have made significant advancements in developing cultivated grass varieties, called cultivars, which are designed to be smarter. They can better withstand the elements while still delivering an aesthetically beautiful and healthy lawn, making them especially desirable in drought-prone areas. Modern cultivars also enhance the environmental benefits of lawns, including the production of oxygen, while the latest strides in irrigation technology help conserve water.”

NALP’s Vice President of Government Relations Paul Mendelsohn also works with the H-2B Workforce Coalition, which includes AmericanHort and the Golf Course Superintendents Association of America (GCSAA) among its many members, in lobbying on behalf of that important temporary worker program. Through email correspondence, NALP keeps TPI apprised of these activities, including calls for action.

OPEI also actively addresses green industry issues, serving as the voice of its members. In addition, OPEI’s Research and Education Foundation funds and manages the TurfMutt program. A real-life rescue dog named Lucky is the TurfMutt who inspires children to care for green spaces while learning science. Designed for children from kindergarten through fifth grade, the TurfMutt environmental stewardship and education program, in partnership with Scholastic Education, the world’s largest education provider, has brought Lucky and his team of environmental cartoon superheroes to more than 1 million children in 35,000 classrooms and more than half a million teachers.

OPEI, and TurfMutt’s real-life rescuer, Kris Kiser, OPEI president and CEO, have extended their outreach to dog lovers everywhere through serving as a sponsor for the Lucky Dog show that airs as part of ‘CBS Dream Team, It's Epic!' on Saturday mornings. Heart-warming stories include the TurfMutt program and feature a rescue dog who finds his forever home with a great yard, with Kris and Lucky instrumental in the process by working with the adoptive family to ensure their yard is dog-ready. Articles in Turf News help promote these initiatives.

These partners, along with the National Hispanic Landscape Alliance (NHLA), also work together in the Greenscapes Alliance to address issues impacting the turfgrass industry. For example, consider ASHRAE, one of several organizations that prepare building standards and is trying to introduce language that would limit the
amount of turfgrass to 40 percent of landscaped areas without any consideration for the type of turfgrass, the climate, the soil properties or even the grading.

The proponents of the turfgrass limits offer no technical justification to support limiting the planting of turfgrass. TPI, along with the other Greenscapes Alliance partners, have offered dozens of research papers demonstrating the value that turfgrasses provide.

In addition, Ralph Egues, Executive Director of partner NHLA, presented “It’s a new day in America … Now what?” at the 2017 TPI International Education Conference & Field Day in Tampa, Florida. Addressing the new U.S. administration in the Oval Office and Federal Departments, he provided a fresh perspective on the policy debates that most affect green industry livelihoods and the keys to making a difference locally and nationally. Editor’s note: This presentation is available through the Turfgrass Educational Center (TEC) which can be accessed on the TPI website www.TurfGrassSod.org. TEC is a multi-channel video platform developed to inform, educate and inspire turfgrass professionals like you, and help improve your knowledge, skills and business best practices.

Collaborations

Another strong TPI ally is the Sports Turf Managers Association (STMA). STMA members come from all segments of the sports field industry, from school systems and municipalities to universities and professional sports—significant components of many sod producers’ customers. TPI and TLI regularly jointly exhibit at STMA’s annual Conference. This past January, STMA provided TPI a premium booth at the entrance to their trade show.

In a meeting with the STMA staff and Board members during that conference, TPI Vice President Jimmy Fox shared some of the cooperative efforts of the two associations and reinforced the bond of working together. TPI Communications Manager Jim Novak has worked with Eric Schroder, editorial director of Sports Turf magazine, the official publication of STMA, supplying many articles, including: “Crumb Rubber: Seeing is believing but what if no one can see it?” and “10 Questions to Ask Your Turfgrass Provider.” Sports Turf magazine also has requested and reprinted several articles that originally appeared in Turf News.

The TPI E-Newsletter and Turf News regularly work with STMA’s public relations agency to feature STMA news such as the election of officers and board members, award and scholarship recipients, and special events, including the annual Conference.

Two of the presenters at the STMA 2017 Conference have provided articles for this issue of Turf News based on their presentations. (See “Managing Stress and Avoiding Burnout” by Lisa Goatley on Pages 23-27 and “In Season Sodding” by Tony Leonard on Pages 42-45.)

TPI also works closely with Project EverGreen www.ProjectEverGreen.org, with Jim Novak and Steve Trusty, Turf News co-editor, serving on their advisory council. Project EverGreen is a national non-profit organization committed to creating a greener, cooler earth by supporting the creation, renovation and revitalization of managed recreational and athletic green spaces that result in healthier, happier people. Along with GreenCare for Troops and SnowCare for Troops, Project EverGreen's initiatives include “Healthy Turf. Healthy Kids.” which has, since its inception in 2015, renovated more than 750,000 sq. ft. of green spaces.

In January of 2016, TPI and its members joined with Project EverGreen to partner with Houston Habitat for Humanity in providing the sod harvested during the TPI Conference Field Day for the lawns of new Habitat homes. As a Project EverGreen press release reported, “Creating viable green spaces in the city also contributes to an improved environmental profile lowering the urban heat island effect (turf can be up 14 degrees cooler than bare soil), removing pollutants from the air and creating a positive feeling and increased interaction among residents.”

Jim Novak and Steve and Suz Trusty also are members of the Turf and Ornamental Communicators Association (TOCA) which is comprised of over 250 green industry professionals and is a networking resource that fosters the opportunity for interaction and an open exchange of information with communicators with other associations, publications, public relations firms, manufacturers and suppliers.

In addition, TPI is reaching out to many other industry groups and international, national and regional turfgrass organizations many of which allow TPI to work with and through them for outreach to their members and their communities.

Suz Trusty is co-editor of Turf News
APRIL IS... NATIONAL LAWN CARE MONTH

By Jim Novak

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

The goal of this annual campaign is 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 the benefits of lawns and proper lawn care.

The Lawn Institute’s website has a wide variety of graphics to promote the campaign. Members are encouraged to download images and infographics to feature on their websites and social media to promote National Lawn Care Month to their customers and local media.

NALP has also created a tool kit which includes the April is... National Lawn Care Month logo, infographics, photos, press releases, lawn facts and numerous promotion suggestions that you can use.

The start of the spring season is the perfect time to harness the public’s excitement about the outdoors and remind them about the benefits of a well-cared for lawn. Spread the word!

For more information, visit the following websites:

www.TheLawnInstitute.org

Jim Novak is TPI Communications Manager
IN SEASON RESODDING

By Tony Leonard

In season resodding used to be considered a sign of failure and bad management by the sports field manager. It’s time to change that perception and make it a part of our standard management practices.

Sports field managers all take pride and ownership, but it’s the owner’s field. We need to understand the goals of the club and find solutions that make business sense and make the club money. Our Philadelphia Eagles’ Lincoln Financial Field must handle much more than the wear and tear of ten NFL games. We have a desirable city and an owner that welcomes national and international events. Our field use includes college games, national and international soccer, lacrosse, concerts, movie and TV shoots, and multiple corporate and other special events.

We can keep a natural grass field safe and playable, but it also must look good through the year for those viewing it in person and on TV. Events held on the field during inclement weather could make it necessary to resod. So could vandalism. We need to replace the end zones and other field logos because, in most cases, painting over a logo is not an acceptable option with the scrutiny our field receives. Our owners, president, general manager, coaches and players have high expectations and they compare our field to other fields.

The field is a media talking point during pregame shows as well as during the games. Improved high definition (HD) TV technology and larger screens project a picture so clear you could probably identify the cultivars in the field. Phone cameras and social media provide instant sharing. The NFL has established field quality requirements in multiple areas, including sheer strength.

Our role as sports field manager in this type of position is now similar to an event manager. We need to keep as much of the detail covered as we can. We need to manage the events from load-in all the way through load-out and prepare a safe field for the next event. We must have a plan "A" and a plan "B" for every situation. We need to use our magic wand and crystal ball—along with our understanding of agronomics and turfgrass science, our weather forecasting abilities and our experience—to predict when our field will wear out prior to that happening. We don’t want the field to begin to fail during a game or, even worse, during a pregame warmup. Yet a lot of facility managers want to hold off on in season resodding as long as possible, so we need to communicate well.

Our Story

Our stadium field was installed in 2002 with a sand-based soil profile and was sodded with Kentucky bluegrass. DD GrassMaster fibers were installed in the spring of 2003 for additional support. Our first event was in 2003, a soccer game between Manchester United and FC Barcelona. We then hosted three sold out Bruce Springsteen concerts, held on Friday, Saturday and Monday nights while our football team was at training camp. We couldn’t resod because of DD GrassMaster. So we heavily overseeded the roadway and used green dye for better aesthetics when the football season kicked off a week later with NFL and college games.

In 2004, we overseeded with Kentucky bluegrass and some perennial rye. We stayed with cool-season grasses for four years, even though the stadium is surrounded with concrete. We’d overseed every spring and, with the help of our inground heating system, be ready for play in June. We had no concerts for four years.

Patriot and Riviera, the first two cold-tolerant bermudagrasses from Oklahoma State University, were performing well for those using them and we lined up with those locations geographically. After talking to a lot of folks, we made the decision to go with bermuda starting in 2007. No other fields combined DD GrassMaster with bermudagrass. We sprigged with Patriot in March of 2007 to establish it before our mid-June Kenny Chesney concert. Patriot bruises badly, but the rhizomes and stolons were still green and we had seven to eight weeks with no events for the recovery. The field looked good for the first game. Seeing the tufts fly out was a different experience, but with our sweeping and mowing, it cleaned up. Unfortunately, bermudagrass slows down for us in October and media comments on the “different color” began. We knew that wouldn’t get better and made the decision to resod with thick cut Kentucky bluegrass right over the existing field after the Temple game.

Tony Leonard has been Director of Grounds for the Philadelphia Eagles since 1999.
We met with the sod farms in 2008 and changed strategies due to the heavy load of summer concerts and other events. Starting in 2009, we resod with thick cut bermuda to start the football season and resod with thick cut bluegrass later in the fall.

The Annual Plan
The event calendar starts to take shape in the late fall and early winter. We know we’ll have ten NFL games; seven NCAA games including Army/Navy, concerts and soccer matches. Events may be added later, so we have to be flexible, yet start planning things early. We’ll get the college schedule in February, but don’t get the NFL schedule until April. Our mid-season resodding schedule will be based on these schedules being released.

We work with a four-foot by eight-foot calendar posted on the wall and start getting things put up on it. Everything that we do will be entered on that calendar. We need to be able to identify gaps in the schedule later in the fall that will provide the time it will take to resod.

Bermudagrass Sod
We begin our conversations with the sod producer around January for our needs throughout the year. This gives the grower time to prepare sites on the sod farm and acquire additional materials if needed to accommodate the dates for sodding. At this time, we’ll address delivery times for the sod; determine how many trucks will be needed for the installation to flow correctly; and consider any conflicts that could occur. We’ll review the fertilizer, growth regulators, fungicides, topdressing materials and other pertinent information to produce the best quality sod possible.

In the summer, we’ll sod our field with Bermudagrass that is 1.5-inches thick and weighs about 13 pounds per square foot. It’s grown on plastic to allow for a quick turnaround for on-field activity. The plastic forces the roots, rhizomes and stolons to grow up to form a dense, stable base for play.
Sodding usually happens after a concert, while the players are in training camp, and before our first preseason game or the first open practice for the public. It takes 1.5 days to remove the existing sod and approximately 1.5 days to completely sod the field. That’s followed by one day to prep the sod. Then the field can be played on by any sport at any level.

Establishing the Relationship
Get to know the sod grower and find out what past work they’ve done. Make phone calls to check on their sod quality, consistency and any other information you can gather. We work with Carolina Green Corp., Indian Trail, North Carolina, for our Bermudagrass sod.

Once you've identified the sod grower, make site visits. We go about once a month, starting in May until we sod. Take pictures. Take soil and tissue tests. Look at weather patterns, both at the farm and in your town to determine if potential weather conditions could impact trucking, harvesting or installation. Consider all the alternatives. Could harvesting the sod after the sun goes down in the summer improve the sod quality? Could shipping in a boxed, refrigerated truck improve the quality?

Installation
Who is installing the sod—the sod supplier or another contractor? If it’s another contractor, meet with them so they understand what kind of sod they will be handling.

Questions to be addressed include: Is the sod 42-inches or 48-inches wide? Will it have netting? Are the rolls on pallets? Who is unloading the sod? How long are the rolls and how much will each roll weigh? Who has the truck drivers’ contact information? Depending on how far the sod farm is from your site, these are all important details. Chances are, if you’re dealing with thick cut sod of any type, you will need the field to be playable shortly after installation and don’t have time to work out the kinks as you normally would with thin cut sod.

Do not sacrifice quality. Walk around the truck and smell the sod. If it smells sour or you don't like the look of what you see on a truck, turn it around or place pallets off to the side to be used on areas of the field that would be considered out of play.

We go with big roll sod that is 48-inches wide and don’t use netting. We stipulate our sod come in on pallets because that results in less handling of the rolls themselves. Contractors lay the sod for us, but during the installation, our crew works with them. We operate the Sidekick to push the sod together for tight seams and two or three crew members hose it down. We also move the pipes and tubes, so close to 30 people are involved.

We use the same contractors consistently and try to get the same people on the same team so they’ll know what they’re walking into. Our crew handles the material take out. It goes to a hauler who picks it up and gets rid of it at no charge for free use of the material.

Kentucky Bluegrass Sod
You need to ask the same questions and do the same homework for your Kentucky bluegrass sod. Tuckahoe Turf Farms in Hammonton, New Jersey, the sod farm we use for our Kentucky bluegrass, is 40 miles away from our site.

Our conversations begin about 14 months before the sod delivery date, around the time their fields would be seeded. The grower's fields are prepared as if the sod would be growing in our stadium, with the same topdressing, plant growth regulator, fertilizer and irrigation. Consider the growth pattern with Kentucky bluegrass. It’s at its weakest in August and September, which could lead to playability issues and poor footing. That’s one of the big reasons we go with thick cut Kentucky bluegrass. It weighs about 17 pounds per square foot.

Our post-installation sod maintenance includes rolling and we go to “big Bertha” because it takes the extra weight to get the results we want with thick cut sod. With a sand-based soil profile it will not create a hard field. Typically, we don’t topdress at this point.

Issues
Consider these potential issues and develop strategies to deal with them. A loaded truck breaks down on the way to your site—sod, a perishable item, will be exposed to prolonged 90-degree weather. It rains on the loaded truck while it is traveling to your site. The truck will be covered with windscreen or a solid tarp—choose windscreen. An accident on the highway shuts down traffic or the trucks leaving the sod farm are caught in a traffic jam. It rains at the sod farm during harvesting—will there be tarps at the sod farm to cover the grass? Sod freezes on the way to your site—will you have room to store it inside?

Scalding of the grass is more common with bermudagrass. It can occur with excess moisture in the sod roll and high temperatures. It also can occur on the surface when the sod is covered and traveling during the day. It can happen
quickly, within an hour or two after the sod is rolled up. Don’t panic. The damage is tip burn and usually grows out in a week or so. You can hose off the sod with water once it is out on the field which may lessen the damage a bit.

**Field Painting**
We will paint the Temple end zone logos if the Eagles do not have a home game the next day. When we do paint their end zones, they pay for the replacement of the grass in the end zones. That resodding is done within a few days of the game. We do paint for the Army/Navy game. Those sod replacement costs also are covered.

**Anticipated Wear**
We know, based on history, how many games our field can take. We look at the game schedule and try to find a two-week window where we can replace the center of the field. We try to time it when Temple wants to paint the end zones or they want to host an on-field event following the game. The new thick cut bermuda will have a little more color than the rest of the field. This can draw comments from the media, but now it’s more a statement that resodding has occurred than the negative remarks of past years.

**Non-Sports Events**
Work very closely with all the parties involved for non-sports events and take part in every meeting. Over-communicate and document everything. You want to do what works best for the client as well as what will be best for your field and facilities.

Do cost comparisons. Will it cost more to cover and uncover a roadway to the stage every day or to leave the roadway down and resod, knowing the client will pay for the resodding? We’ve done it both ways. With geotextiles and protective flooring, field surface damage can be minimal if the roadway is removed daily. The amount of traffic makes a difference, too. TV people rehearse entries and exits over and over. Concert people are in and out.

For concerts, we have a list of questions we ask internally. What other events do we have around this time? Can we put two concerts back to back? Do we remove the field before or after the concert? What internal events do we have? How much open time do we have before and after the concert? For some concerts, we only replace the sod in the roadway; for others it’s the full field.

We sometimes remove the sod prior to putting down the flooring to save time afterward. We still have the DD GrassMaster fibers in the soil profile so we maintain stability, even without sod. Post-concert, we’ll only need to remove the flooring and geotextile and do our standard surface prep to resod. That saves us the 1.5 days it takes for material removal.

**Take Away Reminders**
We need to be open and creative to find ways to be able to host multiple events while not sacrificing player safety. We need to work with all parties involved within each event to get as many details as we can. We need to keep documentation for our records including: emails, pictures and meeting notes.

We need to be flexible and work with the clients—they will be more likely to help us.

To resod from sideline to sideline and goal line to goal line requires about 75,000 square feet of sod. With the transportation costs from North Carolina added, the price tag is more than traditional cut sod, but the Eagles only pay that once a year. The concert company or other field user pays the replacement costs of resodding after their event. During an NFL game, there are $260 million of assets on that field that need a safe, playable surface.

We look at the in season resodding as a cheap insurance policy.

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Tony Leonard has been Director of Grounds for the Philadelphia Eagles since 1999. He is responsible for Lincoln Financial Field and the Eagles’ training complex. He presented this topic during the Sports Turf Managers Association Conference in January of 2017. All photos courtesy of Tony Leonard.
TURF AND COMPUTER SCIENCE

By Andrew Aposhian

I am extremely grateful for the privilege of being a recipient of the Dr. Henry W. Indyk Scholarship from The Lawn Institute. Being an Aggie at Utah State University has been a great experience. It is a great blessing to be able to increase my skills and knowledge in computer science, which is my major. I love computer science because it can be applied to so many different fields. Software technologies definitely will have an exciting role to play in the future of the turf industry, in making both automation and farm management smarter.

The advent of automation in the turf industry has been a great boost to many farms. However these technologies have improved over the years in part thanks to better, more precise software systems that control them. As these technologies continue to improve, in turn I believe we will see more capable, more reliable, automated turf farming equipment.

In addition to improvements to turf farming machinery, computer science has the ability to enhance the decision-making ability of turf farmers when it comes to caring for their crop. With the aid of data from things like moisture sensors, and aerial imaging, computers can use algorithms to help farmers know when, where, and how much to irrigate, as well as how to most effectively eradicate weeds and diseases. When properly crafted, computer algorithms have the potential to be much less error prone than humans when it comes to making decisions. This is why some of the biggest investment companies are making the switch to doing all their trading with computers. Huge amounts of data from sensors and devices on turf farms, coupled with the smarts of data processing software, could help farmers save big. Unnecessary costs could be cut and farmers could produce even more reliable crops.

I also believe that better software can be made to help farmers run their businesses more effectively. Every aspect of business could be enhanced by better software, including marketing, logistics, accounting, and sales. I like to think of software as an extension of your brain. Running a turf farming business can be extremely stressful and complicated, but with the help of proper software, management could become more manageable (pun intended). Software can be a medium to organize the many tasks that a farmer has at hand in a more unified and dynamic way. With the help of better business management software, farmers could become more profitable while simultaneously lowering their stress levels.

I believe the limits of the applications of software in the turf industry have yet to be foreseen. This is because in theory software can allow us to do everything more intelligently, on the farming side as well as on the business side of things. I am excited to see how the industry will grow through the development of these new kinds of advancements!

Andrew Aposhian is last year’s recipient of TLI’s Dr. Henry W. Indyk Scholarship and is currently studying Computer Engineering at Utah State University.
Compiled by Suz Trusty

Peter McMaugh, Turfgrass Scientific Services, Carlingford, New South Wales (N.S.W.) Australia, is a long-time ASPA/TPI member. He was recognized as an Honorary TPI Member in 2004.

Following college, Peter entered the turfgrass industry in 1964, hired by the Royal New South Wales (N.S.W.) Bowling Green Keepers Association to take over the helm of the Grass Research Bureau and revive it after a period of decline. The Bureau was a private company which had been established in 1954 by the N.S.W. Golf Association to investigate problems at their member clubs and to help get basic data for the new greenkeeping courses being taught at Ryde School of Horticulture in Sydney. The Bowling Association had joined the Bureau in 1956.

His presentation, “Turf—Yesterday, Today and Tomorrow,” which was prepared for the 24th Australian Turfgrass Conference and Trade Exhibition, is available as a PDF upon request to Turf News. Peter will be a speaker during the Zoysiagrass Symposium at the International Turfgrass Research Conference in New Brunswick, New Jersey, U.S.A., this July. His topic is, “Occurrence, Distribution and Introduction of Zoysia spp. and their Management and Current Use in Australia.”

He and 1981-1982 ASPA President Steve Cockerham, now director emeritus of the University of California Riverside (UCR) agricultural operations, first crossed paths in 1971. They share a few memories of those early days below.

Steve says, “About 1971, George Dukats visited Cal-Turf in Camarillo, CA, where I was working for one of ASPA’s founders, Tobias Grether. I was selected to squire him around. Mr. Dukats was a sod grower (the term sod was an anathema to him and to those who followed) in the Sydney area. I was invited to visit Mr. Dukats in Australia to help him at his farm called Beverina Estates Turf. He and his wife, Kate, had only been turf growers for a couple of years and were just getting started in turf production. “At that time, Peter McMaugh was associated with a quasi-private Turfgrass Institute as an agronomist conducting research and consulting. He was working with Mr. Dukats on types of grasses to grow and in growing them out. Peter and I got along and had no problem working together to help the grower. The most significant accomplishment I could contribute was getting the farm into the stolon (sprigging) business. We modified some of his equipment, making it suitable for stolon harvesting and planting bermudagrass (couchgrass). We did harvest some stolons and plant a lawn. During the trip, I was invited to Peter’s house. It was noted by a large accumulation of books. Books were everywhere. But his pride was in his wine collection in the cellar, much of which later was lost due to termites getting into the corks—still a sensitive subject for Peter.”

Peter says, “On my first trip to the USA in 1973, I renewed my acquaintance with Steve. He and his wife, Barbara, invited me to stay at their home in Ventura. I was on my way to the 2nd International Turfgrass Society Conference at Virginia Polytechnic Institute (Virginia Tech) in Blacksburg. I asked Steve whom I should seek out as the movers and shakers in the turf world and his laidback reply was ‘Don’t worry Peter, you’ll sort them out.’ Well, I did and this began my very long friendship with Dr. Jim Beard. Later, I also connected with Steve’s colleague at UCR, Dr. Vic Gibeault, when we both served on the board of ITS.

“In 1997, I had the privilege of hosting the 8th ITRC in Sydney, Australia, and sitting up front in the audience as I gave my presidential address were Steve, George and Kate Dukats and Vic Gibeault. We’d all been in the industry for about 20 years so we had a great deal in common.”

Steve says, “Peter has worn many hats over the years. Through it all, he has ever been the scientist and he is good at it. We communicate several times per year and it’s always been mutually beneficial. Although we don’t always agree on ‘turf stuff,’ we probably agree more than disagree.”

Peter says, “Whenever I travel to the U.S.A., I make time to spend at UCR with Steve. There’s not enough appreciation for the great things he has done for the sod industry. He is, after all, the sole person to publish a book specifically on Sod Production. I have unashamedly picked his brains and experience for great benefits to myself.”

They have so much more to share—and agree the memories are priceless. Their advice to others in the industry? Concentrate on networking; make those connections. You’ll gain a wealth of information and incredible friendships, too!
Nearly everyone in the turfgrass industry has heard of Dr. James B Beard. A renowned consultant and lecturer and prolific author of books, scientific research papers and technical articles, he's typically referred to as the world’s leading authority on turfgrasses and turfgrass science. Dr. Beard is the president and chief scientist of the International Sports Turf Institute, which he founded in 1992, and a professor emeritus of Turfgrass Science at Texas A&M University. He earned an M.S. in Crop Ecology in 1959 and Ph.D. in Turfgrass Physiology in 1961, both from Purdue University. He held a research-teaching position at Michigan State University from 1961 to 1975. He was awarded a National Science Foundation Post-Doctoral Fellowship at the University of California–Riverside in 1969. He held a research-teaching position at Texas A&M from 1975 to 1992.

Many who know Dr. Jim also know his wife and behind-the-scenes business partner, Harriet. She has assisted in multiple non-paid roles in many University and turfgrass organization outreach efforts, accompanied him on his international travels—and typed every word he’s ever written.

Their first date was the day Jim graduated from high school. “He took me fishing and practiced his valedictorian speech on me,” states Harriet. “I should have known right then what was in store for us.” That fall, Jim headed to The Ohio State University. Harriet reports she was not a straight A student so had no opportunity to attend college. She worked in a local bank. Jim was taking an entomology course so their dates when he was home on weekends were spent “collecting butterflies and bugs of all kinds and pinning them to a box.” That solidified their status as a couple. They got engaged during his freshman year and married during spring break, on March 20, 1955—62 years ago.

Harriet’s dad had died when Jim was a freshman and she and her mom had moved from the farm to a two-bedroom house in town. She says, “I had a good job and knew nearly everyone in our small town. There was no decent place to live in Columbus at Ohio State within our budget, so I stayed put and Jim joined me on weekends and breaks until he graduated, Summa cum laude, in 1957.”

Then Jim said, “I’d like to go to graduate school.” And Harriet says she responded, “What is that?” Jim reports he’d originally thought he’d get into farming but figured out the only way to do that would have been to marry a wealthy farmer’s daughter with 1,000 acres. “I told Harriet that rather than making $4,000 a year at the soil conservation service where I’d worked the past four summers, I could put in another four years of schooling and make $6,000 a year. So we headed for Purdue. My first research-teaching position at MSU in 1961 paid $8,000 a year.”
**Michigan State University and ASPA**

Jim’s position at Michigan State began just prior to the sod production industry “exploding” in Michigan. Most growers had been producing onions and carrots on the organic soils referred to as “muck farms.” When sales fell off many switched over to turfgrass sod and needed technical assistance on how to grow it.

Jim says, “Dr. Joe Vargas, Dr. Paul Rieke and I had the first and only sod production research farms at the Rose Lake Experiment Station. Our research on the muck soils there matched the growing conditions of most of the Michigan turfgrass producers. We included a visit there in some of the summer Field Days and started a sod section at the MSU Turf Conference that drew attendees from across the U.S. and Canada.”

While Michigan growers were initially shipping their sod to Ohio, Indiana, Pennsylvania and New York state, when competition from other states began, the cost of shipping became a factor. During that time, Jim attended three or four different meetings with organizational attempts orchestrated by Ben Warren. Several smaller regional groups paved the way for ASPA, especially the Sod Growers Association of Mid-America, also spearheaded by Ben Warren. The Nursery Sod Growers Association of Ontario, which was established in 1960, was a great role model and is still going strong. They had developed a marketing strategy based on different quality levels of sod.

“Ben’s goal was to get the agreement to form the international organization,” says Jim. “Some producers in the East wanted to limit it to a national organization, keeping their Canadian competitors out of it. Finally Ben overcame that opposition. And stiffer competition convinced those that had been guarding what they thought were secrets to realize they could all benefit from sharing information to help grow a better product.”

The official establishment of the American Sod Producers Association (ASPA) took place on July 11, 1967, in conjunction with an MSU Turfgrass Field Day. Jim says, “Following their visit to the MSU sod farm, a group gathered in the evening in the MSU animal science building and worked out the key organizational details. Ben Warren, who had been the driving force in all this, sat in the background and I was there beside him. I felt very strongly that if their organization was going to succeed, it had to be established by the sod producers themselves. The academic arm needed to provide research data, technical support and the meeting facilities and opportunities to help them grow.”

The following day, those gathered toured two sites, Bob Daymon’s Emerald Valley Turf Farm and Daymon Manufacturing Corporation, and Bill Johnsons’ operations at Halmick Sod Nursery. Jim says, “We’d been able to set up the tour quickly with the help of local sod producers and several suppliers.”

*Editor’s note: More background on the official establishment of ASPA and those early years is available in the article, “Countdown to TPI’s 50th Anniversary in 2017,” in the March/April 2016 issue of TurfNews. For the digital version, visit the TPI website www.TurfGrassSod.org.*
The second year’s summer Field Day was held at Rutgers University. It returned to MSU the following year. Jim says, “Dr. Bill Daniels, from Purdue; Dr. Henry Indyk from Rutgers, and Dr. Jim Watson of the Toro Company also were deeply involved during those early days. Henry served as the first executive director.” Dr. Beard’s “Evolution of Turfgrass Sod” is included in the *History of Turfgrass Producers International*, which was developed for the 40th Anniversary of TPI. Reviewing the decades covered in that publication reveals the depth of assistance Dr. Beard provided. He became TPI’s second Honorary Member in 1975. Dr. Indyk was the first in 1973.

Harriet typed the programs for the field days and the research reports. She handled registrations and the sign up for mailings and collected the money for the lunches, working alongside University department personnel. Jim says, “She was the meet and greet person and got to know everyone. Most sod farms are family operations made up of people who work hard to be successful. We made some great friends among those sod producers, most of them the fathers of the generation running the business now, and Harriet was the instigator of inviting folks over for dinner or hors d’oeuvres.”

Jim’s work with the Michigan Turf Foundation also was supported by Harriet, serving as executive secretary, with no pay. Harriet chimes in with, “I don’t get paid now—but I get my share anyhow. When Jim started the International Sports Turf Institute we looked into giving me a salary and determined that only the government would benefit from it. My role has been rewarding in so many more ways than a paycheck.”

**Early Sod Production Research**

Jim reports, “A few years ago, I was asked to do a series of half-day lectures including one covering the old sod production research we did on that original MSU sod farm. Sod strength and transplant rooting were new concepts. We were faced with establishing the criteria for both and developing the measurement techniques for them.

“We were the first to research the heating of sod during shipping. Dr. John King did that research for his Ph.D. A sod farm would ship out three to five trailer loads of sod per day to a Pennsylvania site and would haul back steel. They could market to that distance rather inexpensively when they had a load both ways and it worked well for all involved. John would ride in a truck all night and get out at intervals to take compression measures and measure the heat, trying to figure out all the problems.”

Dr. Beard states the original net sod production took place on the research farm. “Dr. Brian Mercer from England developed the extrusion process that developed the mesh netting in a continuous flow. It was much cheaper to produce than the earlier bonding method and could be set up for different thicknesses,” says Jim. “He had read some of my research and showed up at my MSU office looking for Dr. Beard. He was surprised to find someone so young, but funded the research anyway. His netting was used at the Tokyo airport to reduce wear on the runway; in olive harvesting to keep the olives off the ground while separating them from the leaves; and in deserts as vertical windbreaks to cut down blowing sand around watering holes. We found we could seed Kentucky bluegrass into that netting and it would hold together in ten days.”

Mercer’s father or grandfather had invented mercerized cloth. Jim says, “Brian had the same type of mind, continually developing ideas and marketing them. He became a very good friend and one of our more wealthy connections.”

When Jim joined the faculty of Texas A&M in 1975, Doug Fender was executive director of TPI and doing a great job of leadership in the water battle. Jim continued to be supportive of TPI and its initiatives, now with the opportunity to repeat much of the same research he had conducted, but this time on warm-season grasses. “That gave me the background to write the different books and the experience to work with turfgrass groups in all climate zones around the world.”

It took longer for him to get the industry to use the term turfgrass, instead of grass or turf, Harriet reports, “Grass was something that many would smoke. Turf was related more to horseracing than the other usages. Turfgrass is more specific. Later, after the industry started using turfgrass, the artificial turf people latched onto the word turf. Now we need to say turfgrass or natural grass to differentiate it from artificial.”

This photo of Dr. James B Beard checking a turfgrass root system made its way to the pages of Life magazine, where it was titled, “Headless Turfgrass Researcher at Work.” Photo courtesy of the Dr. James B and Harriet Beard Collection
Consulting Worldwide

Jim and Harriet have had many unique experiences linked to his international consulting. Generally, Harriet is a silent partner during the meetings she attends, but there are exceptions.

Jim was working with golf courses for the Italian Golf Federation in Rome, Italy, when their primary contact received a phone call from those in charge of the newly renovated stadium in Milan that was to be dedicated at the start of the final World Cup game in 1990. Jim says, “They were having extreme problems with the turfgrass. My contact told them, ‘I have Dr. Beard here and can get him up there tomorrow.’ I didn’t want to go just to get my name associated with a disaster, but the next day Harriet and I were on the high-speed train from Rome to Milan. We went to the stadium and found they had killed off all the turfgrass by accident in December and the new seed was about ½-to-1-inch tall. We adjourned to the conference room with about 16 professors and groundskeepers and city officials around the table with me. Harriet was sitting over in a corner. They explained they had a subirrigation system but the ground was frozen so they couldn’t get water to the surface where the turfgrass also was frozen. Then they said, ‘We had to do something, so we rolled it.’ Harriet moaned—and all of them looked over at her.”

They have been to Japan many times and report the Japanese are always gracious people. Harriet says, “It’s customary to take gifts and I’d often take something unique from Texas. One year we’d spent the summer in Michigan. People suggested taking cigarettes, but I don’t approve of smoking. We had grown a huge crop of zucchini so I took zucchini bread. It was like taking gold; everyone loved it and told me they hoped I would bring some again next time. That was my gift for a couple years.”

Jim reports Harriet was sometimes “illegal cargo” in Japan as women were not allowed in lots of places. “We had dinner one night with a very revered person and his wife and asked his permission for Harriet to accompany me to an exclusive, male-only club in downtown Tokyo. He said no. When we arrived the next day, they separated us and took Harriet away as we had expected. But instead of entertaining her at a different location, they took her up in the freight elevator and rushed her down the hall to the dining room to join me. Apparently our contact’s wife had said yes to our request.”

Sorting through so many wonderful memories, brought back another favorite—a trip to South Africa Jim had to persuade Harriet to make. He had gone ahead for a couple
weeks of lecturing. “So I took off by myself to join him,” says Harriet. “Once the plane landed in Ghana, people in uniform boarded, brandishing their guns. We all just sat there and waited until they finally got off.

Jim picked me up and drove us to and through Kruger National Park. It was a strange feeling. We were caged in a little Volkswagen, about one-quarter the size of the elephants we saw there—and the animals were roaming free in their native habitat. We viewed wildebeests, black sable antelope, boa constrictors and herds of graceful and beautiful loping giraffes. We even saw a cheetah, but not one lion, even through there are 3,000 of them in the park.”

The James B Beard
Turfgrass Library Collection

In the following press release, Michigan State University’s Turfgrass Information Center (TIC) and the MSU Libraries announced the donation of Harriet and Dr. James B Beard’s collection of turfgrass research materials, valued at $2.2 million. Dedicated in July 2003, The James B Beard Turfgrass Library Collection “is generally acknowledged to be the finest personal compilation of turf-related material in existence. It includes international coverage of the turfgrass research and management literature, including books, periodicals, and technical reports.

The Beard Collection serves as a non-circulating reference collection within the Turfgrass Information Center in the Main Library. This generous donation is the latest effort by Harriet and Dr. James B Beard in support of the Center’s work and objectives, including the TIC Endowment.

It was under the direction of Dr. Beard, and then–Library Director, Dr. Richard Chapin, that the MSU Libraries began to systematically collect printed turfgrass materials in the 1960s. In 1968, the personal collection of the late O. J. Noer, a pioneer turf agronomist, was added to the holdings through the O. J. Noer Foundation.

The arrival of the Beard Collection makes MSU the strongest public repository of turfgrass literature in the world. Eventually, the Turfgrass Information File (TGIF) database will provide article-level access to all items within the Collections. TGIF, an online database jointly sponsored with the United States Golf Association (USGA), is produced and hosted by the MSU Libraries.”

The Books

The MSU press release continues with this notation, “Beard’s classic, *Turfgrass: Science and Culture*, published in 1973 and still in print, continues as the only true treatise ever written regarding turfgrass science. It remains the best-selling reference work in the field. Much of the book was written within the walls of the MSU Main Library. His *Turf Management for Golf Courses* was first released in 1982 and revised in 2002.”

James B Beard, along with co-authors Harriet J. Beard and son James C Beard, were selected as the 2015 recipients of the Association of College and Research Libraries (ACRL) Science and Technology Section (STS) Oberly Award for Bibliography in the Agricultural or Natural Sciences for *Turfgrass History and Literature: Lawns, Sports, and Golf.* This biennial award is given in odd-numbered years for the best English-language bibliography in the field of agriculture or a related science.

*Turfgrass History and Literature* contains an extensive history of turfgrass research and the development of turfgrass as an important agricultural product. In addition, the book contains an extensive annotated bibliography of the literature of turfgrass, including many international publications. The bibliography entries are arranged by author, and there is a brief biography of each author.
Among his nine books already in print is a previous Oberly Award winner, Turfgrass Bibliography from 1672 to 1972, which he edited along with Harriet and David P. Martin.

Jim and Harriet currently are working on the tenth book, the history of the turf and soils of St. Andrews, the world-renowned golf course in Scotland. Jim says, “It’s strictly history rather than science based as all the other books have been. St. Andrews’ records go back to 1750. I was the first person to be given access to the greens committee minutes which I’m using to try to determine why they did what they did when they did it.

“One string of entries in those minutes covers correspondence between the spokesperson for a group of ladies and the chairman of the greens committee. The ladies wanted to play some golf and started using the caddies’ putting green on some abandoned land. That made the caddies unhappy, creating a difficult situation. So the ladies sent a letter to the greens committee requesting a date to play the old championship course. The chairman responded with sorry no opening—expressed in precise and proper language, of course. The women kept pursuing it and getting the same response. Finally, the chairman wrote back, we do have a date available—December 24.”

Honors and Awards
Honors and Awards always are meaningful and perhaps even more so in the academic arena. Turfgrass scientists know what they’ve done and what others have done, and the level of study, research and plain old hard work it takes to reach those achievements.

Dr. Beard received the 2014 Crop Science Society of America (CSSA) Presidential Award, its highest honor, “given to persons who have influenced the science or practice of crop production so greatly that the impact of their efforts will be enduring on future science.” He also has been the recipient of CSSA’s Turfgrass Science Award and its Crop Science Research Award.

Dr. Beard was the first president of the International Turfgrass Society (ITS). Harriet says, “Jim also was the first full-time turfgrass specialist elected president of the CSSA.” Jim adds, “A former student of mine, Dr. Bob Shearman, University of Nebraska, was the second, about ten years after me.” Dr. Beard has served on the Board of Directors of ITS, CSSA, the American Society of Agronomy (ASA), and CAST: The Science Source for Food, Agricultural and Environmental Issues, and has been honored as a Fellow of CSSA, ASA, and AAAS. He has also served on many national committees.

Jim says, “The awards are humbling and much appreciated. Sometimes they are a complete surprise, such as the honorary Doctor of Agriculture degree from Purdue University. Usually when you’re nominated for something like that it’s a very thorough process with four of five inches of documents that they review. The first I heard about the Purdue honorary degree was the contact telling me I would be receiving it.”

Industry Challenges Now and into the Future
Sod producers stepped up to the challenge on water issues ten years ago when no one was listening, Jim reports. “Doug Fender, representing TPI and TLI, took a stand with Water Right—Conserving Our Water, Preserving Our Environment.” A statement in that publication, declared TPI recognizes “both the global need to use water efficiently and the benefits of public and private green spaces.” TPI continues to play a leading role in education and promotion of that reality.

“For a long time I was the only turfgrass specialist doing research on water use and conservation,” says Jim. “Now it’s incorporated into most turfgrass research programs—and we’re beginning to reap the benefits from it. That research will need to continue to meet the challenges of weather issues, population growth, governmental restrictions and environmental activist attacks.”

Activists typically take the single-issue approach, notes Harriet. “They generally don’t consider research or don’t care about it and have little concern for the results of their actions besides eliminating something they don’t like. You need a knowledgeable person with a broad perspective to analyze the impact of actions that exclude certain things from the use of society.”

Jim adds, “Turfgrass is the prime target because it’s not a necessity, such as food and fiber, and it has less governmental and organizational support—and less aesthetic appeal to the general public—than flowers or trees. It’s the weakest of the links, so that’s where activists start their attack. Along with water, attack points will continue to include fertilizer, pesticides, native versus non-native plant species, noise, emissions, and maintenance expense.”

Another major challenge for natural turfgrass is artificial turf. “The financial selling points of artificial turf don’t reflect the actual maintenance and replacement costs,” says Jim. “To date, crumb rubber research has been more focused on single issues than the multiplicity of potential problems related to toxicity, exposure and disease.”
Looking Back

Jim says, “The most fulfilling moments are the successes of my students, both undergrad and grad, American and foreign. We keep in contact with a lot of them, in North America and overseas. Some are turfgrass specialists very successful in their research efforts; quite a few have become department heads, too; and some are deans at their universities.”

Both are grateful to have been blessed with a wonderful family and the opportunity to work and travel together. Harriet says, “Jim has been able to focus on work he loves and make significant contributions to the turfgrass industry. We’ve met fantastic people from all around the world and many of them have become great friends.” Jim adds, “I appreciate Harriet’s role in our partnership even more than she realizes. We’ve had an amazing journey, so much more than either of us imagined, and are eager for the next adventure.”

Suz Trusty is co-editor of Turf News.

Turfgrass research was a very young science when this turfgrass plot was seeded at Michigan State University in the early 1960s.

Photo courtesy of the Dr. James B and Harriet Beard Collection

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The ITRC, one of the largest and most comprehensive gatherings of turfgrass professionals anywhere in the world, comes to the USA in 2017.

2017 ITRC Registration is Now Open
The International Turfgrass Society is proud to announce that registration is now open for the Conference, hotel, and pre- and post-Conference tours and is available through the ITS website www.turfsociety.com/itrc2017/. Led by ITS President Dr. Bruce Clarke, the 13th Quadrennial ITRC will be held in New Brunswick, New Jersey, USA, the home of the Scarlet Knights of Rutgers University. The meeting will be held from 16-21 July 2017, a few short months away.

Please note that the Conference hotel (the beautiful Hyatt Regency, which is priced at a value rate of $USD 167.00 per night) was nearly one-third sold out as of 1 February 2017. Moreover, there are set limits on tours and technical programs. So, if you are interested in attending, register early to get your first choices.

Education Program Highlights
A packed conference education program is featured through four key streams:
1. Invited Opening Reception Industry Update
2. Opening Session Invited Keynote Presentations
3. Poster and Oral scientific research study presentations
4. Zoysiagrass Symposium

Turfgrass Industry Update
At the evening opening reception on 16 July 2017, a panel of industry experts, including those from the sod production industry, will provide a review of recent changes and innovations in the turfgrass industry. This will be an excellent venue to interact with turfgrass scientists and professionals in an informal setting surrounded by a wonderful evening reception of treats and entertainment.

Opening Session
Invited Keynote Presentations
On Monday morning, 17 July, 2017, leaders in the field of Turfgrass Science and associated agronomic, crops, and soil sciences will provide addresses aimed toward the Conference theme: “Meeting the Challenges of a Changing Environment.”

Dr. Tim Colmer (University of Western Australia) will present “Managing Water Use by Warm-Season Turfgrasses in a Drying Climate.”

World-renowned breeder, Dr. Bill Meyer (Rutgers University, USA) will offer his insights on “Breeding Improved Cool-Season Turfgrasses for Stress Tolerance and Sustainability in a Changing Environment.”

Dr. Jerry Hatfield (National Laboratory for Agriculture and the Environment, Ames, Iowa, USA) will cover critical global warming impacts with his presentation on “Climate Impacts on Crops and Turfgrasses.”

Dr. Christine Hawkes (University of Texas, USA) will bring everyone up to date on an exciting new research concept in biology entitled “Can the Plant Mycobiome Serve as a Tool for Improving Grass Stress Resistance?”

Poster and Oral Presentations
The backbone of every ITRC, the recent research findings by turfgrass professionals from around the world will be presented. This year over 200 papers have been submitted and promise to provide a cornucopia of research that is relevant to sod producers. As part of these presentations, a substantial student research paper competition will be held and this will certainly highlight cutting-edge work being conducted by the next generation of turfgrass scientists at major turfgrass research institutions from around the world. The posters will be displayed on Monday, Tuesday and Thursday and feature invited and volunteer sections on turf breeding and genetics, turf pest management, turf soils and ecology, sustainable turfgrass management, turf water conservation and quality, and environmental impacts. For the first time at an ITRC, one-minute, rapid oral presentations will be given by poster authors prior to each poster session.

Zoysiagrass Symposium
The final session of the ITRC on Friday, 21 July, 2017, will feature a symposium by leading turfgrass professionals on zoysiagrass. The increasing world-wide use and popularity of zoysiagrass has led to an outbreak of research and interest in these genera in the last few years. In fact, this symposium
follows on the footsteps of the International Zoysiagrass Symposium held in Japan in 2015 and an informal get together in 2016 at the GIS trade show and conference in San Diego. This will build on those two events and encourage even greater outreach and communication.

In addition to research updates on zoysiagrass, there will also be an industry panel session to discuss zoysiagrass management strategies and additional volunteer poster presentations.

Invited Presentations for the Zoysiagrass Symposium include:

“Implications of Zoysia Species, Distribution and Adaptation for Management and Use of Zoysiagrasses,” Don Loch, The University of Queensland, Brisbane, Queensland, Australia

“Evaluation and Breeding Zoysiagrass using Japan’s Natural Genetic Resources,” Masumi Ebina, Forage Crop Genome Unit, Institute of Livestock and Grassland Science, Tochigi, Japan

“Zoysiagrass Use and Culture in Europe,” Simone Magni, University of Pisa, Pisa, Italy

“Occurrence, Distribution and Introduction of Zoysia spp. and their Management and Current Use in Australia,” Peter McMaugh, Turfgrass Scientific Services, Carlvingford, New South Wales, Australia

“Zoysiagrass (Zoysia spp.) History, Utilization, and Improvement in the United States,” Aaron Patton, Purdue University, West Lafayette, Indiana, USA

“Molecular Advances in Zoysiagrass,” Ambika Chandra, Texas A&M AgriLife Research, Dallas, Texas, USA

Industry panelists who will share their experiences and perspectives on zoysiagrass include: Dr. Tim Bowyer, Patten Seed Company, Lakeland, Georgia, USA; David Doguet, Bladerunner Farms, Poteet, Texas, USA; Jim Prusa, Sky72 Golf, Incheon, South Korea; and David Stone, The Honors Course, Ooltewah, Tennessee, USA.

The Friday afternoon program concludes at the Rutgers Plant Science Research and Extension Farm in Adelphia, New Jersey, for a tour of Rutgers extensive turfgrass breeding program.

Don’t Forget the Value of the Events Held Throughout the Conference and Beyond

The organizing fund-raising committee, led by ITS President Bruce Clarke and former ITS Director Bill Meyer, have generated record-breaking revenue for ITRC that exceeds USD $200,000 to support the program and lower costs for attendees. The funding is going to support student travel and reduce costs for attendees and their families. Clearly this will be an exciting and value-packed event.

In addition to the education programs, there will be a bounty of technical tours (six) featuring different aspects of turfgrass management and including famous local sights in the Metropolitan area. Many outstanding turfgrass venues will be visited.

Here’s a brief list (Please note that all tours end at the Rutgers Turf Research Farm for tours and dinner):

The Sod Farm and Race Course Tour will provide the opportunity to see both sod production and harvesting operations and learn about the challenges of growing sod in the hot, humid, mid-Atlantic transition zone. At Monmouth Park, a race track for thoroughbred horses established in 1870, you’ll see the tall fescue inner track that was completely reconstructed for the 2007 Breeders Cup and hear about the management program that has made this one of the top racing facilities in the country.

In addition to the gala opening reception, there will be an out of this world dinner cruise of the Hudson River that will provide for life-long memories.

And More!

Along with the reasonable hotel costs, the ITRC registration will offer many benefits such as coffee breaks, lunches and several meal events, including a delicious barbecue at the Rutgers Turf Research venue.

Consider going on a pre- or post-conference tour (or both) as planned by Drs. Lane Tredway and Mike Agnew of the Syngenta Co. The pre-conference tour will encompass visits through the mid-Atlantic region taking in venues from Washington D.C. to the Philadelphia, Pennsylvania area. The post-conference tour will focus on the turf venues in Asheville, North Carolina and the surrounding lovely Blue Ridge and Smoky Mountains.

Bring your significant others. For families, the ITRC Organizing Committee has developed an extensive program of historical, cultural, and recreational activities that will keep everyone interested and pleased.

For more information on the ITRC, visit: http://turfsoociety.com/newsletters/2015-01-itsnl.pdf. Along with in-depth information on the ITRC, this newsletter includes membership and book order forms, contact information, and details on other ITS member activities. Circle 16-21 July 2017 on your calendar for the 13th ITRC at Rutgers University in New Brunswick, New Jersey. We hope to see you there!
SAVE THE DATE!

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Visit www.TurfGrassSod.org for more information
STMA Names Sales & Marketing Manager
Sports Turf Managers Association (STMA) has named Kenzie Jay as its new Sales and Marketing Manager. Jay joins STMA with a diverse background in communications, social media and recruiting. Her responsibilities will include managing commercial partner relationships, membership growth and retention, social media management and conference/trade show support. STMA is the professional organization for 2,600 men and women who manage sports fields worldwide who are critical to the safety of athletes and coaches.

STMA Announces 2017 Board of Directors
Sports Turf Managers Association (STMA) has announced its 2017 Board of Directors. Tim VanLoo, Certified Sports Field Manager (CSFM) and Manager of Athletic Turf & Grounds for Iowa State University, is the newly elected President. Other STMA officers elected to the Board include: President-Elect – Sarah Martin, CSFM, City of Phoenix (Phoenix, AZ); Immediate Past President – Jeff Salmond, CSFM, Director of Athletic Field Management, University of Oklahoma (Norman, OK); Secretary/Treasurer – Jody Gill, CSFM, Grounds Coordinator, Blue Valley School District (Overland Park, KS); Vice President Commercial – Doug Schattinger, President, Pioneer Athletics (Cleveland, OH); Professional Facilities Director – Weston Appelfeller, CSFM, Director of Grounds, Columbus Crew (Columbus, OH). Directors fulfilling second-year terms are: Academic Director – Elizabeth Guertal, Ph.D., Auburn University (Auburn, AL); Higher Education Director – Nick McKenna, CSFM, Baseball Field Manager, Texas A&M (College Station, TX).
Members elected to Director positions include: Schools K-12 Director – Sun Roesslein, CSFM, Manager, North Area Athletic Complex (Arvada, CO); Commercial Director – Boyd Montgomery, CSFM, Certified Sales Executive, Regional Business Manager, The Toro Company (Minneapolis, MN). Elected-at-Large Director – Matt Anderson, CSFM, Grounds Superintendent, University of Arizona (Tucson, AZ). Members appointed to the Board include: Randy Price, Tri-Tex Grass (Granbury, TX) and Jimmy Simpson, CSFM, Town of Cary (Cary, NC).
STMA conducted its annual elections electronically in late November and the Board officially took office during the Annual Meeting at the 2017 Conference & Exhibition in January.

Turfgrass Information Center Receives Valuable Collection
The Turfgrass Information Center of the Michigan State University Libraries, announced that it has received an incredibly generous donation of materials from Mr. Lee C. Dieter. This donation included well over 200 monographs, including works like the 1930 Lawrence Dickinson title *The Lawn* accompanied by its rare book jacket, and other important monographs such as Cunningham’s 1914 *Lawns, Golf Courses, Polo Fields, and How to Treat Them* and Sutton’s 1886 *Permanent and Temporary Pastures*. This donation also contained a significant collection of serial materials, including impressive runs of *Lawn Care, TurfNet Monthly, Virginia Turfgrass Journal*, bound editions of *Outing* and many copies of turfgrass field day and conference proceedings. This donation also included a noteworthy collection of nearly 300 scorecards from facilities all over the United States—the majority of which the Turfgrass Information Center had no prior holdings from!
Also noteworthy was the vast collection of invaluable serial materials produced by the Mid-Atlantic Association of Golf Course Superintendents (MAAGCS), including: *Turf News, Turf News Letter, Mid-Atlantic Association of Golf Course Superintendents Newsletter, Turf Talk*, and *Turfgrass Matters*. The MAAGCS materials alone totaled over 400 individual items, adding a third to the amount of material available through the MAAGCS full-text archive: [http://archive.lib.msu.edu/tic/matnl/browse.html](http://archive.lib.msu.edu/tic/matnl/browse.html), including significant amounts of unheld issues from the 1950s-1970s. Lee C. Dieter, CGCS Retired, was superintendent at Washington Golf and Country Club for 36 years.
Pete Cookingham, Head of the Turfgrass Information Center, said, “Lee Dieter’s long-standing interest in the collecting of turfgrass and golf course literature has now benefited turfgrass science and scholarship for the future. His eye for high quality and unusual pieces, and a broad view of the discipline from the perspective of a practicing golf course superintendent, makes this a wonderful donation. We are most pleased to be able to make these available to the world because of Mr. Dieter’s generosity.” Access to this collection and all other Turfgrass Information Center materials are available to TPI members as a member benefit.
EPA Takes Action to Prevent Poisonings from Herbicide
The U.S. Environmental Protection Agency (EPA) is finalizing safety measures to stop poisonings caused by ingestion of the herbicide paraquat, which can also cause severe injuries or death from skin or eye exposure. Since 2000, there have been 17 deaths – three involving children – caused by accidental ingestion of paraquat. These cases have resulted from the pesticide being illegally transferred to beverage containers and later mistaken for a drink and consumed. A single sip can be fatal. To prevent these tragedies, EPA is requiring: A new closed-system packaging designed to make it impossible to transfer or remove the pesticide except directly into the proper application equipment; special training for certified applicators who use paraquat to emphasize that the chemical must not be transferred to or stored in improper containers; and changes to the pesticide label and warning materials to highlight the toxicity and risks associated with paraquat.
In addition to the deaths by accidental ingestion, since 2000 there have been three deaths and many severe injuries caused by the pesticide getting onto the skin or into the eyes of those working with the herbicide. To reduce exposure to workers who mix, load and apply paraquat, EPA is restricting the use of paraquat to certified pesticide applicators only. Uncertified individuals working under the supervision of a certified applicator will be prohibited from using paraquat. Paraquat is one of the most widely-used herbicides in the U.S. for the control of weeds in many agricultural and non-agricultural settings and is also used as a defoliant on crops such as cotton prior to harvest.

National Golf Day Set for April 26
WE ARE GOLF, a coalition of the game’s leading associations and industry partners has announced the 10th annual National Golf Day will be held Wednesday, April 26 on Capitol Hill in Washington, D.C. National Golf Day celebrates the game’s nearly $70 billion economy, $4 billion annual charitable impact and many environmental and fitness benefits. Industry leaders will meet with Members of Congress, the Executive Branch and federal agencies to discuss golf’s 15,200-plus diverse businesses, two million jobs impacted, tax revenue creation and tourism value.
New for 2017, golf industry leaders will arrive Monday, April 24, to participate in a community service initiative on the National Mall the morning of Tuesday, April 25. The initiative will focus on beautification, preservation and helping the National Park Service with turf deferred maintenance. More details are available at www.wearegolf.org.

Abby Santos Receives NALP’s Woman Entrepreneur of the Year Award
The National Association of Landscape Professionals (NALP) presented its Woman Entrepreneur of the Year Award to Abby Santos, Owner of No Ka Oi Landscape Services, at its executive-level conference, Leaders Forum, in St. Thomas, on January 13. NALP’s Woman Entrepreneur of the Year Award recognizes an outstanding female entrepreneur in the landscape industry who has demonstrated entrepreneurial spirit and initiative, ensures the advancement of the landscape industry by her actions and endeavors, and serves as an example to current and future female entrepreneurs in the industry. Abby and her husband Frank started No Ka Oi Plants in 1977 on the Island of Kauai, Hawaii, and built the business into the premier commercial installation and maintenance company on Kauai, managing the landscapes of many of the top resorts and commercial properties on the island. Her company makes many contributions to the community.

EPA Requires Stronger Standards for Applying Restricted-Use Pesticides
According to EPA, the new regulations will: Enhance applicator competency standards to ensure that restricted use pesticides (RUPs) are used safely. They will establish a nationwide minimum age (18) for certified applicators and persons working under their direct supervision. Establish a maximum recertification interval of five years for commercial and private applicators. Require specialized certifications for people using specific application methods (fumigation and aerial). Establish protection for noncertified applicators by requiring training before they can use RUPs (under the direct supervision of a certified applicator). Noncertified applicators must complete the training outlined in the rule, complete Worker Protection Standard handler training, or complete a program approved by the state. Clarify and streamline requirements for states, tribes, and federal agencies to administer their own certification programs, while granting flexibility to tailor programs to the needs of each state, tribe or federal agency. Learn more at: https://www.epa.gov/pesticide-worker-safety/revised-certification-standards-pesticide-applicators
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Contact: 845.656.3482 or email newturf3122@yahoo.com

EQUIPMENT WANTED: Used Big Roll Machine Wanted;
Looking to purchase a big roll machine 30’, 42” or 48’.

Contact: Justin Payne at 815-468-6400 or justin@paynesodfarm.com

FOR SALE: 12 Ft. Agri Vator; 12 ft. Agri Vator with depth control roller. Low acreage. Asking $8,000.

Contact: Jack 913-681-2667, 913-526-1133

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Contact: Sam Harris (formerly Sod-Rite) at 765-808-3166 or email sb47383@gmail.com

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Contact: Bill Israel at 404-324-7191 or email bill.israel@northstar-trailer.com

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Contact: huberranch@aol.com or John Huber at 219-765-0285

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Contact Sales Midwest, Inc. 913-254-9560 or email tim@salesmidwest.com or visit our website salesmidwest.com

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Contact:937-546-6677 or email ab42000@aol.com

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Contact: Please email your resume to Aaron@ngturf.com

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Payment: Classified ads are to be paid in advance—we accept check or Visa, MasterCard & AmEx.

Contact: Please send your classified ad to Geri Hannah via fax 847-649-5678; email ghannah@TurfGrassSod.org or regular mail to:
Turfgrass Producers International, 2 East Main Street, East Dundee, IL 60118 U.S.A.

All classified ads are subject to review; TPI does not endorse any ad and reserves the right to edit or decline any ad.
MARCH
March 7—8  
Michigan Green Industry Association  
Suburban Collection Showplace, Novi, MI  
Contact: 248-348-5600; http://www.landscape.org/trade_show.cfm
March 8  
NYSTA 2017 Turfgrass Advocacy Day  
Empire State Plaza, Albany, NY  
Contact: www.nysta.org
March 22—23  
TRIECA 2017 Conference  
Pearson Convention Center, Brampton, ON, Canada  
Contact: http://trieca.com/
March 23  
NYSTA Adirondack Region Conference  
High Peaks Resort, Lake Placid, NY  
Contact: www.nysta.org

APRIL
April 18—19  
AGreenTec Expo 2017  
Miami Airport Convention Center, Miami, FL  
Contact: mail@AGTexpo.com

MAY
May 8—9  
DRG Seminar  
Hotel Esperanto, Fulda, Germany + visits  
Contact: http://www.rasengesellschaft.de
May 22—June 9  
International Summer University  
Osnabrueck, Germany + visits  
Contact: 814-863-0129; https://www.hs-osanabrueck.de/en/

JUNE
June 20—21  
NIBIO Turfgrass Field Day  
Grimstad, Norway  
Contact: http://nibio.pameldingsystem.no/turfgrass-field-day-2017

JULY
July 16—18  
Legislative Day on the Hill 2017  
Washington, DC  
July 16—21  
13th International Turfgrass Research Conference  
New Brunswick, NJ  
Contact: http://www.turfsiociety.com/itrc2017/
July 19—22  
TPI Summer Program  
The Heldrich, New Brunswick, NJ  
in conjunction with the 2017 International Turfgrass Research Conference.  
Contact: 847-649-5555; www.TurfGrassSod.org

AUGUST
August 3  
Kansas Turfgrass Field Day  
John C. Pair Horticultural Research Center, Wichita, KS  
Contact: http://www.kansas turfgrassfoundation.com/annual-kcf-field-day.html
August 27—31  
Surface Water Quality Conference & Expo  
Meydenbauer Convention Center & the Hyatt Regency Hotel, Bellevue, WA  
Contact: www.stormcon.com

SEPTEMBER
September 12—13  
5th European Turfgrass Society Field Days  
Mendel University & Hotel Avanti, Brno, Czech Rep. (CZ)  
Contact: http://www.turfgrasssociety.eu
September 14—16  
The Landscape Show  
Orange County Convention Center’s North Concourse, Orlando, FL  
Contact: http://www.jngla.org/thelandscapeshow/
September 25—27  
Florida Turfgrass Association Annual Conference and Show  
Innisbrook Golf & Spa Resort, Innisbrook, FL  
Contact: 888-974-7528; www.ftga.org
September 28—29  
ETP Turf Show  
Ysselsteyn (NL)  
Contact: http://www.turfgrasssociety.eu

OCTOBER
October 18—21  
2017 PGMS School of Grounds Management & GIE+EXPO  
Galt House Hotel, Louisville, KY  
Contact: http://pgms.org/calendar-of-events/

DECEMBER
December 5—7  
Kansas Turfgrass Conference (in conjunction with KNLA)  
K-State, Topeka, KS  
Contact: http://www.kansasturfgrassfoundation.com/index.html

For additional calendar items, visit www.TurfGrassSod.org.  
If you are planning an industry event of interest to our readers please send the information to: ghannah@TurfGrassSod.org and put “Industry Calendar” in the subject line.
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