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Turfgrass Sod Family and Friends,

Privilege, Honor and Thanks! (Since Matt Beaudreau, our Gen Y guest speaker at our Conference in Tampa, shared that many of you like bullets best…)

- We’ve Hired a new Executive Director, Casey Reynolds, Welcome!
- We’ve Hired an Associate Executive Director, Karen Cooper, Welcome!
- Many Thanks to Jim Novak and CONGRATULATIONS on Retirement! We will miss you!

See the introductions on Casey and Karen on page 12. Look for a fitting tribute to Jim Novak in the next issue. Please take time to write Jim a personal note of thanks and send it to the TPI office before May 31, his retirement date. We will be blessed for many years to come because of his fabulous and meticulous articles and writings produced during his years of service to TPI and TLI.

As your board, we are very proud of our TPI Staff. We are thankful for the extra hours, hard work and sincere dedication over this past year. Geri Hannah, Sandy Reynolds, and Steve and Suz Trusty will continue in their current roles. Sandy has graciously agreed to assist during the transition of duties. Geri Hannah will elegantly continue to be our ‘hub.’ If you need anything or have questions, we are available, please call!

What a fantastic year serving as your President, it’s been an honor and my pleasure. If you are ever asked to serve on our board, please consider it as an awesome opportunity. It has given me a wealth of knowledge that I will treasure and friends for a lifetime. The amount of wisdom freely shared is refreshing and admirable. As an answer to prayer, Will Nugent was able to make our spring board meeting in Tucson, Arizona.

It’s time to pass the gavel to Jimmy Fox with Evergreen Turf in Chandler, AZ. Excitingly, he and his partner, Jeff Nettleton, will host our 2018 International Education Conference & Field Day. Let me encourage everyone to mark their calendars now for February 12-15, 2018. You will not want to miss this farm, host hotel or Tucson!

Spring has sprung into summer! YAY! Everyone seems a little busier than normal, which is very exciting for the Natural Grass world. I hope to see you in New Jersey, July 19-22, 2017. A very impressive summer tour has been lined up with the help of Michelle Williams, Mike Kenna and Dr. Bruce Clarke from Rutgers. Online Registration will open soon. It’s going to be an excellent few days of touring and learning.

Thanks for this amazing opportunity to serve TPI. A special thanks to my family during this past year! Also, Happy Mothers Day, Mom, and Happy Father’s Day, Dad ~ Wayne, Candi and I (and our families) know we are blessed by our Godly heritage.

May the Lord bless you and keep you;
May the Lord make His face shine upon you
and be gracious to you;
May the Lord lift up His countenance upon you,
And give you peace! (Numbers 6:24-26)

Blessings,

Linda P. Bradley

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TPI Turf News May/June 2017
Was The Lawn Institute’s support for the Grass Roots Initiative at the National Arboretum worth it?

When TPI members generously contribute to The Lawn Institute (TLI) they know their donation is going to support research, scholarships and education. Most everyone can relate to what research funding means, and all of us know the value of a scholarship, but when it’s suggested the TLI supports education, what does that mean? Who is the target audience? What kind of education? How are they being educated?

The average consumer, homeowner or not, has limited knowledge about turfgrass and lawn care. Over the years TLI has focused a good part of its effort on educating the public. The topics addressed on the TLI website cover just about everything; from fundamentals, such as how to water your lawn, to more in depth information such as identifying lawn pests or understanding a label on a bag of fertilizer. TLI’s commitment to education covers a broad spectrum of topics and issues that are intended to benefit the reader whether the reader is new to caring for a lawn, has some hands-on experience, or is a Master Gardner who is looking for information. TLI’s website, press releases, infographics and promotional efforts are only part of the challenge to educate and inform.

That said, imagine if you could draw as many as 30,000 people to a single location throughout the year that exposed them to a cornucopia of turfgrass information. A location designed for the sole purpose of educating visitors from around the world and inviting them to explore the history, uses, benefits, value and issues of the turfgrass industry, through an outdoor turfgrass exhibit, and give them access to a variety of informative programs, demonstrations, seminars, and other medium that explains and describes turfgrass and the turfgrass industry. There is such a place—The Grass Roots exhibit at the National Arboretum in Washington D.C.

In 2013, when ‘Grass Roots’ was announced as a four-year Initiative that would explore turfgrass and the turfgrass industry TLI made a financial commitment to help sponsor the effort. TLI was but one of over thirty organizations that saw an opportunity for educational outreach on a large scale. The list of “Grass Roots” initiative sponsors includes such familiar names as the Oregon Seed Council, USGA, Irrigation Association, GCSAA, OPEI, STMA, Landmark Turf & Native Seed and many more.

TPI turfgrass producers in Maryland got involved as well, including Tom and Bill Warpinski of Central Sod Farms, Inc. and Gary Wilber of Oakwood Sod Farm. Tom Warpinski estimated that between 50,000 and 70,000 square feet of turfgrass sod was donated by Maryland turfgrass producers.

The groundbreaking ceremony for the ‘Grass Roots’ exhibit was held in mid-November 2013 and the exhibit had its grand opening on October 16, 2014. ‘Grass Roots’ currently encompasses 1.3 acres nestled among the 450 acres of the National Arboretum displays and gardens. The exhibit includes 12 unique displays demonstrating various benefits and uses of turfgrasses.

Last July, Suz Trusty reported in Turf News that the USDA/NTF ‘Grass Roots’ initiative and the Maryland SoccerPlex had partnered to create ten interactive educational displays at the complex in the same format as those featured in the arboretum exhibit. Suz added that the Maryland SoccerPlex is the home of the multiple programs of the Soccer Association of Montgomery (SAM) and of professional-level play with the Washington Spirit of the National Women’s Soccer League. In addition, it hosts regional and national youth soccer tournaments, drawing over 600,000 visitors per year. What is especially encouraging—the new ‘Grass Roots’ exhibit is strategically located to attract those visitors, on a one acre site in front of the ticket booth on the south lawn adjacent to the SoccerPlex’s stadium field. The Grand Opening was held May 3.

Between the National Arboretum and The Maryland SoccerPlex the number of people exposed to the ‘Grass Roots’ initiative will have exceeded the expectations of everyone who was in attendance when they first broke ground on that cool October day in 2014.

So, in answer to the question, “Was The Lawn Institute’s support for the Grass Roots Initiative at the National Arboretum worth it?” - YOU BET IT WAS!

Until next time,
Just Ask the Sod Farmer that Grows One.

“Our customers call and ask for Black Beauty by name. When they have additional work on the same job site they want to make sure that they are getting Black Beauty Sod or Seed because it looks so much better and they want it to match.”

Kevin Sims
Sims Sod Farm, Ringgold, Georgia

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WHAT’S HAPPENING NOW

TURFGRASS EDUCATION CENTER

TPI’s 2017 International Education Conference Presentations posted for viewing. Videos of TPI’s 2017 International Education Conference & Field Day and other highlights from our Fabulous 50th Celebration have been posted on TPI’s new video communications and education platform - TPI Turfgrass Education Center.

Visit: http://videos.turfgrasssod.org/product-category/channel/2017-international-education-conference

TPI’S NEW WEBSITE

TPI has unveiled its new website. Now it is easier to navigate and source timely information. Visitors can discover TPI, learn about upcoming events, see the latest news, and have access to information that can help them manage and grow their business. Visit the site often to see all that TPI has to offer at www.TurfGrassSod.org

TPI’S NEW DATABASE

TPI recently released its new database which provides members with the ability to review and update information anywhere at any time. Members can access their customized profile with role-based permissions, edit their personal or company information, renew their membership, register for events and do a great deal more. Look for more information on how TPI’s new data base can benefit you.
DUES RENEWAL STATEMENTS SOON TO BE MAILED!
The 2017-2018 dues renewal statements will be emailed and mailed in June. Don’t miss any issues of Turf News or other member benefits! Payments can be faxed or mailed to the TPI office or you can pay your dues using the new TPI database. Step-by-step instructions will be included with your dues statement on how to make payment through the database.

Don’t delay! BE SURE TO CHECK YOUR EMAIL AND MAIL. Payment must be received no later than July 31st to secure your company’s listing in the 2017-18 TPI Membership Directory. If you have not received your dues statement by July 1, contact Geri Hannah at 847-649-5555 or ghannah@TurfGrassSod.org.

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 have been posted along with 50th Anniversary Trivia questions, association and industry news, and much more. TPI currently has over 1200 followers.

PHOTOS OF TPI EVENTS AVAILABLE ON SMUGMUG
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.

MARK YOUR CALENDAR

TPI 2017 SUMMER PROGRAM
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. 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. See the ad on page 8.

TPI 2018 INTERNATIONAL EDUCATION CONFERENCE & FIELD DAY
Next year’s International Education Conference & Field Days 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, 12-15 in scenic Arizona. See the ad on page 29.
TPI 2017 Summer Program July 19-22

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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 4/1/17. For more information on how you can support TLI go to http://TheLawnInstitute.org/ and click on SUPPORT TLI.

### Forever Green

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<tr>
<th>FOREVER GREEN</th>
<th>LEGACY GIVING</th>
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<td>Hank and Mary Kerfoot (Modern Turf)</td>
<td>For more information go to: <a href="http://www.TheLawnInstitute.org/page/forevergreen/">www.TheLawnInstitute.org/page/forevergreen/</a></td>
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### 500 Club

| Bethel Farms—Kim Nugent | Jasperson Sod Farm—Randy Jasperson |
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Contributions made to The Lawn Institute help support turfgrass research, education and scholarships. Donations made in the calendar year determine your recognition level.

### 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 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/ to access The Lawn Institute’s easy-to-use template. Then print and share with your customers—it’s free!
Here are some tips for those of you tackling lawn maintenance for the first time this year—and they’re also good reminders for you experienced folks.

Lawn mowing starts with pick up sticks—and rocks and children's toys—and any other items that might damage your mower, or that your mower might damage. While you're walking the lawn for this task, take a look at the overall lawn condition. If you have an irrigation system, identify any areas that are overly wet or much drier than others. Use your smartphone to take a photo of them, with a reference point to identify their location, as a reminder to check your sprinkler heads there and to monitor the efficiency of those heads the next time the system operates. Snap a photo of any other problem spots you'll want to investigate later. Look at the tips of the grass blades. If they're frayed a bit, it's time to sharpen your mower blade, or have it sharpened.

Once you're ready to mow, take a few simple steps to prevent accidents. Make sure all small children are supervised, in a safe location, away from the mower's path. Never allow a child to walk alongside you as you mow. Never allow a child to sit on your lap as you mow with a ride-on mower.

When it comes to getting the fuel to operate your mower, string trimmer, edger, leaf blower, and other gas-fueled power equipment, be sure to “Look Before You Pump.” This message, developed by the Outdoor Power Equipment Institute (OPEI), could be key to protecting your investment in this equipment. They caution you to look at the fuel pump before dispensing gasoline and check the ethanol content. The fuel you put in your car may not be what you should use for these machines. Outdoor power equipment was made to run on fuel containing no more than 10 percent ethanol. If you're not sure about the fueling requirements for some of your equipment, check out the operator's manual.

Why the concern now? In the past, the only ethanol products gas stations sold contained no more than 10 percent ethanol (E10). However, OPEI reports, “In the past few years, more gas stations are selling ethanol fuel blends greater than 10 percent—such as E15 and E85. U.S. government tests have shown the harmful effects of these fuels on equipment developed for fuels no greater than ten percent ethanol. A Department of Energy study found that E15 fuel caused hotter operating temperatures, unintentional clutch engagement, erratic running, and engine-part failure.”

Once you have the right fuel, be cautious with it. Keep it in a properly marked container, stored in a secure spot inaccessible to small children. If some of your lawn care equipment requires fuel pre-mixed with oil, make sure that container is clearly-marked to show it contains that mix.

If you only use some of your lawn care equipment a few times during the mowing season, consider adding a fuel stabilizer when you fill the fuel container.

Clean your mower deck after mowing. You'll eliminate messy debris where you store your mower—and you'll be ready to mow next time. Check your fuel level, too, and make a note to get more if necessary before the next mowing.
Casey Reynolds, PhD, joined the TPI team as executive director on May 1. He comes directly to TPI from the position of assistant professor and turfgrass extension specialist at Texas A&M, where he coordinated statewide turfgrass research and extension programs. He was the creator and editor of the program’s website, AggieTurf.tamu.edu, and developed much of its educational content. Prior to joining Texas A&M, he served as a turfgrass research and extension associate for North Carolina State University (NCSU) from 2003-2013.

Reynolds is a passionate advocate of the benefits of turfgrass and intent on delivering the message of their usefulness in urban environments. His professional career has been rooted in science, combined with the curiosity of a researcher and the ability to communicate with people on multiple levels. In the positions he’s held, he’s proven to be equally effective as a speaker in formal presentations; a leader and contributor on boards and committees; and an informative resource for groups, businesses and individuals. He’s at home in an office or in the field. He brings these strong assets to the TPI team.

Reynolds grew up in rural North Carolina, and although his family didn’t farm, they lived on a farm with livestock, pastures, and a huge garden. His summer jobs were all plant related and a golf course internship in 1996 prompted his interest in turfgrass. He says, “It’s amazing some of the things we ask turfgrasses to do—and they do them.”

He earned his BS in Crop Science, his MS in Crop Science and Business Management, and his PhD in Crop Science, all at NCSU.

He has been married to Diane Silcox Reynolds since 2013 and they happily anticipate the arrival of their first child, a little girl, in May. Diane has a PhD in entomology and works for Adama, an agrichemical company.

Asked what TPI members should know about him, Reynolds said, “I’ve heard so many great things about TPI, I’m excited to be working with them and eager to connect with them. I’m looking forward to supporting them on all fronts, especially in making sure their voice is heard on the issues TPI sees as most important to the turfgrass industry and beneficial to the membership.”

On May 1, Karen R. Cooper joined the TPI team in the newly-created position of associate executive director. She has extensive professional writing expertise, along with fifteen years of administrative and project management experience. Working collaboratively is a common thread throughout her professional background and a key asset she brings to TPI.

Asked the main thing TPI members should know about her, Cooper said, “I want to hear what they are excited about; what challenges they are facing and what we can do for them. I invite them to call me, shoot me a message—I really want that communication.”

Cooper grew up in a small town near Wichita, Kansas, nestled in the heart of a farming community. From April 2007 to December 2013, she served as senior manager of conference education for the Golf Course Superintendents Association of America (GCSAA). There she managed all aspects of the annual GCSAA educational conference for over 7,000 participants. She connected with the members to better assess their needs and expectations; then communicated with the instructors to develop curriculum to align with that. This included expansion of social media content and new audience-driven sessions. Since her husband’s transfer to Baton Rouge, Louisiana, led to leaving this position, she has missed the turfgrass industry and especially its people. She is eager to meet the TPI members, see their farms and learn the production side of the turf industry.

Cooper earned her BS in Information Technology from the University of Houston and her MS in Higher Education Administration from the University of Kansas. She comes to TPI directly from the position of curriculum specialist where she developed adult learning training courses specifically designed to meet the needs of the target audience for the National Center for Biomedical Research & Training/Academy of Counter-Terrorist Education at Louisiana State University.

She has been married to Mike for over 23 years. He is a catastrophic loss insurance adjuster. Their daughter, Courtney, is a horticulture major, just finishing her junior year at the University of Arkansas. Cooper is an avid quilter in her spare time—another testimony to her ability to fit multiple pieces together to create something enduring to benefit others.
PROTECTING YOUR INVESTMENTS

By Steve Trusty

This article is going to focus on protecting your business assets with a preface on protecting your other investments. Whether you’ve been in business for a long time, or just getting started, your business structure can, and should be the primary tool for protecting other assets. It is also a good idea to review the entities and exposures as the business grows to make sure maximum protection is provided.

To protect any personal assets from business claims, the business must be set up as a separate entity. A good general rule is to never own investment property or a business in your own name. The best choices are establishing a corporation (C or S) or a limited liability corporation (LLC) as the owner. Other options might be a limited partnership (LP) or a trust. Consult an attorney to determine the best structure for your needs. It would also be a good idea to consult your accountant for some guidance on the various tax implications. It may be prudent to set up more than one separate entity. One might own the land. One for the business that leases the land and others for branch operations or additional farms. If you are involved in research, growing, wholesale and retail sales, separate entities for each may be a good idea.

The next important tool for asset protection is insurance. Both liability and property insurance are required. Types of liability insurance include: general business liability; product liability; and errors and omissions insurance. It is a good idea to look at an umbrella liability insurance policy for added protection. Property insurance can be all-risk or peril-specific policies. All-risk policies cover a wide-range of incidents and perils except those noted in the policy. Peril-specific policies cover only losses from those perils listed on the policy. Peril-specific policies could include fire, flood, crime and business interruption insurance. Consult your insurance agent or broker to determine what policies are best for you and your business entities.

Now that the business structure has been established and insurance obtained, let’s look at protecting individual assets such as land, buildings, equipment, operational systems and personnel.

Land

It is important to have a multi-pronged approach to protect your investment in land. This is true whether you own the land or lease it from another owner. First you need to protect the land from wind and water erosion. You need to do what you can to build up the health of the soil. When you properly manage for soil health it is one of the easiest and most effective ways to improve productivity and profitability while improving the environment. Test the soil on a regular basis to assure that only the necessary nutrients are added for specific crops, but also that enough nutrients are added so as not to deplete the soil fertility. Use integrated nutrient, weed and pest management practices. Continually ask yourself, “How will my farming practices improve my land (as opposed to just sustaining it)?

Buildings

Proper maintenance is an important step in protecting your investment in buildings. Not repairing a damaged roof or trying to get more years past its useful life can cause all sorts of other damage. Keep all aspects of the buildings in good repair. Paint to protect. Use electrical, plumbing and HVAC as it was designed and upgrade if necessary. Clean on a regular basis. In the long-run it is more expensive to repair a run-down building than to keep one in top condition. Besides the building itself, structural problems could cause loss of product, equipment or even injury or deaths. If you are investing in a new building, design it to meet immediate needs and to allow room to expand any of the components to allow for future growth. The higher the quality of the components the less maintenance will be required and a longer life realized. If you want a building to last, build it accordingly. If you are just needing a temporary fix, then plan for that.
Equipment
The better you maintain your equipment, the better it will operate and last. Downtime for repairs can be very costly. Employees will also take better care of clean, well-maintained equipment. They may not care as much about taking care of dirty or poorly maintained equipment and that takes the equipment on a downward spiral. Properly register any warranties to assure coverage should a problem come up while the equipment is under warranty. Keep complete records on all maintenance carried out on each piece of equipment. There may be certain requirements to keep a warranty in effect. If you can’t show what you’ve done, it could be much harder, or even impossible, to prove that a warranty is still in force. Read, and then file, all manuals and warranties in an easily accessible location. Make sure that you and your employees are following all use, safety and maintenance procedures. Weigh the cost/benefit ratio of an extended warranty or protection. Take into consideration whether a plan would provide a loaner to cover downtime in case of a breakdown. Factor that into your analysis.

When you prepare budgets, include what you can afford for needed new equipment and maintenance of all equipment. Also budget for replacement costs and service agreements. Weigh the cost/benefits of ownership versus leasing of each piece of equipment that has that option.

Operational Systems
Information systems face four different types of threats. The first is natural and political disasters, such as floods, fire, tornados or hurricanes, earthquakes, and war or terroristic attacks. Most of these can be insured against, but make sure you have a plan in place to recover data so it is just temporarily lost. The second type of threat is software errors and equipment malfunctions. This would include hardware failures, power outages, and undetected data transmission errors. Another threat is unintentional acts. These are the most common of all four threats and result from human errors. The last threat is the least common and is referred to as intentional acts, which take the form of sabotage, computer fraud, or embezzlement.

Make sure that all operational systems are properly installed. Obtain adequate surge protection and virus protection. Schedule regular backups to avoid loss of data or expensive re-entry of data due to a breakdown or other loss of data. Depending on frequency of data entry, backups could be scheduled as frequently as hourly, extended to daily, or backup some data just on those days that a program is used. Develop a disaster recovery plan and make sure it is being followed. Such a plan does no good if employees that work with anything covered by the plan are not aware of it or don’t do their part to make sure it is followed correctly.

Personnel
Having the right personnel is important to everything else in this article. If they don’t care enough about you and your business, they are not going to take care of your assets. If they are dishonest or unethical, any operational system is subject to misuse. Even a great system can easily be sabotaged by a bad employee. Even with the best employees make sure that you have good controls in place so you’ll know if something or someone is going wrong. Good verification also reduces the temptations for doing wrong. As Ronald Reagan said, “Trust, but verify.”

To keep the best employees, treat them as the important people that they are. Pay competitively. Provide competitive benefits. Treat them as you would like to be treated. Make sure they are properly trained to use whatever other assets they might need to employ in completing their duties. Make sure that all needed safety equipment is in place and properly used.

Treat all your assets as if the profitability and survival of your company depends upon them. It does!

Steve Trusty is co-editor of Turf News.

Mike Campion is a celebrated speaker, entrepreneur and author of I’m a Freaking Genius, Why is This Business So Hard? A small business expert, Mike has built several multi-million dollar businesses, the most recent achieving $4.3 million in sales in the first 18 months. As the host of the “Conversations with a Genius” podcast, Mike imparts his business wisdom on his listeners. For more information about bringing in Mike Campion for your next event, please visit www.MikeCampion.com.
FIVE SECRETS TO FIND AND KEEP TOP NOTCH TALENT WITHOUT BREAKING THE BANK

By Mike Campion

Do you have employees that you constantly need to coddle, cajole and cater to? Are their needs and wants constantly changing? Do you feel like you can’t afford to pay what it takes to get—and keep—top talent employees?

You are about to discover 5 actionable strategies to help you find—and keep—the best employees without spending the GDP of Uzbekistan in payroll. Fear not, none of the 5 strategies are about base salary, benefits or bribing.

Think more effective and less expensive. Imagine your company as the sole provider; the sole source of something special that your employees are desperately looking for and can’t find anywhere else.

Secret #1 - Build a Community - NOT A Workforce

Chances are you are not hiring people for their first job. Some are even coming from a job they hate. A job that paid the bills and nothing else. Invite prospective employees to join a community—not to sign up for another less-than-fantastic job.

When you create a community of people with shared values that care about each other, the tendency to steal, quit, come in late, complain, whine or partake in other non-superfantastic behavior decreases exponentially.

Typical Employee/ Employer Workflow

Step 1 - Comply with these many rules

Step 2 - There is no step two

New and Improved Community Deal

Step 1 - Build an appealing community

Step 2 - Invite talented amazing people into that community

Step 3 - Reinforce what it looks like to be a good community member

Step 4 - Live happily ever after

A V O I D  C H L O R I D E - I N D U C E D T U R F  B U R N

Many turf producers supply their turfgrass with fertilizers that contain high levels of potassium and chloride. While high potassium content is beneficial, high chloride content often leads to turf burn and increased stress. To avoid the detrimental effects of chloride, turf producers have turned to Protassium+™ premium sulfate of potash (0-0-50-17S), a premium K source with more to offer.

K FILE #178

PROBLEM | CHLORIDE-INDUCED TURF BURN

<table>
<thead>
<tr>
<th>SALT INDEX</th>
<th>Chloride</th>
<th>Sulfate Sulfur</th>
<th>Potassium</th>
<th>Versatility</th>
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Minimize Chloride

Muriate of Potash

CHLORIDE

Less than 1%

SAL T INDEX

0.85 per unit of K₂O*

SULFATE SULFUR

17%

POTASSIUM

50%

VERSATILITY

Turf Granular Mini Granular Greens Grade Soluble Fines

ORGANIC CERTIFICATION

OMRI CDFA

BEST VALUE

✓

Contact your local retailer or Compass Minerals at 800.743.7258.

THE NEED FOR POTASSIUM

Turfgrass harvest removes up to 160 lbs. of K₂O per acre of soil. Without proper potassium application and replenishment, durability and appearance of turfgrass can be greatly compromised.

TWO ESSENTIAL NUTRIENTS

Known as the 4th major nutrient, sulfur serves many essential functions in turf growth, such as chlorophyll formation and enzyme activation. With Protassium+, turfgrass receives 17% of readily available sulfate sulfur, rather than elemental sulfur, which can take weeks or months to convert.

IMPROVED QUALITY

Potassium has a strong influence on improving turfgrass drought tolerance, cold hardiness and disease resistance. Containing 50% K, Protassium+ can help cultivate durable, resilient turf.

Lower salt index has higher level of safety.


TPI Turf News May/June 2017
Secret #2 - Provide a Sense of Purpose

Once you build a community, your team will have a sense of belonging. Supercharge that with a sense of purpose and your organization becomes extremely sticky to top talent. People desperately want to be a part of something bigger than themselves. Something they believe in. Provide that for them and unleash the floodgates for an avalanche of talent at your doorstep.

Don’t be fooled by the old, “Sure that works for brain surgeons, but MY business is different...” nonsense. Whether you own a cleaning company, an industrial fasteners plant or any other business that doesn’t feel like you are changing the world, the only reason you are in business is that you provide value to the people you serve.

If you are categorically closed to the idea that your business changes lives—adopt a cause. Become active in your community, give to a charity—do something as a team that creates value and gives everyone a reason to bound out of bed and be excited to get to work day-in and day-out! If you aren’t careful—you just might find yourself addicted to making the world a better place.

Secret #3 - Offer Experiences Over Expenses

Do you have a trip that you took as a child that you still look back on fondly? A holiday that you will never forget? A vacation years ago where everything went wrong, but you and your family still talk about it?

Salary and benefits are commodities. A sense of purpose in a community of people you care about is not. A study by the Harris Group found that 72 percent of millennials prefer to spend more money on experiences than on material things.

Shared experiences build bonds, families, communities and companies. Don’t just hope these experiences happen—create them!

- Have monthly events
- Rent a bounce house
- A dunk tank employees can dunk management in
- Comically oversized sumo suits employees can battle to the death in...

Anything to help create experiences for your employees to build that community.

Don’t keep the fun to yourself. Invite employees’ families, customers, prospects, prospective employees, even vendors! All of this creates an environment your team is proud to be a part of and makes it very difficult for them to leave.

Secret #4 - Appreciation

This is your secret weapon. Not only can it be had for the low, low price of zero dollars, it can be the most valuable. Even better—it can be a ton of fun.

Once you have built this community that the members are proud to be a part of, working towards a worthy goal and experiences that bond everyone together, your employees will crave recognition from you and the community.

When you have events, give awards. Lots of awards. Not just the typical performance based awards—award for everything. Enjoy a few examples to get your creative juices flowing:

- Best looking family
- Best hair
- Customer favorite
- Most likely to win at arm wrestling

Small things like this make big differences in employee’s lives and their contribution to your organization. Few things are more rewarding than seeing awards given and pictures taken of you handing an employee an award that will be proudly displayed in homes years later. Let loose, use your imagination and love on your people and you might just be surprised that you are the one that gets the most benefit.

Secret #5 - Put a Bow on it With Core Values

Core Values are your secret sauce to attracting top level talent without breaking the bank. Not an old-school string of meaningless words displayed on a plaque at your front office. Three to four key beliefs; summed up in a word or two each. The guiding principles that provide your company’s special brand of awesome.

Shared Core Values are the rules your company lives by to accomplish that community. They are a golden thread that runs throughout your company.

- Employee hiring ads
- Your website
- Your interview process
- Your employee review process
- Your on-hold music/script for your phone system
- Who you accept as customers, vendors and employees

Core Values is the final secret that brings the first four all together and gives them power.

It is impossible to get people to act outside of their true beliefs for an extended amount of time. It is far easier (and more enjoyable) to help people live out your mutual shared beliefs and values for the benefit of a shared larger purpose.

Mike Campion is a celebrated speaker, entrepreneur and author of I’m a Freaking Genius, Why is This Business So Hard? A small business expert, Mike has built several multi-million dollar businesses, the most recent achieving $4.3 million in sales in the first 18 months. As the host of the “Conversations with a Genius” podcast, Mike imparts his business wisdom on his listeners. For more information about bringing in Mike Campion for your next event, please visit www.MikeCampion.com.
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Puts more $$ in your pocket!

Exclusive Bolt-on Deck Shells
Since 2007, Progressive has offered turfgrass mowers with heavy-duty, bolt-on deck shells in either galvanized or painted finishes. Galvanized shells are ideal for Producers with highly acidic soils or where certain fertilizers can accelerate the corrosion of a painted deck. Progressive offers four models with bolt-on decks.

Features to reduce your cost of operation over the long haul
- Maintenance Free Blade Spindles
- Four blade choices to optimize cut and costs
- 100 hour extended service PTOs
- 3 year gearbox warranty

Extensive Dealer network that you can rely on
- Knowledgeable and dedicated to the Turf industry

Widest range of rotary finishing mowers available from one source
- Four models with bolt-on galvanized or painted deck shells
- Four models with the Pro Lift-N-Turn™

Proudly designed and manufactured in North America

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(800) 668-8873     (519) 527-1080    fax: (519) 527-2275
www.progressiveturfequip.com    info@progressiveturfequip.com

"In 2016, we’ve bought over 160 feet of galvanized deck mowers from Progressive, you could say we like the product."
Ben Copeland Jr., Super Sod
TPI's 2017 INTERNATIONAL EDUCATION CONFERENCE & FIELD DAY RECAP

50 & Fabulous! TPI’s 50th Anniversary Celebration was Fabulous—packed with everything promised and more! The 2017 TPI International Education Conference & Field Day, held in Tampa, Florida, February 20-23, drew over 700 attendees. Turfgrass producers representing Australia, Austria, Canada, England, Finland, Germany, Israel, Japan, New Zealand, Norway, Russian Federation, Scotland, South Africa, Turkey and the United States were on hand to join in the festivities.

In all, there were folks from 175 turfgrass farms from across the globe engaging with exhibitors, networking, getting reacquainted with long-time friends—and making new ones, attending two days of outstanding education programs, checking out the Inside Exhibits, taking part in the Field Day at SMR Farms, and enjoying the many social functions. It was indeed a time of “Celebrating Our Past, Inspiring Our Future!”

This special section of Turf News, compiled by Steve and Suz Trusty and Jim Novak, captures many highlights of the 50 & Fabulous event. Share it with all your team via the online version. To view even more conference photos, just go to SmugMug at www.tpiphotos.smugmug.com/.

Conference photos by Steve and Suz Trusty unless noted otherwise.

50th Anniversary Mosaic
One of the eye-catching displays marking TPI’s 50th Anniversary Celebration was a mosaic, measuring 10 x 8 feet, comprised of over 2000 photos from the TPI archives and featuring the new TPI logo. It drew attendees who reflected on the history of a great association and searched to see if they were pictured. Special thanks to Jim Novak, who collected and compiled the photos, and to Michelle Williams, who served as the chair of the 50th Anniversary Decorating Committee, for crafting this beautiful mosaic.
Thank you Sponsors!
The Board of Trustees, Conference attendees and exhibitors, and the TPI staff all joined Linda Bradley in extending a special thanks to the TPI 2017 International Education Conference & Field Day Sponsors.

Education Sessions Excellent
The Conference education sessions received top ratings and the impact continues. Three of the presenters have supplied articles for this issue. In addition, nearly all of the conference educational sessions were captured by videographers onsite and are now posted on the Turfgrass Education Center, TPI’s online learning platform. The content is free to all TPI members and industry professionals worldwide. You can access the sessions on your desktop computer, tablet or smartphone, anytime, anywhere by visiting TPI’s website, TurfGrassSod.org.

New this year were special education sessions on “Preventive Maintenance for Harvesters” conducted by experts from Brouwer Kesmac, Bucyrus Equipment, FireFly Equipment and Trebro Manufacturing.

Additional Highlights
The Tuesday teaming of lunch with Roundtable Discussions drew rave reviews. A big thank you goes to the sponsor, Sod Solutions.

The Inspirational Breakfast, open to all, provided a wonderful opening to Thursday morning’s program thanks to the music of Betsy Graff and the message by Ike Thomas.

The awards presentations during the 50th Banquet Celebration were so heartfelt, all are featured individually in this issue, as are introductions to the two scholarship recipients.

Reports presented at the TPI Annual Business Meeting showed the future looks bright for both TPI and TLI.

The alliances forged with other associations and green industry groups are bringing wider attention to turfgrass sod producers and the importance of natural grass—and the newly introduced logo more clearly ties “Natural Grass” to the TPI name.
Multiple options sparked by TPI’s 50th Anniversary Celebration produced great opportunities for fundraising and generated excellent results. Along with Rootin’ Tootin’ Clay Shootin’, detailed below, you’ll find coverage of the ATV Raffle and the Live Auction on pages 26 through 28 of this Conference Recap. TLI is your foundation and your support to it goes to help fund research, education and scholarships for the turfgrass production industry. Thanks to the generosity of turfgrass producers and TPI supplier members more than $140,000 was raised in conjunction with the 2017 Conference.

**ROOTIN’ TOOTIN’ CLAY SHOOTIN’**

Rootin’ Tootin’ Clay Shootin’—a classic clay tournament—was so popular in 2016 it was repeated in 2017. Weather was clear and sunny throughout the day and Tampa Bay Sporting Clays was a great venue. The turnout was once again excellent. After a bit of practice at Crazy Clays, eager teams aimed to do their best against the competition, vying at different stations to determine the marksmen most skilled at hitting their targets. The sharpest shooter in the competition and the winning teams won accolades—and bragging rights.

Sponsors had stepped up for each shooting station and for the overall top shooter and the top place teams.

---

**Rootin’ Tootin’ Clay Shootin’ Sponsors:**

- Aqua-Yield
- Brouwer Kesmac
- Bucyrus Equipment Company, Inc.
- Jacklin Seed by Simplot
- Summit Seed
- TAMANET USA
- The Lawn Institute
- Trebro Manufacturing, Inc.
- Trimax Mowing Systems
- Turf Merchants Inc. (TMI)

---

**SPONSORED CONTESTS**

**Overall Top Shooter**

(Sponsored by Trebro Manufacturing)

- Tom Keeven

**Top Team**

(at Bucyrus Equipment Station, sponsored by Bucyrus)

- Randy Tischer
- Rick Beck
- Kevin Ketterhagen
- Steve Greil

---

**First Place Team**

- Tom Keeven
- Eddie Keeven
- Clint Keeven
- Jimmy Keeven

**Second Place Team**

- Drew Wagner
- Bill Browning
- Tobey Wagner
- Jordan Brees

**Third Place Team**

- Bubba Simmons
- Scott Sipes
- Don Stone
- Larry LeMay
- Curtis Blasingame

---

The first place team members smile with trophies in hand. From left to right: Tom Keeven, Eddie Keeven, Clint Keeven and Jimmy Keeven.
MORE GREAT MONDAY EVENTS

KICK OFF CONFERENCE

Savvy scheduling allowed attendees to take part in Rootin’ Tootin’ Clay Shootin’ or the Treasures of Tampa by Water and Land Tour AND the optional Pre-Conference Seminar on “Common Sense Strategic Planning.”

Treasures of Tampa by Water and Land Tour
This optional tour on Monday gave attendees the opportunity to view the mix of historic and newer treasures along the coastline of Hillsborough Bay and the Hillsborough River by pirate water taxi. Then the taxi took them to the Tampa History Museum where they browsed through displays that brought the past to life.

The tour continued by bus into Ybor City, once widely acclaimed as the Cigar Capital of the World. Lunch at the Columbia Restaurant was a special treat. Founded in 1905 and managed by the founding family ever since, it has developed into an ornate slice of history all its own.

First Time Attendees
First Time Attendees enjoyed a great opportunity to meet and mingle during the First Time Attendees Reception. It was held just prior to the Monday evening President’s Welcome Reception and in the same inviting outdoor venue, “The Commons.”

Beautiful weather and the great setting proved perfect for the TPI Family to catch up with old friends and meet new ones during the President’s Welcome Reception.

President’s Welcome Reception
The TPI Family gathered together in “The Commons” to renew connections and meet the first-timers. After a warm welcome by TPI President Linda Bradley, several of the Past Presidents were invited to step up to the mic and share a favorite memory or two. The crowd loved it!
INSIDE EXHIBITS
SHOWCASE SUPPLIERS

Attendees streamed to the indoor exhibit hall on Tuesday afternoon and evening to see the array of the latest and greatest products for turfgrass sod production. The exhibitors had all that on display for them. The Grand Pavilion proved to be an ideal setting, bright and open with spacious aisles that invited attendees to “shop” the exhibits.

Producer representatives walked the floor, often in pairs or small groups, stopping at a display together to interact with the supplier. The exhibitors welcomed their questions and comments. That, combined with a great spread of food and a well-stocked bar, kept the hall filled with attendees. A fun feature was “Meet Your TPI Past Presidents—Win an iPad Air!” A photo was posted in each exhibit. Producer members identifying 10 could submit their signed entry for the drawing. The lucky winner was Bob Weerts’ granddaughter, Gabby Weerts.

Lunch was served in the exhibit hall on Thursday, drawing turfgrass producers back for another round of shopping. Connections were made; products were sold.

EXHIBITORS:
Advanced Equipment Sales
Aqua-Yield
Barenbrug USA
BigYellowBag/Greenhorizons Sod Farms
Brouwer Kesmac
Bucyrus Equipment Company, Inc.
Campey Imants
Columbia River Seed
Columbia Seeds
Doguet Ventures
Farmington Equipment
FireFly Equipment
Grassland Oregon
H & H Farm Machine Co., Inc.
Harrell’s, LLC
Hol-Mac/Donkey
Howard Fertilizer and Chemical Co.
Jacklin Seed by Simplot
Jonathan Green & Sons, Inc.
KWMI
Landmark Turf & Native Seed
Load Lifter Manufacturing Ltd.
Magnation Water Technologies
Master Craft Industrial Equipment Corp.
Mountain View Seeds
Northwest Tillers, Inc.
Pennington Seed, Inc.
Pomp’s Tire Service
Poyntz Manufacturing
Princeton Delivery Systems
Progressive Turf Equipment Inc.
Pure Seed
R & R Products, Inc.
Redexim North America
Redox Chemicals, LLC
RTF Turf Producers Association
SiteOne Landscape Supply
Sod Production Services
Sod Solutions
Summit Seed, Inc.
TAMANET USA
Texas Sod Leasing
TerraMax, Inc.
The Turfgrass Group, Inc.
Timac Agro USA, Inc.
Trebro Manufacturing Inc.
Trimax Mowing Systems
Turf Merchants, Inc. (TMI)
Turfgrass Water Conservation Alliance (TWCA)
Valley Irrigation
FIELD DAY EXHIBITS
AND DEMONSTRATIONS DRAW CROWDS

Rain and strong winds swept the area Wednesday, driving attendees spilling out of buses for the Field Day at SMR Farms to seek shelter under the big tent. But once the deluge let up, exhibitors started their demonstrations and the turfgrass producers headed out on the grass to observe them and check out the other exhibits. Some antique equipment also was on display in honor of the 50th Anniversary Celebration. Questions and answers flowed freely, laying the groundwork for product selection. That’s what TPI’s Field Day is all about—along with networking of course.

Gary Bradshaw, president of SMR Farms, and his top-notch staff teamed with meeting manager Daniel Morris, and seasoned Field Day logistics experts Mike Blair and Don Heslop to coordinate the action with exhibitors and attendees. Cooperation, determination and a big dose of resilience made it work.

SMR Farms is the agri-business arm of the company which includes turfgrass, tree, landscape, citrus and cattle operations. The parent company has multiple other business ventures with the highlight an 8,500-acre master-planned community.

SMR Farms currently has approximately 800 acres of improved turfgrass in production. They grow Floratam and Seville St. Augustine and Empire zoysia for the residential market. For the park, golf course and sports field markets, they grow Tifway 419 and Celebration Bermudagrasses. Their Argentine Bahia is targeted for roadway and construction sites and accents and surrounds. They harvest sprigs, slabs and big rolls and provide installation services.

During the lunchtime presentation and again in the general session on Thursday, President Linda Bradley expressed TPI’s deep gratitude to Gary Bradshaw and his SMR team, and to the sponsors and exhibitors who consistently show their support to the organization and its activities.
While some check out the pallet of rolls, others are studying the equipment just beyond it.

The old looks even older when compared to the new.

R& R Products had a static display under the tent.

FIELD DAY EXHIBITORS:
Advanced Equipment Sales
Barenbrug USA
BigYellowBag/Greenhorizons Sod Farms
Brouwer Kesmac
Bucyrus Equipment Company, Inc.
Campey Imants
Farmington Equipment
FireFly Equipment
First Products, Inc.
Grassland Oregon
H & H Farm Machine Co., Inc.
Harmony Outdoor Brands
Hol-Mac/Donkey
Jonathan Green & Sons, Inc.
KWMI
Load Lifter Manufacturing Ltd.
Master Craft Industrial Equipment Corp.
Northstar Equipment
Northwest Tillers, Inc.
Princeton Delivery Systems
Progressive Turf Equipment Inc.
R & R Products, Inc.
Redexim North America
Redox Chemicals, LLC
Sod Solutions
Sod Solutions – AMP Agronomy
TAMANET USA
Trebro Manufacturing, Inc.
Trimax Mowing Systems, Inc.
Turf Merchants, Inc. (TMI)
TPI SEED TEST PLOTS

A huge THANK YOU goes out to all the seed companies that participated in the 2017 TPI Seed Test Plot program. The program was established to offer Conference attendees more information on turfgrass performance and turfgrass seed companies with greater exposure and marketing opportunities. Companies could submit straight cool-season turfgrass seed varieties and/or seed blends with a maximum of ten submissions per company.

The seed for this test was supplied to Dr. Kevin Kenworthy and Dr. J. Bryan Unruh of the University of Florida for planting in two non-adjacent plots at SMR Farms. NTEP recommend seeding rates were used. After planting, SMR Farms maintained the area according to their standard maintenance practices.

Unfortunately, due to the need to move field location for the Field Day and Field Day weather conditions, many attendees were not able to check out the results of this program. Those who did were able to glean valuable information. TPI also extends thanks to Dr. Kenworthy and Dr. Unruh and the SMR Farm team for their work on this program.

SEED TEST PLOT PARTICIPANTS

- Columbia River Seed
- Columbia Seeds
- Jacklin Seed by Simplot
- Jonathan Green, Inc.
- Mountain View Seeds
- Vista Seed Co.

TPI’S 50 & FABULOUS ANNIVERSARY CELEBRATION BANQUET

The tables are set, all the pieces are in place; and those ready—and very willing—to celebrate TPI’s 50 Fabulous years are beginning to arrive!

The creativity of the 50th Anniversary Decorating Committee is apparent in the table setting. There’s a wine glasses, etched with the 50 & Fabulous: Celebrating Our Past, Inspiring Our Future logo, for each guest. At the bottom of each glass is a chocolate “coin” wrapped in logo bearing gold foil.

It’s raining again as guests arrive and most have used the complimentary umbrellas supplied by Saddlebrook Resort. So Adam Schavey and Gabby Weerts, at the direction of their Grandpa Bob, collect the wet umbrellas to line up on tables for the guests to pick up when they depart.
LIVE AUCTION AND 50TH ANNIVERSARY CELEBRATION BANQUET FABULOUS & FUN!

The photos on this page only begin to capture that FABULOUS evening. Check out SmugMug to see more.

Daniel and Jamie Huggett, and their daughter Sara, enjoy watching the crowd before they hit the dance floor. Notice the new TPI logo projected on the wall behind them as it was during the general sessions throughout the conference.

John Owens of Brouwer Kesmac served as the evening’s auctioneer.

Vivienne Keeven with the top bidders for the “Two Day Duck Hunting Trip for Two.” From left to right: John Coombs, Aaron Kuenzi, Vivienne Keeven and Troy Kuenzi.

Sandy Reynolds and Geri Hannah display the fabulous quilt handmade with love and blessings by Kim Nugent, Bethel Farms.

Aaron and Linda McWhorter have a ball dancing with their grandson.

Long-time TPI members and long-time friends had a great time “catching up” with each other. From left to right: Charles Lain, Sr., Vivienne Keeven and Ray Weekley.
LIVE AUCTION RAISES $100,000 FOR THE LAWN INSTITUTE

The Lawn Institute expresses its sincere appreciation to all the individuals and the many companies who donated items for this exciting Live Auction! TLI also sends many thanks to all those who participated in the exciting bidding process and extends its congratulations to the high bidders.

LIVE AUCTION RESULTS

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<td>Two Day Duck Hunting Trip for Two</td>
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<td>Barry Green</td>
<td>7,000.00</td>
<td>TPI &amp; Bob Weerts</td>
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<td>Jimmy Fox</td>
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<td>Eric Heuver</td>
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ATV RAFFLE RAISES $25,440 FOR THE LAWN INSTITUTE

Thanks to the generosity of turfgrass producers and TPI supplier members, the ATV Raffle raised $25,440 for The Lawn Institute. These proceeds benefit The Lawn Institute to help fund research, education and scholarships for the turfgrass production industry.

The ATV was a John Deere Gator™ RSX860i High Performance Vehicle that would be equally at home on the job or at play. TLI extends a sincere thank you to the TPI Canadian Members who orchestrated this raffle, coordinated the details, and supplied the funding to make this ATV Raffle possible.

The winning ticket was drawn during TPI’s 50 & FABULOUS Anniversary Celebration Banquet AND the winner was—Andrew Schavey—a very happy young man!

It’s a wrap!
The TPI 2017 International Education Conference & Field Day in Tampa, Florida, was another great event. And the 50th Anniversary Celebration was indeed Fabulous! TPI members can look back and know they did a wonderful job of Celebrating Our Past. And they have an excellent start in Inspiring Our Future!

THANK YOU to the following Canadian TPI Members for making this ATV Raffle possible

Advanced Equipment Sales
Brouwer Kesmac
Gerry Brouwer
Greenhorizons Group
John Deere
Load Lifter Manufacturing
Manderley Turf Products
Progressive Turf Equipment
Zander Sod Co. Limited
TPI 2018

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WHEN THIS VIEW AWAITS!

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for more information
Dr. Bill Meyer, Rutgers Turfgrass Research and Breeding Program, TPI and ITRC

Compiled by Suz Trusty

Dr. William A. (Bill) Meyer’s enthusiasm and excitement are contagious. Anyone lucky enough to walk through Rutgers University’s turfgrass plots with him will attest to that. There will be an opportunity to do so during the tours that are part of the 13th International Turfgrass Research Conference (ITRC) to be held at the Hyatt Regency in New Brunswick, New Jersey, July 16-21, 2017.

The many students finding this internationally-recognized turfgrass breeder their instructor for the basic undergraduate course, Introduction to Turfgrass 101, also can attest to it. So can the nine Ph.D. and two M.S. grad students he’s mentored over the years. Whether interacting with students, fellow turfgrass scientists, turfgrass sod producers, or those who use his grasses, Dr. Meyer is sure to open minds to the possibilities enhanced cool-season turfgrasses bring to the industry and to the world.

Since April of 1996, Dr. Meyer has served as Director of the Turfgrass Breeding Project at the School of Environmental and Biological Sciences (SEBS), Rutgers University. This involves population improvement projects for 9 different open-pollinated cool-season turfgrasses at the Adelphia Research Farm and Hort Farm II and extensive breeding work on bluegrass. He also serves as a teaching Professor in the Plant Biology & Pathology Department and as an advisor to graduate students.

As background on the Rutgers research sites and programs, here are details from their website, https://turf.rutgers.edu/facilities/adelphiahistory.html. “The Plant Science Research and Extension Farm, often referred to as the Adelphia Farm, is a 206-acre facility that has been owned by NJAES/Rutgers University since 1962. It was originally an active dairy farm. In 1965, the first agricultural field day was held at this farm for the Agriculture Community hosted by the Soils and Crop department of Cook College/NJAES. At that time, they had large programs in cereal crops, forages, soybeans, corn, weed science and soil fertility.

During the 1980s, the turfgrass breeding program started to expand under the direction of Dr. C. Reed Funk. As the farmland in the area began to be used for housing the need for better turf was growing. The Adelphia Farm was the ideal site to develop more drought, heat, and pest resistant cultivars of cool-season grasses. The landmark cultivars Manhattan perennial ryegrass as well as Adelphi, America and Midnight Kentucky bluegrasses were developed at Adelphia. This program was recognized from its inception as a very productive and leading program. In 1996, Dr. William Meyer became the director of Turfgrass Breeding at Rutgers. Under his leadership, this program has evolved into the leading turfgrass breeding program in the world. It also maintains the largest germplasm pool of cool-season turfgrasses available for breeding.

At the Adelphia Farm there are currently over 36,000 individual turf plots under evaluation. Over 25 acres are used each year for spaced-plant nurseries for seed production and clonal germplasm evaluation. Since the inception of the Rutgers Turfgrass Breeding Program, over 500 improved cultivars have been developed and marketed in cooperation with the seed industry.

In 1991, Rutgers started the Center for Turfgrass Science at Rutgers. Dr. Bruce B. Clarke became Center Director in 1993. Currently, there are over 10 full-time faculty working in turf at Rutgers with an additional 14 faculty partially involved in turfgrass research, teaching and outreach.

These additional details came from the facilities section of the same website. “… This farm boasts a laboratory-conference building; a new 5,000 sq. ft. equipment storage facility; 75,000 sq. ft. of bentgrass; a small green, fairway, and tee used for teaching and demonstration purposes; and an excellent field crew.”

Tall Fescue Nursery at Adelphia, NJ.

The Turf Center also manages a 30-acre farm in North Brunswick dedicated (almost exclusively) to studying fine textured turf for use on golf courses and athletic fields. There are over 12,000 turf plots planted at Hort Farm II. All of the Center faculty and staff work closely with the turfgrass breeding program and have been a big part of its success.”
Turfgrass Research

Turfgrass research at Rutgers encompasses turfgrass breeding, including molecular breeding; physiology; weed science; pathology; turfgrass management; entomology and nematology. Dr. Meyer says, “The breadth of the people involved in all this is what makes it the biggest program of its kind in the world. There are no weak links in expertise or in dedication. I came here to be a breeder in large part because of the opportunity of working with all of these people in the various disciplines.”

In the past eight years Rutgers has placed new emphasis on developing turfgrasses that require less water, fertilization, and mowing. These low input sustainable turfgrasses are in strong demand.

Meyer adds, “Dr. Bruce Clarke is a tremendous administrator. That’s another one of the reasons I came here. His attention to detail is amazing. Those who know him through his role as International Turfgrass Society (ITS) President are well aware of that and all those who take part in the ITRC will see it throughout the conference.”

The Road to Rutgers

After completing his doctorate work, Meyer accepted a position as Research Director for Warren's Turf Nursery in Palos Park, IL, in 1972. He'd spent his final year in India, so when a medical condition kept Warren from making a trip to England and Scotland to give lectures on A-34 bluegrass, Warren asked Meyer to substitute for him. “I'd just started the job, but he said, 'You have a passport. You know the science; go do it.' I traveled all over both countries holding meetings. Most of them were in pubs, some so smoky they could hardly see the slides, but it was a wonderful experience. It reinforced the importance of working internationally.”

During his three years with Warren's, Meyer connected with Dr. C. Reed Funk of Rutgers University, tapping into Funk's extensive expertise on innovative Kentucky bluegrass breeding and working with him to start cooperative development projects, a process that has proven beneficial to him—and the turfgrass industry—throughout his career.

Dr. Funk introduced him to Bill L. Rose, which led to Meyer's career move to Hubbard, OR, as Vice-President of Research for Turf-Seed, Inc., with Rose his boss. In 1975, he also entered into a partnership with Rose, serving as President and Turfgrass Breeder for Pure Seed Testing, Inc.

After five years of urging by Dr. Funk, Meyer made the move to Rutgers in April of 1996. “I wanted my son to graduate from the same high school he’d started in, so I waited until his graduation to make the career change,” he says. He met the dean; negotiated his initial salary; and joined Dr. Funk in turfgrass research.

Advancements

Seeking to add to the gene pool, Dr. Funk had spent 10,000 hours collecting grasses from New Jersey south to the Atlantic region. Dr. Meyer expanded that search with extensive collecting from old turf areas in Europe. He set up an overseas grower to produce the plant materials that supply the seeds. Meyer says, “Over the years, we've imported more than 20,000 new germplasm sources. We don't use all the US or imported ‘finds.’ Probably about one or two percent proves superior enough to integrate into our adapted populations by using a modified backcrossing technique.”

Manhattan perennial ryegrass was developed through this process from clones Dr. Funk's searches produced in the early 1960s. Meyer says, “Manhattan was the first truly turf-type perennial ryegrass. That cultivar prompted breeders across the world to develop enhanced perennial ryegrass varieties. Manhattan and other germplasm sources developed at Rutgers have been used in many of these breeding programs in North America and Europe.”

While at Rutgers, Meyer made the discovery of gray leaf spot resistance in perennial ryegrass and began work on developing resistant varieties. “In 2001, a gray leaf spot epidemic hit our trials. Ninety-five percent of our turf plots were affected; only 34 survived.”

Meyer and his Rutgers team started integrating the germplasm of those 34 sources to develop varieties with strong gray leaf spot resistance. Within five years they released a group of varieties with that attribute.

Meyer says, “We’ve learned that ryegrass seeded from July 1 to 15 is the most susceptible. Once the seed is up, if conditions are right, within 30 days you’re almost guaranteed to get gray leaf spot. If you plant in mid-September, you don’t get that pressure.”

So, for the NTEP test for 2010, the Rutgers perennial ryegrass trials were planted in the fall. Meyer says, “At NTEP’s request, we planted another test right next to the first planting. We started that seeding on July 15,
Meyer began working on turf-type tall fescues in 1977 and has continued that research at Rutgers. “The tall fescues are easy to establish and, during dry periods, look great 90 percent of the time with no irrigation,” reports Meyer. “They’re susceptible to pythium and brown patch, but mixing in five to ten percent bluegrass reduces that.”

Bluegrass Breeding Techniques

Bluegrass is an apomictic species that has asexual reproduction. The flower contains both male and female parts with the embryo produced identical to its mother. So breeding takes place in a controlled greenhouse environment. Rutgers research discovered a technique to create new F1 hybrids that other researchers around the world have adopted. Meyer started working with Midnight bluegrass in a 1978 testing. It was launched in the early 80s and is still one of the top varieties today.

Looking Ahead

Specifics on Dr. Meyer’s turfgrass breeding work and national and international outreach during his corporate career and while at Rutgers are detailed on his CV posted on the Rutgers Website. It’s obviously impressive—and more is sure to be added. A recent journal article described work of the Rutgers team on heat tolerant creeping bentgrass. Information on the research of Dr. Stacy Bonos should be published soon. Look for updates in pending issues of Turf News.

Meyer sees strong potential for industry advancement, bubbling with enthusiasm as he discusses the research underway by former and current students. He points to low input turf and water efficiencies as two strong areas of growth. He says, “More people want value-added traits in turfgrasses. With molecular markers we can consistently introduce desirable attributes across a species and that is making a huge impact across the turfgrass industry.”

ITRC and TPI

As ITS President, Dr. Bruce Clarke is the chief coordinator of the 2017 ITRC. Dr. Meyer, who is a former ITS Director, is one of those giving an invited keynote presentation during the opening session on Monday, July 17. He will offer his insights on “Breeding Improved Cool-Season Turfgrasses for Stress Tolerance and Sustainability in a Changing Environment. “

Mark your calendar for TPI’s 2017 Summer Program which will coincide with the ITRC. TPI’s event will be held at The Heldrich Hotel & Conference Center in New Brunswick, New Jersey, July 19-22. The ITRC will be July 16 to 21. Attendees will learn more about the latest discoveries in turfgrass science and get inspired by the scientific sessions, field tours and stimulating discussions.

The ITRC program includes technical tours on Wednesday, July 19. TPI Summer Program attendees will join with ITRC attendees on the tour to Monmouth Park Racetrack, site of the 2007 Breeders Cup, and the facilities of TPI member James Betts at Tuckahoe Turf Farms in Hammonton, New Jersey, where they’ll see the production and harvesting operations and learn about the challenges posed by the hot, humid, mid-Atlantic transition zone. All the Wednesday ITRC tours end with a tour of the Rutgers Turf Research Farm, Hort II.

Zoysiagrass Symposium

After a day of individual programing, TPI Summer Program attendees again will join with ITRC attendees on Friday, July 21, for the Zoysiagrass Symposium. In addition to research updates on zoysiagrass during an impressive lineup of invited presentations, there will be additional volunteer poster presentations. The symposium’s industry panel session to discuss zoysiagrass management strategies will include TPI members Dr. Tim Bowyer, Patten Seed Company, Lakeland, Georgia, and David Doguet, Bladerunner Farms, Poteet, Texas.

This joint program concludes at the Rutgers Plant Science Research and Extension Farm in Adelphia, New Jersey, for a tour of Rutgers extensive turfgrass breeding program. For more information on the ITRC, visit: www.turfsociety.com/itrc2017/. For more information on the TPI 2017 Summer Program, visit: www.TurfGrassSod.org.

Dr. William Meyer checks on a collection of tall fescue growing in Southwest Holland to produce seed for testing in the U.S.

Suz Trusty is co-editor of Turf News. This article has been compiled from a phone interview with Dr. Bill Meyer; the Dr. Meyer Turfgrass Educator Award of Excellence article by Jim Novak; the article “At the Top of His Game” by Trusty that appeared in the May 2012 issue of Turf magazine; International Turfgrass, the newsletter of ITS; and the www.turf.rutgers.edu website.

Photos courtesy of Rutgers University.
DR. WILLIAM (BILL) MEYER
Receives TPI’s Turfgrass Educator Award of Excellence

By Jim Novak

During TPI’s 2017 International Education Conference & Field Day, Linda Moyer, chair of the TPI Public Relations Working Group, presented the Turfgrass Educator Award of Excellence to Dr. William Meyer, Professor and Director of Turfgrass Breeding and C. Reed Funk Endowed Professor of Plant Biology and Genetics at Rutgers University.

From time to time the Turfgrass Producers International (TPI) Public Relations Working Group selects an educator based on nominees submitted by the membership. The Turfgrass Educator Award of Excellence is awarded to an individual who has demonstrated personal commitment and dedication and has had a positive influence in helping to educate consumers, turfgrass producers and industry professionals throughout the world.

The recipient of this award is someone who has made themselves available to their community and to TPI and its members to address turfgrass questions and concerns and who has been involved in programs that promote the benefits of turfgrass.

Since April 1996, Dr. Meyer has served as Director of the Turfgrass Breeding Project at the School of Environmental and Biological Sciences (SEBS), Rutgers University. The previous 21 years after graduate school were spent as a commercial turfgrass breeder and corporate president in Oregon.

Rutgers Turfgrass Breeding Project has population improvement projects on nine different open-pollinated cool-season turfgrass species. These projects include running cycles of selection in single-plot progeny mowed turf trials where breeding objectives include improving disease, insect, and environmental stress tolerance. Cycles of selection also include selection of superior seed yielding germplasm in spaced-plant nurseries.

Extensive collecting from old turf areas in Europe and America are being carried out each year in all of these species along with their associated endophytes. Many of these endophytes have been shown to enhance disease, insect and stress tolerance. When superior collections are identified, they are integrated into the Rutgers New Jersey adapted populations by using a modified backcrossing technique.

Dr. Meyer has released over 400 new and improved turfgrass cultivars that were directly developed or co-developed through his efforts. He has also mentored nine Ph.D. and two M.S. students while at Rutgers University.

He is the recipient of the 2014 National Association of Plant Breeders (NAPB) Plant Breeding Impact Award in recognition of significant contributions to mankind through the development of new cultivars of crops and/or technology development that resulted in a measurable impact on crop production. The award also recognizes accomplishments in teaching and collaboration.

Of Dr. Meyer, Michelle Williams of Site One Landscape Supply, wrote, “Bill has dedicated his research to developing new varieties of turfgrass. One of his varieties can be found on about any cool-season sod farm in the U.S.”

Dr. Clint Waltz, also a 2017 TPI Turfgrass Educator Award of Excellence recipient, said, “To be recognized at the same meeting as Bill Meyer makes receiving this award even more prestigious.”

In response, Dr. Meyer thanked TPI and its members, noting he was pleased and honored to receive the award. He added that he was very impressed with the collegiality and the enthusiasm of the attendees from across the world who had gathered for the Conference. He shared some special memories of his interaction with turfgrass producers over the years.

Many TPI members are surprised to learn the Dr. Meyer’s first position after completing his doctorate was that of Research Director for Warren’s Turf Nursery in Palos Park, IL, in 1972. Dr. Meyer’s father had been a golf course superintendent and Ben Warren’s company had been his supplier—and Ben Warren, a driving force behind the formation of ASPA/TPI, had become a good friend. Ben Warren contacted Meyer as he was wrapping up his doctoral theses and asked him to join the company. That also led to Meyer’s connection with Dr. C. Reed Funk of Rutgers University as he tapped into Dr. Funk’s extensive expertise on innovative Kentucky bluegrass breeding. In addition, Dr. Funk worked with Meyer to start cooperative development projects, a process that has proven beneficial to Dr. Meyer—and the turfgrass industry—throughout his career.

Jim Novak is TPI Communications Manager.
DR. CLINT WALTZ
Receives TPI’s Turfgrass Educator Award of Excellence

By Jim Novak

From time to time the Turfgrass Producers International (TPI) Public Relations Working Group selects an educator based on nominees submitted by the membership. The Turfgrass Educator Award of Excellence is awarded to an individual who has demonstrated personal commitment and dedication and has had a positive influence in helping to educate consumers, turfgrass producers and industry professionals throughout the world.

The recipient of this award is someone who has made themselves available to their community and to TPI and its members to address turfgrass questions and concerns and who has been involved in programs that promote the benefits of turfgrass.

During TPI’s 2017 International Education Conference & Field Day, Linda Moyer, chair of the TPI Public Relations Working Group, presented the Turfgrass Educator Award of Excellence to Dr. Clint Waltz.

Dr. Waltz joined the University of Georgia turfgrass team in September 2001 as a Turfgrass Extension Specialist. His program leadership responsibilities are in all turfgrass management areas, including turfgrass water management. He also has other state responsibilities, including involvement with all aspects of the Georgia Urban Ag Council (UAC), and especially its sod producers committee. He also serves the golf course industry on the Georgia Golf Course Superintendents Association (GGCSA) education committee and Water Task Force.

Although his appointment is 100 percent extension, Dr. Waltz conducts research projects in many areas of turfgrass management.

Ken Morrow of The Turfgrass Group offered these thoughts about Clint. “Clint focuses on industry relationships in his role as Extension Turfgrass Specialist by serving as liaison with each industry association serving the turfgrass industry.

He has served the sod industry since his first year at UGA. His work in conducting the Annual Sod Industry Survey and annual reports on it have greatly enhanced sod marketing for all sod growers and provided landscapers, sports field managers, golf course superintendents and other urban ag professionals with a third party, unbiased report of the inventory of turfgrass sod by species, and with the expected price impact for the spring season. This report is a ‘go to’ resource for all sod customers in planning and bidding their projects. Sod farms rate it a key resource in evaluating the market and setting prices for sod each spring. Clint leads industry associations’ committees in planning and conducting annual education programs and conferences. He provides this assistance also for our Turfgrass Sod Field Day which occurs every two years and has a one-half day seminar.”

Aaron McWhorter of NG Turf wrote, “As Georgia Extension Turfgrass Specialist, Clint focused on serving the turfgrass industry from day one at UGA. He has continuously put his attention on building relationships with any and every entity of the turfgrass industry.”

Dr. Waltz has been published in scientific journals and trade magazines, and makes regular contributions to the newsletters of state associations. Additionally, he makes numerous presentations to turfgrass professionals, from golf course superintendents and county extension agents to homeowner groups. He also was active in working with TPI’s Public Relations Working Group and Extension Specialists Meetings and has spoken numerous times at TPI-related events. He also is responsible for the development of the GeorgiaTurf website.

Along with the Annual Sod Industry Survey, Dr. Waltz’s research includes evaluation of the grasses in the southeast for the turfgrass industry members, including the sod producers, and for the homeowner. As part of that research, he oversees multiple NTEP trials across the state. In addition, he is researching the use of unmanned aerial vehicles (UAVs), more frequently called drones, to document, identify and analyze areas of stress on golf courses and other highly-managed turfgrasses.

Dr. Waltz expresses his gratitude to the TPI membership and the nominating committee. “I value this as an affirmation of my work coming from the folks that I’ve served for years. I didn’t see it coming, so it’s especially humbling. I’ve learned so much from our turfgrass producers throughout the state from the production standpoint. I really value their input into my program and career. I greatly appreciate the acknowledgement. This is an award I’ll cherish.”

Jim Novak is TPI Communications Manager.
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MICHELLE WILLIAMS
Receives Distinguished Service Award

By Jim Novak

The TPI Past Presidents may select the recipient of the TPI Distinguished Service Award from a list of candidates nominated by the membership at large. The award is presented to an individual who has demonstrated outstanding devotion of time, talent and energy to TPI, its programs and objectives for five or more years.

Nancy Aerni, chair of The Lawn Institute Fundraising Committee, said, “This celebration gives us an opportunity to pause, reflect, and remember the grass root pioneers of our industry. TPI’s Distinguished Service Award has only been presented seven times over the last 50 years—it’s not taken lightly.

The honoree has shown unselfish dedication and commitment to ASPA and TPI for well over a quarter century. Michelle Williams—tonight we recognize, celebrate, and honor you with the TPI Distinguished Service Award.”

Aerni shared a fitting quote from Colin Powell, “Success is the result of perfection, hard work, learning from failure, loyalty and persistence.” She said, “Michelle’s success attests she is everything those words suggest, including other fine qualities like honesty and dedication; but the word perseverance sums up what I’ve observed about her over the years.

One of Michelle’s favorite quotes is, ‘There is no reality except in action.’ That’s Michelle! She perseveres and makes things happen, mostly behind the scenes.” Aerni pointed to examples Michelle had orchestrated as chair of the 50th Anniversary Decorating Committee, from the photo mosaic wall hanging to the etched wine glasses at the banquet tables.

Other career highlights Aerni shared included: Michelle was the first woman to serve on the board of trustees for both ASPA & ITPF in 1980, blazing the path for other women in the green industry. Michelle and her husband started two sod farms, with Michelle running their Utah farm for many years. She transitioned into sod seed sales when she moved back to her childhood stomping grounds in NJ. Aerni added, “Michelle, we appreciate your passion, your convictions and your steadfastness. “

Comments received from others follow (edited due to space limitations). Larry LeMay, A-G Sod Farms, said, “Over 22 years ago I was given the opportunity to be the seed purchaser for our California farms. Being somewhat new to the sod business, I needed a Seed Mentor.

Michelle always answered my questions, educated me, and never said a bad word about other seed suppliers. Her professionalism and integrity are woven into the fabric that makes up Michelle, and it’s very much appreciated.

I can’t imagine the time and effort that Michelle has given to TPI. Surely someone has a count on how many positions she’s held and committees she’s headed or been part of. All she has done for our industry and TPI makes her more than deserving of this award.”

Evelyn Dennis wrote, “Michelle and I have worked together for 20 years, and I think we have developed a sod seed program with integrity, honesty and high quality. Michelle would have it no other way for her customers. It takes a long time to earn people’s trust. Michelle has done that. Sod growers know that she is upfront and tells the truth. I have always enjoyed working with Michelle.”

And Ginger Brooking wrote, “I have known Michelle since back in the early ’80s when the summer Field Days were held in Denver. I watched her then young children at the pool while she attended her first Board of Trustees meeting.

Michelle keeps up on all that is new in the industry and all the people. She seems to know everyone’s name; what to ask about a spouse—and what not to ask; all the children’s names and where they might be going to school; whether fields are still too wet or too dry. She really does care about people.

Michelle has always been our ‘Seed Lady’ through Loft’s, LESCO, John Deere, and now SiteOne—we depend on her for quality seed. She looks out for us. She keeps us informed. And she goes the “extra mile” when needed. I believe a lot of people think the same thing about her.”

Deeply moved, Williams expressed her thank you to Aerni, the Past Presidents, TPI Board and membership, and shared a few fond memories of the special relationships nurtured over the years.

Michelle Williams listens as Nancy Aerni lists many reasons for the receipt of the Distinguished Service Award.

Photo by Steve Trusty

Jim Novak is TPI Communications Manager.
KEN ENSOR
Receives Innovator of the Year Award

By Tim Wollesen and Jim Novak

The Innovator of the Year Award recognizes an individual who has made a unique and significant achievement that advances turfgrass sod production through research, engineering, training, marketing, public relations or environmental improvement, etc.

This is only the fifth time TPI has honored someone with this prestigious award.

TPI Board Trustee Tim Wollesen made the presentation to a true innovator who has been a familiar face at numerous TPI events over the decades, Ken Ensor, the designer and developer of the Donkey truck-carried forklift.

Wollesen said, “I am pleased and honored by being allowed the opportunity to present this well-deserved award to Ken. I first met Ken in the early to mid-1990s when I was working in the lumber industry with a company that had a nation-wide chain of 200 stores. I was looking at forklifts that would perform for our operations and obtained a Donkey from him for testing. After three months the forklift proved it could do everything we wanted and we ordered 75 of them. At that time I had no idea of how big his company had become or the background on the machine’s development.

Later, I learned he was an engineer by trade who had been in the sod industry for years. In the early 1980s, Ken resolved to design and develop a better truck-carried forklift. It needed to be lightweight, yet powerful enough to carry heavy loads. It needed to be tough enough to travel over rough terrain. It needed to be user-friendly and safe to operate, yet require minimal operator training. And it had to be highly reliable. It took several years of building prototype forklifts and testing them in actual field operations for Ken’s machine to meet his goals.

Approaching production, Ken was searching for a name for his forklift. One of his friends suggested the Donkey. He pointed out that the forklift was exactly like the donkeys that were used in the mountains ‘back in the day.’ They could pack heavy loads through rough terrain and they were reliable. So Donkey it was. In 1987, Ken’s Quality Corporation began to manufacture the Donkey at its factory in Denver, Colorado. As the popularity of this innovative design grew, the name Donkey became synonymous with truck-carried forklifts.

Shortly after I started my company, Sales Midwest, Ken encouraged me to attend my first TPI meeting. It was held in Omaha in 1995 with the Field Day hosted by Todd Valley Farms in Mead, Nebraska. Over the years I found that Ken was a manufacturer who was totally committed to his products and his company and to the needs of his customers. He was straightforward in his operations and would do anything for you. In fact, a couple of his dealers always referred to him as ‘Dad,’ saying, ‘Call Dad, he’ll make that happen.’ I don’t think he ever knew about that.

Though the Donkey was initially developed for the turfgrass industry, it has become the worldwide leader in forklifts for a wide range of industries that need the load capacity, operational capabilities and reliability it delivers.

While Ken is a bit beyond traditional retirement years, he wouldn’t hand-off his company to just anyone. He was more concerned in finding the right buyer to carry through what he has built and continue to grow it. His first question at the beginning of the discussion with a potential buyer was, ‘Why do you want the Donkey?’ That transition has now taken place, with Hol-Mac/Donkey Forklifts the new business owner.

Honoring Ken Ensor with the Innovator of the Year Award is a great acknowledgement of his contributions to the industry, to his dedication and character and is a fitting addition to TPI’s 50 & Fabulous Celebration.”

Ken Ensor responded by expressing his gratitude to the TPI membership and Board of Trustees for the award and his appreciation for all their support. He shared some of his special memories of his interaction with turfgrass producers over the years.
RAY WEEKLEY
Unanimously Selected as TPI Honorary Member

By Linda Bradley and Jim Novak

The Honorary Member award recognizes select individuals who have significantly improved the industry or the organization. Honorary Members are provided a lifetime complimentary TPI membership and may participate in all TPI events, also complimentary. TPI President Linda Bradley stated, “It is my extreme pleasure to announce that all of the Past Presidents along with your Board of Trustees award this extreme honor to Mr. Ray Weekley.

Bradley reported that Ray Weekley became an institution in the Turf Industry quite by accident. “When a tragic incident involving a small plane forced the shut down of all Virginia pilots flying skydivers, Ray ended his part-time, weekend business. Mounting bills led to selling his planes and investing as a partner in a new sod farm operation with John Ramey, whom he’d met through flying. Ray took college classes at night to learn the sod farming business. Within a year, John Ramey died, leaving Ray the sole operator. In 1967, 50 years ago, Chantilly Farms was registered with the state of Virginia.

Ryan Handcutters were the technology then. In 1978, when Ray invested in a new Brouwer Harvester, his crew members resisted the change. The new harvester sat idle for a year. So Ray came to work early one day and hid all the handcutters in the barn before the workers arrived—forcing them to embrace the new technology.

Ray has been an active, contributing part of the TPI community for 50 years. In 1998, Chantilly Turf Farms hosted the TPI Field Days. In 2007, they hosted the Virginia Sod Growers State Field Days. In 2015, Ray’s farm began the Virginia Tech Turf Opportunity Days to introduce new talent to the opportunities associated with this outstanding industry.

An innovator, entrepreneur and visionary, Ray has attended TPI events around the world. The father of four and grandfather of six, Ray’s Chantilly Turf Farms is truly a family business. His daughter Audrey ran office operations before starting Somerset Seed and Sod in Orange, VA, with her husband. Ray continues as owner/manager of Chantilly Turf Farms and is presently assisted by his son Mark who runs the field operations. Mark is a past president of the Virginia Sod Growers Association and actively pursues legislation to promote research in the turf industry.”

Bradley added, “Many longtime friends truly say congratulations to Ray, including Fred Pittillo, Wally Hugget and Gail Jackelyn. Past TPI Executive Director Doug Fender (now deceased) would have added his congratulations after the great travels the two shared overseas and around the US and especially to Washington DC to talk with congress members.”

Comments from others follow (edited due to space limitations). Professor and Turfgrass Extension Specialist with Virginia Tech Mike Goatley, said, “Ray is one of the Virginia Tech Turf Team's biggest supporters AND I'm very proud to call him a friend. His passion for the sod business and commitment to learning new things never ceases. In 2004, during my first visit to Chantilly Turf Farms to introduce myself to Ray and Mark as Virginia's new Extension Turfgrass Specialist, Ray handed me an envelope as a 'little extra support' for the turf research program. It was a check to the VT Turf Team for $10,000—just one example of the MANY ways Ray promotes this industry.”

Lou and Ginger Brooking said, “In all our travels with Ray, he has never met a stranger, only potential friends. Once, we decided to go to a Tapas bar (which serves appetizers and drinks). Ray was concerned. He didn't think a 'Topless Bar' was appropriate for our ladies.”

Bob Weerts, Blue Valley Sod, has traveled the world with Ray through TPI Study Tours. He shared, “Ray is a great representative and a great ambassador for all sod growers. He is extremely cordial, polite and always willing to help anyone in need. He is a good spirited young man and we’ve always had lots of fun together.”

Gerry Brouwer agreed and added, “Ray Weekly always makes first time attendees feel at home.”

Ray expressed his appreciation for the honor stating he had been blessed with incredible friends and cherished memories through his affiliation with TPI and its wonderful members. Ray, like so many of us, has found that sod farming is more than a job—it’s a very good way of life!
BOB WEERTS
Honored with the President’s Leadership Award

By Linda Bradley and Jim Novak
Editor’s note: These comments have been edited due to space limitations.

The President’s Leadership award is given to someone who has shown exemplary dedication and performance to TPI, an ambassador. TPI President Linda Bradley said.

“Ambassador is defined as someone who represents goodwill, is diplomatic, superbly engaging, can easily relate to others, maintains high standards for the betterment of all and is an entertainer.

TPI has an amazing ambassador, known for his ‘git’er done’ attitude. Bob Weerts of Blue Valley Sod Farm in Winnebago, Minnesota, is receiving the President’s Leadership Award, not just from me, but from all TPI Presidents. Whether you are a first-time attendee or a seasoned member, Bob makes everyone feel a part of this organization.”

Interim Executive Director Sandy Reynolds said, “Bob is one of a kind! He has a passion for TPI that may only be surpassed by his love of family and God. He’s always willing to take on the tough tasks and drive the bus whenever it’s off track. He’s direct, but effective. He always has an opinion but listens as well. He can seem intimidating, but is really a big old softy. His generosity is limitless—he would help anyone, anywhere, any time. He is always good for a laugh or a pink sparkly flying pig keychain. And I’m honored to call him my friend.”

“Bob understands the value of family and friends,” Bradley reports. “He often says none of us are promised tomorrow and reminds us to never forget to tell people that you love them, especially your family. He was only 13 months old when his right leg was infected with the polio virus, yet his disability never diminished his drive or his persistence. His entrepreneurial spirit sprouted in childhood. Over the years, he focused that entrepreneurial spirit and combined it with business savvy to engage in a variety of diversified enterprises. Besides the sod farm, he owns a Shell Station or two and is actively involved in the ethanol business, construction business, waste recycling, and more.”

Geri Hannah said, “Bob can always get a crowd to participate and he’s always willing to help!” Jim Novak added, “Bob Weerts is one of a kind. One minute he’s a prankster; the next he brings people together to debate an important issue. He can be as sturdy as an oak or as flexible as a willow. He knows when to lead and when to follow. He’ll provide counsel if you seek it and, more importantly, he’ll respect the confidentiality and your privacy. His dedication, commitment, loyalty and active participation in TPI have been immeasurable and, although he’s not one for accolades, he is deserving of many.”

Warren Bell with Biograss Sod Farms said, “Bob has a big, complex, tough, kind, and entertaining personality. His fabulous sense of humor is sometimes colored with a bit of toughness. Always open minded and encouraging, he simply wants everyone to reach their potential.

We’ve talked of family and faith. He quietly and respectfully gives credit where credit is due. He loves and admires his sweet Jenifer, their children and grandchildren. True to his faith, Bob is generous without expectation of recognition, reward or return.

He is fair, dependable, fiercely loyal, and like all exceptional leaders, he’s a team player. When Bob Weerts finds a wall, he tears it down and builds a bridge—not so he can walk on it, but so WE can all walk across together!”

Eddie Keeven says, “I can’t think of anyone more deserving. Thank you for your endless commitment!”

Will Nugent added, “When I first ’heard’ Bob Weerts, (because I heard him before I saw him), I was pretty sure we wouldn’t get along or even be friends, he was a little outspoken. Bob is just a big teddy bear that’s always watching out for the very best interests of TPI. He’s also a friend to everyone, and I’m proud to say, one of my best friends.”

His family shared a few “BOB Sayings,” “Good morning;” “Pitter Patter let’s get at ’er;” “It’s easy;” “It won’t take long;” “Maybe;” and “Everything happens for a reason.”

Bob expressed his surprise and sincere appreciation to Linda Bradley and the TPI family and shared memories that prompted teary-eyes, smiles and laughter.
COME ALIVE OUTSIDE; Activating Your Business to Drive Community Health

Editor’s Note: This article excerpts the presentation by the same name by Andy Paluch, Executive Director of Come Alive Outside during TPI’s 2017 International Education Conference & Field Day. Kurt Vanclief of Willowlee Sod joined in that presentation and was a panel member during the “Community Engagement & Your Farm” session. Videos of both sessions are available for viewing through TPI’s Turfgrass Education Center on the TPI website: www.TurfGrassSod.org.

On average, children in North American spend less than one hour per week outdoors, but get more than seven hours of screen time per day! This shift toward indoor inactive lifestyles is having a profound impact on the health of our communities, and the Green Industry is perfectly positioned to lead the charge in getting people back outside, living healthier lives.

Paluch posed the question, “Do you have more scars on your knees than your kids do? A University of Michigan study reported that from 1980 to 2002, 6 to 17 year olds spent half as much time outside as those in that age group did previously. And the way they spend time outside now is so structured.

The average American home has three or more TVs, plus smart phones and laptops. Video game revenue is up. The hours of media exposure per day for 8 to 18 year olds exceeds 12 hours. Studies have shown that media affects the same function area of the brain as cocaine. We have created a generation of technology addicts. Your phone becomes part of your body. With the introduction of virtual reality, over the next five years, media will be even more integrated into our lives.”

Paluch reported, “To keep people healthy rather than fix them when they’re sick, hospitals are starting to write prescriptions to parks. One in ten adults suffers from depression and anxiety. That’s admitted. The actual total may be closer to two in ten.”

Thus, his next question, “How do we fix it?” Paluch is the executive director of Come Alive Outside, a 501(c)(3) non-profit organization. Their mission is to inspire collaborative community systems that create awareness…encourage people to enjoy the outdoors…and enjoy the full benefits of outdoor space. They partner with the landscape and horticulture industry to create the awareness, intention and opportunity for people to live healthier lives outside.

He urged turfgrass sod producers to connect their companies with those others looking at getting kids outdoors and active. “The green industry has a remarkable talent for getting stuff done,” Paluch said. “It’s a rare and special thing. At the same time, the green industry has an image problem. It’s time to put the industry in a different position in the community and for your company to play a different role with the customers you serve. You need to become a trusted advisor for your industry in your community.”

Paluch detailed one of the programs Come Alive Outside coordinates and introduced the TPI member partnering in it, Kurt Vanclief, President of Willowlee Sod, LTD in Ameliasburg, Ontario, Canada. For the past five years, Vanclief has teamed with Scott Wentworth, President of Wentworth Landscapes, to help their community remember the lost art of unstructured play by laying sod on Main Street in Picton, Ontario, and creating a temporary park on Canada Day.

Vanclief reported the program is the “Green Street Challenge” in Ontario. He said, “We install 5,000 to 10,000 square feet of sod in the center of town to create a temporary park for a day. The city shuts down the street for a day of unstructured play. People will be walking down the street, drinking coffee and watching us roll out the sod. Once it’s installed, people show up to engage with it. Kids seem to swarm to it. It grabs attention and gets people out on the grass to make memories with their families.

It’s a networking event that takes minimal effort on our part. We never put the benefits of turf out in front of them. We don’t even post a sign with our company name. It allows use to do good in an anonymous way. If we went out promoting the product, the concept would not be welcome. We do receive excellent media coverage before and after the event that ties our company name to it. That’s what gains recognition in the community.”

To learn more about these programs visit the website: www.comealiveoutside.com. Contact Andy at: andy@comealiveoutside.com.
Amy Wilber has been awarded the four-year Dr. Henry W. Indyk Scholarship, which is administrated by The Lawn Institute (TLI). Amy is the daughter of Gary and Melanie Wilber, Oakwood Sod Farm, Inc., Delmar, Maryland. She is completing her freshman year at The Ohio State University, majoring in Sustainable Plant Systems with an emphasis on Turfgrass Science.

Amy's years in Delmar High School, Delmar, Delaware, reflect her abilities and drive. A four-year Merit Honor Roll student, Amy excelled academically while taking Advanced Placement classes as well as dual enrollment classes through the school's program with Delaware Technical and Community College, Wilmington University and the University of Delaware, resulting in 26 hours of college credit to apply toward her degree.

In her letter of recommendation, Ashley Legg, Agriscience Teacher and FFA Advisor at Delmar High School, reported Amy was “an outstanding student and FFA member.” She also stated, “One of Amy’s strengths is being able to balance and be successful with many things.”

Amy was a member of the cross-country team and served as manager for the boy’s lacrosse team for four years, lettering in both sports. She was active in the Fellowship of Christian Athletes. A leader among her peers, Amy was elected to officer positions in the National Honor Society, the Student Government Association, FFA and 4-H; rising to president in the last three. She earned first place in extemporaneous speaking in Wicomico County 4-H in 2014 and 2015. She was part of the Delmar’s FFA Nursery Landscape Team that captured the Delaware state title and advanced to represent Delaware in competition at the FFA National Convention in Louisville, Kentucky. Amy worked as a swim instructor and a lifeguard for the past 3 summers. In addition, for the past six years, she assisted with office duties and mowing of the bentgrass field at Oakwood Sod Farm.

Amy is stepping up to the challenges of college. She found the need for a more rigorous study schedule to continue her academic achievement, which she instigated. By doing so, she made the OSU Dean’s list.

Amy is exploring career options in sports turf and golf and has been an active participant in The Turf Club. One Club fundraiser was installation of Terraplas plastic flooring for a political rally and ESPN College GameDay. She reports the Terraplas sheets were so heavy she couldn’t lift them. Humbled, she contributed to the group effort by locking the flooring pieces together. It’s no surprise the Turf Club recently elected her its president.

She chose The Ohio State University for its strong turfgrass program in sports turf and golf and its stellar record for internship and career opportunity placements. This summer she’ll intern at Shoal Creek Golf and Country Club in Shoal Creek, Alabama, southeast of Birmingham.

In one of her essays, Amy wrote, “The turfgrass industry has shaped my character in several aspects. I learned to be respectful as a child and it is a core trait of my character. Different experiences from the industry have made me responsible. More recent experiences have made me humble.” That’s a great combination for her future—and the Industry’s.

Suz Trusty is co-editor of Turf News.
SARA LECHLIDER
Recieves Dr. Indyk Scholarship
By Suz Trusty

Sara Lechlider has been awarded a one-year Dr. Henry W. Indyk Scholarship, which is administered by The Lawn Institute (TLI). Sara is the daughter of Doug and Robin Lechlider, Laytonsville Landscaping, Inc., Laytonsville, Maryland. She will be starting her freshman year at Purdue University this fall, majoring in Agribusiness and minoring in Turfgrass Management.

Sara chose Purdue University because of its strong academic program in Agriculture with a broad range of majors and areas of specialization that provide options to explore. She also knew several Purdue graduates who had gone on to great careers. The final decision came through a campus visit and the informative and welcoming meetings with the faculty and staff members.

Sara excelled in her four years at Damascus High School in Damascus, Maryland. In her letter of recommendation, Lori Mayhew, her Horticulture teacher and FFA advisor, wrote, “Sara will graduate with an academically challenging course load and she has enhanced her diploma with the addition of a career completer program. This program has an extensive internship component and places Sara in an elite group of less than one percent of her graduating class in MCPS (Montgomery County Public Schools).”

That course load included Advanced Placement and Honors classes. Her current internship with the horticulture specialist of the University of Maryland Extension Service began in August of 2016. She also assists with projects in every branch of extension.

Sara is a leader among her peers; has been elected to officer positions in every organization she has joined, including president in all but the last one listed. That includes: FFA Chapter, the Montgomery County 4-H Sheep & Swine Club, the Damascus Livestock Club, the Montgomery County 4-H Beef Club, and the Maryland Jr. Angus Association. She also was a member of the Maryland State Livestock Judging Team, traveling to North Carolina to compete regionally in 2014.

Sara has been devoted to the care and show preparation of her market steers and the pigs she raises from early spring through fall. When time allowed, she assisted her Mom in the office and has reported she can operate the sod harvester.

Sara was crowned Maryland Angus Princess in 2015 and Maryland Angus Queen in 2016. In those roles, she traveled across the state attending Angus Shows and presenting ribbons. As queen, she made the trip to Grand Island, Nebraska, where she met many of the other state queens and Miss American Angus.

This year she was one of 23 county representatives participating in the Miss Maryland Agriculture Program competition where she was selected first runner up. Within one of her essays, she addressed her experience in that role, visiting elementary schools across the county, typically in more urban areas, to share the story of how they grow turfgrass on their farm.

Sara concluded her essay with this statement, “I would have never gotten these wonderful opportunities to teach others if it weren’t for this amazing industry that I call mine. It has truly shaped me as a person and I’m always wanting others to learn what I’ve learned through it.”

Suz Trusty is co-editor of Turf News.
Every industry, including turfgrass production, is living in the most amazing times. Information, technology, and consumer demands are changing at record pace. The question for every industry is, "Is your company adequately prepared for the rapid pace of change between now and 2020?"

Like two superheroes in the galactic society of superpowers, "uberization" is now colliding with every industry like never before. The uberization of every industry will take twists and turns with three dynamic shifts changing business models and brands that have been around for decades.

In an IBM study of over 5,000 C-suite executives, over 60 percent stated their #1 fear was the "uberization" of their business model. Meaning a technology or shift in the business model "out of nowhere" that leaves them in the dust and irrelevant to their customers. Did you hear that? Over 60 percent fear uberization! All you have to do is look at the impact Uber has had on the taxi industry and Zillow on the real estate industry to understand the fear. Both sets of technology have sent shock waves in their industries.

You should have the same fear because change is not coming. It’s here NOW. It is already happening as we speak, and at a rapid pace like never before. Key questions to ask are yourself are:

• Do you understand the three forces causing rapid change?
• Do you know why uberization is happening?
• Do you know where it happens the most in every company?
• Does your association excel at the keys to maximizing value in an uberization economy?

The rate of change in the next three years will be more than we have seen in the last decade by far. The adapters will excel and thrive … the slow-to-move will struggle and see challenges.

The key for any company thriving in this change is—you cannot wait until 2019 to figure this out. If you ignore the changes, you will be left behind.

When I say "change," that doesn’t mean change who you are. It is about shifting your mindset to utilize technology and new ways of doing business to be leaner on costs, have a more convenient and engaging connection with your customers and be able to take advantage of the demographic and consumer buying shifts that are creating immense opportunity for any company that seizes it.

No industry is exempt from "uberization." It is critical that every industry seek to understand the three elements changing and reshaping the way people will do business in 2020 and beyond and the three primary areas where "uberization" happens.

The three dynamic forces that are creating a fire-storm of change are:

• Emerging Technologies
• Consumer Buying Habits
• Demographic Shifts

These three forces are rapidly changing business models in the following areas:

• Delivery of your product
• Customer experience
• The product itself
• How you operate and produce product
• Workforce
• The overall business model

Those who fail to research, shift their business model and capitalize on the changes taking place in the next three years, will be challenged to compete in 2020 and beyond.

Companies can no longer move at a snail’s pace to keep up with the competition. Business models used to take years to dramatically change. Now they change almost instantly without you knowing it.

Discovering the uberization in your company will be key to your success. In any company, the following three elements always exist at some level in the six areas mentioned above:

• Friction
• Anxiety
• Stress
The question is, "Do you know the FRICITION, ANXIETY, AND STRESS, in your areas of delivery, customer experience, your product and your operations?"

If you do not, then you are leaving the door wide open for uberization to happen to your company.

It is critical, in today’s fast changing business climate where "Uberization" is everywhere, that your company dig deep to find the FRICITION, ANXIETY, and STRESS that exists in your business model, and offer up viable solutions to remove all three.

As you venture on the journey to discover your UBER and define the friction, anxiety and stress in your business, pay close attention to the following four drivers of creative change in any company:

**Choices**

Every decision you make will either put your company ahead or behind the rate of change that is here to stay. Your leadership needs to be looking at the right market data, have great analysis of the data, and make decisions in a timely fashion to see a positive impact on your industry. Failure to act or continuing to table discussions could put your members at risk of being left behind.

**Money**

In the economy of uberization, it is important you are spending your money wisely and investing in people, technology, process development, machines and data management to maximize your company’s success.

**Time**

It is important you are managing your company’s time wisely. Make sure everyone understands their role and that part of their role is allocating time to identifying the threats that can overtake your company. I can assure you that the three forces mentioned above aren’t asleep at night. They are working 24/7 guaranteeing change will happen. You can’t stop it. You can only get ahead of it and ride it like a big wave in the ocean. Are you leveraging the time you have with staff so that you are ahead of the wave and not drowning in its wake?

**People**

It is important for you to make sure you have the right people with the right expertise working in sales, marketing, customer service and operations to drive innovation for the future. You can’t allow “old thinking” to dominate your discussions. Ideas have to focus on:

- Meeting the demands of your customers and market shifts in the future
- How your business model can adapt technology to remove friction, stress, and anxiety in your customer experience
- Continuing to look at “What’s Next” in your business model

You can no longer talk about change coming to your company. It is here… here to stay. Uberization is colliding with your industry! The question is, “ARE YOU READY and What are you GOING TO DO ABOUT IT?”

Tom Morrison is President of Tom Morrison & Associates, Inc. Tom is a nationally sought after speaker on marketplace disruption and personal development. You can see more about Tom Morrison at TomMorrison.biz.

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CROSSING THE GENERATIONAL DIVIDE:
Unlocking the Power of Generations to Grow Your Business

By Matt Beaudreau

The landscape of leadership in the workplace has never been this daunting. With five distinctly different generations working side-by-side, the challenges of communicating with and motivating each of your employees can seem insurmountable.

The reality, however, is that having multiple generations in your workforce can be an incredible advantage to your company. What matters most for the leader are his or her perspective, strengths, and willingness to adapt to the changing landscape of leadership.

Successfully leading a multi-generational workforce requires being aware of each generation’s differences in how they communicate; how they view themselves; and their attitude toward their careers. The focus of The Center for Generational Kinetics, as the leader in generational research and solutions, is to help unravel that for you.

While millennials and Gen-Z employees are notably different in their professional preferences and attitudes than their Gen X and Baby Boomer and Silent Generation predecessors, they do bring valuable skills to the table. The key to avoiding workplace conflicts and disconnects is to invest the time to understand each generation, including your own, and work to unlock the talent and energy of each generation in alignment with your organization’s vision.

Who Are These People?
The Center defines a generation as a segment of a geographically linked population that experienced similar social and cultural events at roughly the same time in their maturation. Members of the same generation tend to share similar beliefs, priorities, preferences, buying patterns, communication habits and workplace styles.

The Silent Generation refers to those born prior to 1946, now age 72 and up. Most have worked hard all their lives. Many of this generation remain active in the workforce; some are the owners, presidents or CEOs of the business.

The Baby Boomers were born between 1946 and 1964, putting their age range from 53 to 71. Until recently, they were the greatest percentage of the workforce; the largest purchasing block and the primary trend influencers.

Generation X encompasses those born from 1965 to 1976, now ages 41 to 52. They’re the transitional generation, with strong baby boomer tendencies combined with glimmers of the millennial generation that follows them.

Generation Y, more widely known as the Millennials, are those born between 1977 and 1995, now ages 22 to 40. They make up the greatest percentage of today’s workforce. They’ve been around a long time and are entirely more influential than you realize. They are the generation now driving every major trend.

The Centennials, more often called Gen Z, were born from 1996 to the present. They’re now age 21 and under. Gen Z is coming into the workforce and will become the wave of the future.

The Generational Divide
With five distinct generations in the workplace any issue can encounter five different ideas; anything communicated can be taken five different ways. As an industry, turfgrass producers can stick with business as usual, or get on board now and have another amazing 50 years.

We all have a lot of things we think we understand about the generations—but many of those things aren’t true.

The number one factor in determining generational behavior is parenting. Millennials are baby boomers’ kids. You boomers developed a distinct parenting philosophy that has unified you and come back to haunt you.
The reality is, entitlement as a behavior, is 100 percent learned. It starts with parenting; is perpetuated in the public school system; and reinforced there and throughout society. Consider what happened to baby boomers sent to the principal’s office. The punishment was nothing compared to what they’d be getting when they came home. When millennials are sent to the principal’s office, mom is going to call the attorney, no matter whose fault it was.

Boomers have created a new life state in the millennials—delayed adulthood. These millennials want all the freedoms without the responsibilities. Most have college degrees, but they typically are up to five years behind in job and buyer experience. They want to focus on ideas and innovation and many are not able to produce results in the real world yet.

Thus boomer bosses often encounter an individual five years older than they were when they started their first real job. They may set their expectations based on their expertise at the same age rather than where they were as a first-time employee with much to learn. The millennial first-time employee may not understand that arriving to work five minutes late, or checking their cell phone during a meeting or while working with a customer, are not acceptable business practices.

The first half of the millennial generation did all the things they were supposed to do: go to college, get a job, get married, buy a house, have children. Typically self-reliant, they are the age group most offended by the entitlement and lack of responsibility and can no longer relate to the other half of their own generation.

The second factor in determining generational behavior is technology. Your relationship with technology is dependent on your age. Technology is only something new to you if you remember something the way it was before. The younger generations are the indicators of the future technology to everyone, because technology ripples up—and it always has. If you resist the advancing technology, you could lose the ability to communicate and connect with everyone.

 Millennials are often described as tech savvy, but that’s incorrect. Most millennials have no idea how tech works, they just know they can’t live without it. They’re tech dependent and that’s a critical distinction.

The eight million millennials are now entering the wealth accumulation phase. In 2017, they will be the first generation to outspend baby boomers in the US. Twenty-five percent of all new millionaires this year are millennials. They are worth more than any other new customer—and they are just starting to establish their loyalties to employers and as consumers. They also are the generation that highly values “local” and you can tap into that.

Communicating to Millennials

How do you best communicate with your millennial employees and sell to your millennial customers? Deliver information in the way they want to receive it. Here are their top five preferences—in order.

Text messaging is number one. Text messaging within the company and with the company’s customers is an acceptable professional form of communication. Millennials hate voice mail; for a quick response, text them.

Second is email. The subject line is all that matters and it determines whether or not they will open the email. Two line emails are just fine. So are bullet points. Get to the point; state what you need.

Third is social media. Your business should be using at least one platform—LinkedIn, Facebook, Snapchat or Twitter—to have conversation with your employees and customer base. Communicate and show your local connection. If you get bad reviews, you can intervene and get on top of them. Choose to join the conversation rather than being talked about.
Fourth is the phone, though some millennials think of a phone call as an invasion of privacy.

Fifth is face-to-face. Baby boomers enjoy meeting face-to-face. Millennials may be in the same room but prefer texting each other. It won’t always be this way; in time millennials will embrace face-to-face.

**Three Tips for Leading Millennials**

Prioritize flexibility over a rigid structure. Millennials will personalize as much as they can, and their work style is no different. While certain protocols will always have to be maintained, look for ways to allow your millennial employees to innovate within your structure. Allowing them some flexibility in leading or contributing to organizational change can increase their loyalty and personal satisfaction.

Be a mentor or coach but not just a boss. Millennials want someone who can offer more than just discipline. They want someone who will coach and guide them to making the biggest impact possible. This is a win/win for you and your organization.

Prioritize progress. Don’t be a leader who gets stuck behind “it’s the way we’ve always done it.” Not only does this indicate to a millennial employee that their new ideas may not be welcomed, but it also sends a message to everyone that you may not be an organization that will be able to adapt to market demands. The ability and willingness to change may be the most important tool in the repertoire of today’s best leaders.

Understanding the mindset of millennials and each generation unlocks tremendous talent, growth, and energy within your organization. Doing so allows leaders to bridge generational gaps and tap into the advantages that a multi-generational workforce provides to your company.

**Working with Gen Z**

Gen Z is beginning to impact the workforce now and will continue to going forward. They will forever be a massively skeptical generation—their mantra is trust, but verify. They want all the data upfront. They can spend an entire day in training and think that wasn’t enough.

Gen Z is the most loyal generation. They’re loyal to people; they’ll have your back at work. They’ll also be the first to leave if someone they are connected with retires or takes another position.

Gen Z is more tech savvy than millennials, but as tech dependent. They’ve partially used tech to define their peer-to-peer relationships. Tech communication will be a critical piece of your relationship with Gen Z employees and customers.

Matt Beaudreau is an entrepreneur and a certified speaker at The Center for Generational Kinetics. The Center is the leader in generational research and solutions, especially with Millennials and Gen Z. Their in-house team of PhDs, keynote speakers, and on-the-ground consultants uncover the hidden insights and solutions today’s businesses need to be successful. For more information, please visit [www.genhq.com](http://www.genhq.com).

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COMMUNITY ENGAGEMENT AND THE OPPORTUNITIES AVAILABLE

By Ronni Zeigler

Editor's Note: Ronni Zeigler shared much of this information during TPI's 2017 International Education Conference & Field Day as a panel member during the “Community Engagement & Your Farm” Session, which also included panel members Kurt Vanchief, Willowlee Sod and Jason Nugent, Bethel Farms. A video of this session is available for viewing through TPI’s Turfgrass Education Center on the TPI website: TurfGrassSod.org.

How do we get the message out?
It starts with you!

Does your website tell your story?
Our website is often our initial connection with a potential customer, so we want the home page to deliver a snapshot of what we can do for them. Ours features three photos of great looking lawns topped by “The Lawn of Your Dreams” with this copy underneath, “Selling sod, seed, fertilizer and more!” Our Ideal Turf logo is above the photos to the left of the page. Our phone number is boldly displayed to the right of the logo, with “CALL TODAY!” in small letters above it.

Below the photos is the heading, “Your Backyard Living Experts” with the subhead “Extensive Experience Yields Exceptional Results” below it.

The copy tells our story in simple terms: Ideal Turf is dedicated to providing the most recognized aspect of a beautiful landscape—a lush, green lawn. Whether you are a homeowner, landscape contractor, or a developer and regardless of what your lawn’s characteristics or particular needs may be, we’ll work with you to supply the healthiest, most consistent turfgrass sod.

That said, we’re much more than a sod supplier—we want to be your advocate for better backyard living! As a proud homeowner, you want your yard to reflect all of the hard work and pride you have put into your home. With that in mind, we’re your one-stop resource for keeping your lawn the best it can be: whether you’re having trouble choosing the right sod for your project or you need more information on the different types of sod out there, we’ll be happy to help.

To the side of the copy is a box titled “General Information,” which includes the company name, Ideal Turf, the address, phone, fax and email, and the business hours. Many companies only list this type of information on their “Contact Us” page or at the bottom in small print. We have a “Contact Us” page, but felt it was very important to make this easily accessible for our end users, so we placed the “General Information” on every page on our website.

More detailed information is covered with a click on the categories listed in the header across the top of the homepage. Under “Tips & Advice,” we feature information sheets and this copy: If you’re looking for advice to ensure your sod reaches its full potential, then you’ve come to the right place. We have put together 12 informative sheets to help our clients and customers get the most from their turf investment. These sheets answer many frequently asked questions that range from preparation and selection to maintenance and beyond.

These are numbered 1 to 12, by title and each is a link to that sheet. One of the sheets is listed as Benefits of Turfgrass. That topic viewed online features a photo with each point addressed.
Another category in the header is “Helpful Links,” with one of the links featured: Click here to learn more about Natural Grass vs. Artificial Turf. Another is to the video, “What’s the Deal with Synthetic Turf Particles?” The copy below it states: This video is a compilation of engaging news cuts and scientific reports with persuasive concern about synthetic turf’s crumb rubber—especially carbon black nanoparticles. The video includes comments from investigative reporters, medical professionals, researchers, professional athletes, college athletes and parents on a subject that, for whatever reason, isn’t getting the media coverage that it should.

Many of the resources displayed on our Website have come from the resources available to TPI members through the TPI website, including from the “2017 Natural Turfgrass vs. Artificial Turf TPI Tool Kit.”

How do we engage?
Don’t be shy. Make the time. Get out in your community and engage with your local schools!

Send emails and mail packets to school boards, the principals, science teachers, deans and department heads. Get the word out about your company and what you can offer them. Tell them about the environmental benefits of turfgrass.

Offer educational tours for their students to see how natural turfgrass sod is grown, maintained and harvested and why natural turf is so important.

Offer summer internships/jobs through the local high schools and colleges.

Emails and Packets can include (for example):

- Information regarding your company and your website address.
- TPI’s booklet: Natural Grass and Artificial Turf Separating Myths and Facts.
- A “Benefits of Turfgrass” one page information sheet
- Links or printouts of articles on natural turf vs. artificial turf
- Links or print-out of school lesson plans that they could use through Scholastic and Discovery for grades K-5

If you’re sending information to high schools, local colleges and universities, you would want to contact science departments, horticultural departments, golf course management departments, landscape and agricultural departments, etc.

If you want to target elementary schools, this is just the type of information we want to get in the hands of all the soccer moms and dads of the world! We need to help educate them on the benefits and safety of natural turf. But we also want to make it fun for the kids, and I have just the dog that will do that …

TurfMutt—Saving the planet one yard at a time!
Where can you find TurfMutt? On the Scholastic website, Facebook, Twitter, Magazine articles, Discovery Education website, TurfMutt Blog, TV show Lucky Dog and YouTube.

What is TurfMutt? TurfMutt is an environmental program designed for kindergarteners through fifth graders (K-5) whose mission is to teach students, their teachers, and their families the importance of living landscapes and how to take better care of the green spaces around them.

Who created it? Kris Kiser, President and CEO of the Outdoor Power Equipment Institute (OPEI), which is the international trade association representing more than 100 power equipment, engine and utility vehicle manufacturers and suppliers. OPEI is the advocacy voice of that industry.

Why? Kris Kiser adopted Lucky (TurfMutt) and brought Lucky home to his condo. He realized Lucky didn’t have a yard and he missed it. It made Kris realize that people need to be thinking about how important the green environment is. “After all, grass isn’t bad,” he said. “How we manage it is bad. Planting it in the wrong place, for instance. I wanted to get this message out to kids.”

Is it working? Yes! It was first introduced into 1,800 schools in 2009, but by the second year, the program had grown to 20,000 schools or more.

TurfMutt and the Outdoor Powers
When Lucky finally had a forever home with a big yard filled with green grass and clean air, he “realized how important well-maintained green spaces are to everyone.” But then he learned there were “bad guys like Carbon Creep, Dust Demon, Dr. Runoff and Heat Freak ruining the green spaces. He had to fight back! So that’s when he put his blanket on like a superhero’s cape and became
TurfMutt” ... “using his super powers to spread the word that we all need to work together. We have to stop the bad guys and protect our turf.”

So he teamed up with “the good guys who are specially equipped to help keep things cool and green ... Big Rooty, Water Warrior, The Oxygenator, Professor Botany and Green Ranger.” Together they call themselves The Outdoor Powers.

Our Outdoor Power is the Green Ranger. “Green Ranger is a miniature and masked patch of grass, the foot soldier of the Outdoor Powers.” What are his SuperPowers? “In a flash, Green Ranger waves and spreads, trapping carbon dioxide, reducing storm water runoff, and sharing oxygen while using his roots to prevent soil erosion and help create larger green spaces—in backyards, public parks, and more.”

What’s available for us to use?
These resources are offered on the Scholastic website: Parents: http://www.scholastic.com/turfmutt/parents/
Teachers: http://www.scholastic.com/turfmutt/teachers/
At-Home Activities and Classroom Activities include:
On-Line Books
Printable Worksheets for Grades K-2
Printable Worksheets for Grades 3-5
Printable Classroom Activities for Grades K-5
Student Activity Guides for Grades K-5

The Discovery Education website provides resources here: http://www.turfmutt.discoveryeducation.com
Discovery Education even has an annual Sweepstakes for $5000 for schools.

What’s been my experience?
We have hired summer help through several local colleges. The Horticulture Department of Illinois Central College (ICC) did a tour with us and others have shown interest in arranging a tour.

Through a twist of fate, I was informed that a large university was planning on converting 12 of their outdoor practice fields to artificial. I reached out through phone calls, emails and packages sent about the benefits of natural turfgrass and the possible dangers of artificial; information on newer grasses best suited for their climate and usage; and the names and phone numbers of coaches and groundskeepers to call. They initially decided to keep five of the fields natural. A more recent phone discussion revealed they are now leaning heavily to all 12 fields natural. A big win for natural turf!

After learning about TurfMutt, I have contacted my children’s school and the principal is very interested. I have also contacted their teachers and one quickly decided to do a field trip with us in May! I’m going to continue to contact our local elementary schools and give them the information that is needed to educate them on the environmental benefits of natural turf and offer tours of our farm.

We can make a difference with a little work on our end!

Where do I find TurfMutt?
Scholastic website:
Parents: http://www.scholastic.com/turfmutt/parents/
Teachers: http://www.scholastic.com/turfmutt/teachers/
Discovery Education website:
http://www.turfmutt.discoveryeducation.com
Facebook:
https://www.facebook.com/turfmutt
Twitter:
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Lawn & Landscape article:
CBS Lucky Dog
http://www.cbsdreamteam.com/lucky-dog/
YouTube:
https://www.youtube.com/user/TurfMutt
TurfMutt Blog:
http://turfmuttblog.com

Ronni Zeigler handles all the marketing and promotion for Ideal Turf, working in conjunction with her husband Andy, the company’s owner and production manager.
When you choose sod seed, you’re making a commitment. Just like a diamond ring in a long-term relationship, you choose the best and purest because she deserves it and you’re in it for the long haul.

We’ve made that same commitment with our TURF PRODUCERS’ SELECT™ seed. We produce it in blending facilities dedicated to blending sod seed, ensuring purity. We dig in, analyzing test reports and collecting data on every region, grower and field history, just like a jeweler with a magnifying glass. Because you deserve it.

**Relationships are what we like to grow most.**
ASSOCIATION UPDATES

5th ETS FIELD DAYS TO BE HELD
IN BRNO, CZECH REPUBLIC, 12-13th SEPTEMBER 2017

This aerial view reveals the beauty of Brno, the second largest city in the Czech Republic.

The European Turfgrass Society (ETS) and the Scientific Society of Mendel University in Brno invite ETS members and other turfgrass enthusiasts to the 5th Field Days. It will be held 12-13th September 2017 at Mendel University in Brno, Czech Republic.

The ETS Field Days event of two days is organized every two years. It is intended to promote the exchange of information among turfgrass specialists from universities, official bodies and private companies and also among practical greenkeepers and groundsmen.

As the turfgrass industry in the Czech Republic is facing two weather extremes (e.g. pronounced drought and hot waves), legislative restrictions and various environmental challenges (e.g. GC construction on fly ash deposition or on reclamation areas), the main topic of this event is “Turfgrasses in accordance with changing nature.”

The City of Brno

Brno is the second largest city in the Czech Republic by population and area; the largest Moravian city; and the historical capital city of the Margraviate of Moravia. Brno also is the administrative center of the South Moravian Region in which it forms a separate district (Brno-City District). The city lies at the confluence of the Svitava and Svatka rivers and has about 400,000 inhabitants. Its greater metropolitan area is home to more than 800,000 people, while its larger urban zone had a population of about 730,000 in 2004.

Scientific Program

As usual, the first day will be devoted to lectures by invited speakers from diverse European countries and from the USA. The venue of the lecture day will be Mendel University in Brno.

The seminar day on 12 September 2017 will feature multiple topics by presenters from across the world, focusing on the main topic: “Turfgrasses in accordance with changing nature.”

Presentations during the morning of the seminar include: The Welcome Speech, “Introduction of Mendel University and Department of Animal Nutrition and Grassland Science,” by the Dean of Faculty of Agronomy Pavel Ryant, Head of the Department, Jiří Skládanka; “Turfgrass Water Conservation,” by Bernd Leinauer, New Mexico State University, USA; “Building the foundations for low input turf management,” by Christian Spring, STRI Bingley, UK; “Compost extracts/teas and management of sport turfs,” by Gerhard Lung, Green Planet, Germany; “Comparative investigations on different Hybrid turf systems in a field trial in Basel—results from three experimental years,” by Paul Baader, Baader Konzept, GmbH, Germany; “Experiences with low input management of GC in central European conditions,” by Kamil Pečenka and Jiří Kapeš, greenkeepers, Board members of CGA, CZ; and “GC build on fly ash,” by Michal Voigts, greenkeeper, president of CGA, CZ.

The Sponsors presentation will be followed by lunch.

Presentations during the afternoon of the seminar include: “Turfgrass education in the Czech Republic,” by Stanislav Hejdak, Mendel University Brno, CZ; “Hemiparazites for enhancing of plant diversity in extensive turfgrass,” by Jan Mládek, University Palacky, Olomouc, CZ; A Sponsors presentation will visit the demonstration plots at the Botanical Garden of Mendel University. The General assembly of ETS will close the seminar.

The evening ends with a networking reception and a social dinner at Mendel University.
Excursion
The second day (13 September) will be site visits. The bus departs from the Hotel Avanti.

The first location will be the most famous 27-hole golf course 15 km north of Brno—GC Kaskáda. The head greenkeeper, Jiří Kapeš, uses low levels of fertilizers (spoon feeding), constrains use of pesticides, and seeks to manage the course multi-functionally. He also is a board member of the Czech Greenkeepers Association and closely cooperates with Mendel University.

The next stop will be in Lednice Castle Park, which is part of a large landscape complex that is protected as a World Heritage Site by UNESCO (United Nations Educational, Scientific and Cultural Organization). The small town of Lednice, which is situated close to the Austrian and Slovak borders, also is a site of the Horticultural Faculty of Mendel University.

The final site during the excursion day is Závod in Slovakia (Richter Rasen Co.). Attendees will tour the turf farm and enjoy lunch onsite.

Registration
To register for the 5th ETS Field Days, please visit: http://etsfielddays.af.mendelu.cz/

Accommodations
Hotel Avanti is located in walking distance just 10 minutes from the Mendel University campus. Web: http://www.hotelavanti.cz/en/ e-mail: hotel@hotelavanti.cz phone: +420 541 510 211 or +420 541 510 111


E-mail: hotel@hotelavanti.cz

Phone: +420 541 510 211 or +420 541 510 111

When you book the accommodation, use the password: European Turfgrass Society.

All photos courtesy of ETS
award by the Australian Organics Recycling Association (AORA) for “Outstanding Contribution to Organics Market Development by an Individual.” Mick has 20 years’ experience in the fields of soils, irrigation and landscape assessment, and a Doctorate in Agricultural Science (Soil Science) in soil water movement and TAFE certificates in Urban Irrigation and Building Contracting Management.

Nick Dorney, AusGAP, was born and raised in the Upper Hunter Valley on his parents’ beef and broad acre farming property and he worked as a jackaroo in the Northern Territory. He went on to complete a bachelor’s degree in Agriculture at the University of New England in 2004. Nick worked underground for 12 years, between tunneling in Sydney and coal mining in Queensland and New South Wales. He was a compliance officer for the last seven years underground, overseeing production and safety in part of the mine. Nick joined AusGAP in early 2016, and has since been running the program and processing the first applicants to bring them up to compliance standards.

Andrew Bate is Founding Director, MD & CEO at SwarmFarm Robotics. He is the innovative grain and cattle farmer who had the vision to develop robotic farming technology. Andrew has spent a lifetime in agriculture; he has trained as an agronomist, and farms near Emerald, Central Queensland. Andrew is passionate about ensuring that future generations of farmers have a vibrant, economic, and sustainable future in the cropping industry. He graduated from the University of Queensland with an Assoc. Dip App Science - Agronomy and is a mentor on the Westpac “Business of Tomorrow” program.

James Greenshields, Director and Co-Founder of the Resilient Leaders Foundation, is a husband and father of two girls, who has been to the depths of human existence, chosen to change his life, and now assists others to do the same. James gained extensive leadership, organizational and training experience in his 17 years as an Army Officer. Amongst other positions, he led a Combat Team of over 100 personnel in Iraq during 2006 – 07. In 2008, he completed Australian Command and Staff College, where he graduated at the top of his trade stream. James has had personal experience with both trauma and depression. Upon leaving the military, James gained qualifications as an Emotional Intelligence facilitator, trainer and coach with the ANZI accredited organization, Beyond Success, Neural Linguist Programming Practitioner, Institute of Success Dynamics and Certificate IV Workplace Training and Assessment, IV Workplace Training and Assessment, Department of Defense.

Registration
The Conference program includes the Field Day site visit and demonstrations at AGTURF.
For more information, contact: admin@TurfAustralia.com.au.
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Industry Veteran Duane Jacklin Passes
Longtime Industry leader and TPI member Duane Jacklin, passed away March 9 at age 72. Jacklin was one of three brothers who grew the family business, started by their grandparents in 1935, into one of the largest grass-growing businesses in the nation with international markets and as many as 200 employees. Jacklin Seed is now part of the J.R. Simplot Company.
The board of directors of the Jacklin Arts and Cultural Center (JACC) stated “Mr. Jacklin was a tremendous influence in the Post Falls (ID) business community and throughout the state. He was an integral partner with his wife Susan in restoring and developing the JACC—one of his many generous contributions. We are grateful for knowing he made our community and world a better place.”

New Poll Finds Americans Remain Confused About Fuel Choices
A new nationwide study conducted on behalf of the Outdoor Power Equipment Institute (OPEI) has found that Americans remain confused about new fuel choices at the pump and their appropriate usage. The OPEI survey found that more Americans who own outdoor power equipment are paying attention to the type of fuel they use this year than in years past, with 44 percent saying they pay attention (compared with 36 percent in 2016 and 35 percent in 2015). Additionally, awareness of ethanol in gasoline seems to remain steady, with 84 percent, overall, reporting they are aware of that fact this year compared to 85 percent in 2016 and 84 percent in 2015.

“While most people seem to be aware that there is ethanol in gasoline, the poll results show increased miss-fueling. This raises big concerns as different ethanol content fuels become available in the marketplace,” said Kris Kiser, President and CEO of OPEI.
Over three in five Americans assume that any gas sold at fueling stations is safe for all their cars as well as other, non-road engine products, like boats and mowers (63 percent in 2017, up from 60 percent in 2016 and 57 percent in 2015). This year’s poll also shows roughly two thirds of Americans believe higher ethanol blends of gas are safe to use in any engine (31 percent).

“Hundreds of millions of pieces of legacy outdoor power equipment products are in use today that are designed and warranted to run on E10 or less fuel. Remember, E15 is unlawful to use in these, according to the Environmental Protection Agency (EPA). A Department of Energy study found that E15 fuel caused hotter operating temperatures, unintentional clutch engagement, erratic running, and engine-part failure.”

NALP Announces New Careers Website
The National Association of Landscape Professionals announced the launch of LandscapeIndustryCareers.org, a new website which will help raise the visibility of careers in all facets of the landscape industry and will help draw new people into the industry.
“We know that finding and retaining good employees is the biggest concern of many landscape and lawn care companies,” said Sabeena Hickman, CAE, NALP CEO. “So NALP is doing everything we can to help solve that problem and the launch of this website, through the support of our Industry Growth Initiative is the important first step.”
The engaging and interactive new website paints a picture of the wide range of career paths through articles and more than a dozen video profiles of industry specialists such as arborists, landscape designers, account managers, lawn care technicians, etc. who explain what their jobs entail and why they are passionate about their careers. The website also includes an interactive quiz, provides links to schools with landscape programs and includes mentoring contacts and a job board.

SiteOne Landscape Supply Adds Acquisitions and Locations
SiteOne Landscape Supply acquired two new companies, giving it a footprint in the Detroit area, Los Angeles and Las Vegas. SiteOne acquired American Builders Supply, which has 10 locations in metro Los Angeles and two locations in Las Vegas. The company also acquired Angelo’s Supplies, which has two locations—Wixom and Farmington Hills, MI—in the Detroit metro area. This acquisition brings SiteOne’s location total in the Detroit area to 14. SiteOne also recently opened its first distribution center in Fairborn, GA, and announced plans for two more centers to open over the next year and a half to serve the North and West divisions.

Super-Sod adds new sales representative
Super-Sod, a division of Patten Seed Co., added Kevin Farrell as an outside sales representative for customers in the Raleigh and Cary, NC, areas. Originally from Dallas, Farrell attended the University of Texas at San Antonio and received his bachelors degree in public relations and sports journalism. With a background in hotel sales at the Gaylord Texan, Farrell relocated to North Carolina and soon joined the Super-Sod sales team. Farrell’s position at Super-Sod allows him to connect with customers in the Triangle area and promote sales for both the Raleigh and Cary Super-Sod stores.
2017 Musser Award Recipients Announced
Dr. Matthew Jeffries and Dr. David Jespersen have received a 2017 Musser International Turfgrass Foundation Award of Excellence. These annual awards are presented to outstanding doctoral students of turfgrass science who have made significant and innovative contributions to turfgrass science research.

Dr. Jeffries recently completed his Ph.D. at North Carolina State University focusing on pesticide environmental fate in turfgrass systems with advisors Dr. Travis Gannon and Dr. Fred Yelverton. He has accepted a position as a pesticide environmental fate field scientist at BASF Corporation in Research Park Triangle Park. Dr. Jespersen is an assistant professor at the University of Georgia, where he studies abiotic stress in turfgrass. Each received a $35,000 award.

Register Now for AgGateway's Mid-Year Meeting
Registration is open for AgGateway’s Mid-Year Meeting, June 12-15 at Prairie Meadows in Altoona, IA. The meeting provides valuable insights and networking for anyone seeking to expand eConnectivity in agriculture—from seasoned AgGateway members to professionals new to the organization. The working meeting provides multiple networking opportunities, as well as many open working group sessions where teams discuss ways to advance their collaborative initiatives. The meeting also features a half-day Ag Retail eConnectivity Forum for senior retail managers and directors. The forum will present information on the value of a company’s investment in eConnectivity initiatives, particularly focused on the efficiencies and competitive advantages as retailers, manufacturers and distributors move to seamless electronic data exchange. More information is available on AgGateway’s website www.AgGateway.org.

Research Toward Heat-Tolerant Creeping Bentgrass
Bentgrasses generally have poor to moderate heat tolerance, but research has shown that colonial bentgrass is more drought-tolerant and has better natural resistance to the causal pathogen of dollar spot.
Researchers at Rutgers University backcrossed a colonial bentgrass X creeping bentgrass hybrid with creeping bentgrass to determine whether the creeping bentgrass could inherit genes from colonial bentgrass that would improve creeping bentgrass tolerance of heat stress.

The objectives of this study were to determine the genetic variation in the expression patterns of selected genes involved in several major metabolic pathways regulating heat tolerance for two genotypes contrasting in heat tolerance to confirm their status as potential candidate genes, and to identify PCR-based markers associated with candidate genes related to heat tolerance in a colonial (Agrostis capillaris L.) x creeping bentgrass (Agrostis stolonifera L.) hybrid backcross population.

Turf Connections Hires New Regional Sales Representative
Turf Connections has named Mark Vogler as sales representative. Vogler brings nearly 20 years’ experience as a golf course superintendent and project manager to the position with an expertise in golf course maintenance, golf and landscape maintenance budgeting, and sales consultation. Vogler entered the turf industry in 1998 as an intern at Kissing Camels Golf Course in Colorado Springs, CO. He has served positions at other courses including Colleton River Plantation Club, Ansley Golf Club, and most recently at Sea Pines Golf Course in Hilton Head. Vogler is a member of GCSAA and the SCGCSA. He received an Associate degree in Turf Management from Central Community College of Hastings, NE, and is currently working on a degree in Turf Management from Colorado State University.

Sod Production Services Hires Director of Business Development
Sod Production Services, a division of Riverside Turf, has announced Chad Adcock is their new Director of Business Development. Adcock brings nearly 20 years of golf course management experience to the position, including operations management and facility development and improvement. Adcock entered the turfgrass industry in 2000 as an assistant golf course superintendent at Kinloch Golf Club. Since then, he has served as superintendent for clubs including Cannon Ridge Golf Club, TPC Avenel Golf Club, the Pines and Eaglewood Golf Clubs. His most recent position was Director of Golf and Landscape Operations at Kingsmill Resort, where he directed all agronomic and maintenance programs for the resort, overseeing approximately 65 golf and landscape employees. Adcock holds a Bachelor of Science in Agronomy with an emphasis on Turf Management from Mississippi State University.
THANK YOU

I am pleased, honored and humbled to accept the President’s Leadership Award that was given to me during the TPI 2017 International Education Conference & Field Day and to join past recipients who I have long admired and respected.

Warmest regards, Bob Weerts

COMING JOIN US

In conjunction with the 2017 International Turfgrass Research Conference

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EQUIPMENT FOR SALE: Armax Traxmax Sod Installer; Excellent condition with 113 original hours; 44HP Kubota Diesel engine, 3,000 lb. lift capacity. Machine has no known issues, only reason for selling is we upgraded. Asking $18,500 or best offer.  
Contact: Adam at 812-525-8261 or myerssodfarm@gmail.com

FOR SALE: 2007 WMI 3030 Sod Cutter - $7,500; WMI 30” Sod Cutter - $5,000; WMI 30” Sod Layer 204 hours - $5,000; Progressive 15½’ Mower - $12,000. All in excellent condition.  
Contact: Justin Payne at 815-468-6400 or justin@paynesodfarm.com

EQUIPMENT FOR SALE: Very good condition Wade Flatbeds with forklift kits. We have new 38’and 45’x 102’, Manac, and Clark trailers in stock with 75 more on order. We have all steel with wood floors, 12 winches, headboards, LED lights, combo forklift kits, Moffett, Princeton, Navigator and Palfinger. Steel disc wheels, air ride slides, fixed air rides and spring slides. We also have Wilson 45’ and 48’ combos, aluminum side rails, aluminum floor, fixed air ride, sliding air ride, headboard, universal lift kits. 10,500 lbs. If we do not have what you want, we can have it built in as little as eight weeks.  
Contact: Bill Israel at 404-324-7191 or email bill.israel@northstar-trailer.com

EQUIPMENT FOR SALE: (1) Land Pride 10-ft. Primary seeder; (1) Brillion primary seeder; Harrel Model 368 on-land switch plow 8 bottom; VibroNetter netting installer; Landpride RCP2560 Ditch mower; (1) Kubota M4030 SU Turf Special. Refer to www.bubersodsale.com for current list and prices.  
Contact: huberranch@aol.com, or John Huber at 219-765-0285

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

Wherever you see this camera icon, visit www.TurfGrassSod.org to view pictures of the advertised items. When viewing the electronic version of this page, just click on any of the icons above that interest you to proceed directly to the advertiser’s supplied picture.

TPI CLASSIFIED ADVERTISING—TARGETED TO TURFGRASS PRODUCERS WORLDWIDE

Buying or selling equipment, supplies, properties, or looking for employment opportunities?  
TPI classified advertising is the answer! Reach your target market with a low cost classified ad in Turf News magazine and the TPI website at www.TurfGrassSod.org.

All classified ads are posted to the TPI website & featured in the matching Turf News issue for one low rate!

Premier Classified Advertising!

With the Premier Classified Advertising option you can add one photograph to your website ad! The electronic version of Turf News will link the reader directly to your ad on TPI’s website. Readers of the print version will be able to view your ad with picture by going to www.TurfGrassSod.org.

 Classified Ad Rates:  TPI Member $200.………..Non-member $275
Premier Classified Ad:  TPI Member $225.………..Non-member $300

Rates are determined in one-inch vertical increments. Please estimate approximately 65 words per inch. Photos are limited to the website and one photograph per ad.

Deadline:  30-days prior to Turf News issue date (e.g., July/August Turf News issue, ad is due by June 1).

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.
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MAY

May 8—9
DRG Seminar
Hotel Esperanto, Fulda, Germany + visits
Contact: http://www.rasengesellschaft.de

May 22
VTC Turfgrass Research Classic & Field Day
The Country Club of Virginia, Richmond, VA
Contact: http://www.vaturf.org/

May 22—June 9
International Summer University
Osnabrueck, Germany + visits
Contact: 814-863-0129; https://www.hs-osanabrueck.de/en/

JUNE

June 14
SRS Regional Conference and Turfgrass Field Day
Sandhills Research Station, Jackson Springs, NC
Contact: www.turffiles.ncsu.edu/srsfieldday

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

June 23—24
2017 FNGLA Annual Convention
B Resort, Ft. Lauderdale, FL
Contact: http://www.fngla.org/events/annual-convention/

JULY

July 12
University of Nebraska/Nebraska Turfgrass Association
Nebraska Turfgrass Research Field Day, Lincoln, NE
Contact: www.nebrakaturfgrass.com

July 15—18
Cultivate’17
Columbus, OH
Contact: http://www.cultivate17.org/Cultivate17/Default.aspx

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.turfsociety.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

July 19
Iowa Turfgrass - Field Day Classic
Ballard Golf & Country Club
Contact: http://www.iowaturfgrass.org/events.htm

AUGUST

August 3
Kansas Turfgrass Field Day
John C. Pair Horticultural Research Center, Wichita, KS
Contact: http://www.kansasturfgrassfoundation.com/annual-kf-day-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
Iowa Turfgrass – Field Day
ISU Horticulture Research Station
Contact: http://www.iowaturfgrass.org/events.htm

September 12—13
5th European Turfgrass Society Field Days
Mendel University & Hotel Avanti, Brno, Czech Rep. (CZ)
Contact: www.turfgrasssociety.eu

September 14—16
The Landscape Show
Orange County Convention Center's North Concourse, Orlando, FL
Contact: http://www.fngla.org/theLandscapeShow/

September 17—21
IGCA Congress 2017 Canada
Niagara Falls, Ontario, Canada
Contact: http://www.igca2017.ca/home.html

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/

NOVEMBER

November 6—10
2017 Irrigation Show & Education Conference
Orange County Convention Center, Orlando, FL
Contact: http://www.irrigation.org/irrigationshow/

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.
Produces the best results even under the most difficult circumstances.
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-Several options available.

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-Cutting width 48” (also 2x24”).
-Optional: electronic adjustable roll length.

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-Options: electronic adjustable roll length, new cutting knife system with coulter discs on main roll, pallet injector & more.

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- Custom mixtures available

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