

INDUSTRY PROFILE

SYNITURF CORPORATION is a company which has accepted the challenge of assisting turf managers - individuals who have the responsibility of keeping turfgrass in a healthy condition for recreational and aesthetic use - to stay within the limitations imposed by continual budget restraints and the new public environmental awareness and concern.

Turf managers will continue to face many new challenges that may seem contradictory at times. They will be pressured to continue to provide the excellent playing surfaces that have been produced over the last decade while at the same time be restricted, regulated, or even have withdrawn, some of the essential products such as water, fertilizer and chemicals needed to produce safe playing surfaces.

With these pressures starting to affect the availability of their management tools, the turf managers will find it necessary to improve the programming and implementation of their cultural practices. To better program and implement their cultural practices, they must first be able to obtain immediate, pertinent, and accurate data on what is really occurring within the turf environment. They will find it necessary to obtain data on the four major controlling factors of that environment - macro and micro climatic conditions, turfgrass species and cultivars, rootzone characteristics and pest population pressures - and then assimilate them into useful information.

A new technology to assist the turf managers in the assimilation of this information has been developed over the last decade but its ability, availability and importance has only

come to light recently. The technology consists of proven computerized micro climate monitoring systems, insect and disease forecasting systems, on-site disease detection and identification systems, water quality and contamination detection systems, soil nutrient availability systems and infrared remote sensing for stress on the plant, unnoticeable to the naked eye.

The data these systems will produce may assist the turf managers in solving many of their new challenges and may also help promote the level of professionalism of their position as well to help move turf grass management from an art to a science. The best quote to substantiate the move from an art to a science was written long ago in 1891 by Lord Kelvin.

"When you can measure what you are speaking about, and express it in numbers, you know something about it; but when you cannot measure it, when you cannot express it in numbers, your knowledge is of a meager and unsatisfactory kind; it may be the beginning of knowledge, but you have scarcely, in your thoughts, advanced to the stage of science."

The present turf managers face the new pressures of taking the time and effort to improve their professionalism by becoming more scientific, technological and computer literate. SYNITURF has accepted the challenge of assisting the turf managers by sourcing, developing and providing the basic training and continual back-up necessary to integrate the information producing systems to provide better, safer environmentally friendly turf.

[Ed. Note: The General Manager of SYNITURF is Bruce Calhoun. Bruce is the Past President of the Sports Turf Association.]

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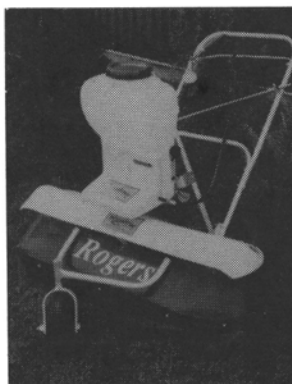
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