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FLORIDA TURF GRASS ASSOCIATION FILLS FOUNDATION POSITION

Dr. Max Brown, President of the Florida Turfgrass Association announces the appointment of Robert J. Yount as Vice President of Development for The Florida Turfgrass Research Foundation, Headquarters in Orlando, Florida.

A newly created program formulated by the Florida Turfgrass Research Foundation will begin to establish a \$5,000,000 Endowment Fund. Plans are to channel all funding received from the Endowment into research and development of top-quality turfgrasses as well as biological control of pests and environmental enhancement, under the direction of Mr. Yount.

Mr. Larry Pauley, Fund Raising Consultant for the Florida Turfgrass Research Foundation made the following comments:

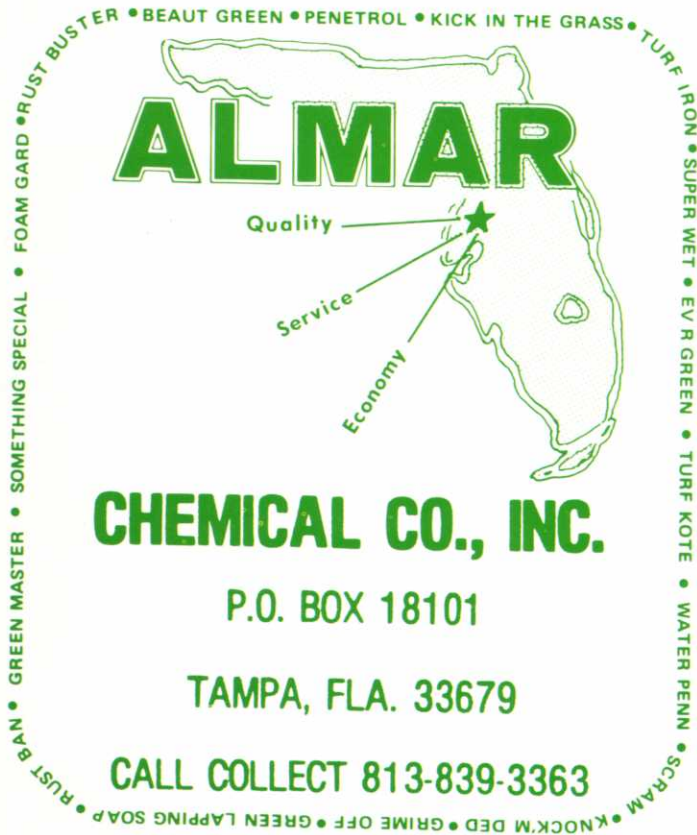
"The Florida Turfgrass Research Foundation has become a national forerunner in the development of technologies that protect and enhance our environment. Our quality of life is dependent on research and education that will insure strong, resistant grasses; safe effective water and erosion control. Mole crickets cost Floridians \$37 million a year. Dedicated teams of researchers, funded by the Florida Turfgrass Research Foundation, have undertaken the project to develop biological control of this pest. After years of research, testing and scanning the world for answers, they ended up in South America where a major breakthrough in the biological control of this expensive pest was uncovered. Dramatic results have occurred, but more research is needed before their goal is completely reached."

Mr. Yount confirms that he is formulating plans and programs to be taken out to the public so that, "our needed research in the areas of professional turf and homeowners turf can be explained more completely."

The beauty and subsequent value of Florida's environment is dependent on the continuing development of resistant, low maintenance grasses. Lawn care by homeowners is a \$4.25 billion per year industry with another \$2.5 billion spent for professional lawn care services, which points out that the studies of Florida turfgrass carry a significant financial impact. The research done by the Florida Turfgrass Research Foundation is also a major influence on the millions of dollars spent annually on golf course maintenance. Their findings directly control the quality and care of the fairways and greens on which our game is so dependent.

We are encouraging that contributions be made to the Florida Turfgrass Research Foundation which will enable us to find the many answers necessary to maintain and improve the quality of life for us all."

For more information on how you can directly benefit as a contributor into the Endowment Fund, personally and financially, please write to Robert J. Yount, Florida Turfgrass Research Foundation, 302 S. Graham Avenue, Orlando, Florida 32803-9990. ■



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