

## New York turf expo attracts numerous experts

SUFFERN, N.Y. — Nationally known experts on subjects ranging from golf course planning and construction to turf maintenance and athletic field management will feature the expanded Turf and Grounds Exposition II at Holiday Inn here Feb. 16-17.

The New York State Turfgrass Association's conference will provide updates on current trends, procedures and the latest research results.

Products and services to be displayed include turf maintenance equipment, fertilizers, supplies, chemicals and seeds.

Stress management of turf will be the

opening topic.

Other subjects will be aquatic weed control, New York State aquatic regulations, pond and lake management, grounds management, grounds maintenance, turfgrass scouting, economics and agronomics of fertilizers, flowers in the landscape.

Also, athletic fields, turf stress of 1993, environmental future of turfgrass management and environmental risk management for the turfgrass industry, product registration; new herbicides for turf and landscape use, and golf course planning and construction.

Speakers will be Ms. Maureen Serafini, NYS DEC; Drs. Joseph Neal and Norm Hummel, Cornell University, Dr. Frank Rossi, University of Wisconsin; Donald Gabel; Dick Roberts, Goshen School District.

Also, James Horning, Pilot Field, Buffalo; Alain Grumberg, Grumberg's Gardening Service; Dominic Morales, SUNY Delhi; Robert Jones, West Point.

Robert Emmons, SUNY Coleskill; James White, White Engineering, and Stephen Cadenelli, Metedeconk National Golf Club.

## GCSAA bringing big money to Big D

DALLAS, Texas — "Big D" will realize big dollars from the largest International Golf Course Conference and Show in the golf course management industry at the Convention Center Jan. 31-Feb. 7.

Area economy expects a \$15 to \$17 million infusion from expenditures by the projected 16,000 participants. Local hotel/motel, restaurant and entertainment markets will be chief beneficiaries.

More than 630 manufacturers and suppliers will display the newest products and services in the golf course management industry. Golf courses in the United States reportedly spent an estimated \$4.96 billion on golf course maintenance and capital expenditures in 1993.

## Money-saving tips

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"I can't tell you how many storms will water half the course and not the other half. We keep records of all four rain gauges. Sometimes we water half the course and not the other half," Buchen said.

- Install a rain switch, which costs \$100 to \$200, to shut off the irrigation — and save the pump as well — when it rains.

- Join a bulk purchasing program with other courses, such as the one available for members of the National Golf Course Owners Association.

- Guarantee a supplier you'll buy certain products exclusively from them if they give you a deal.

- If you own two or more golf courses, get a national account from manufacturers.

- Use Extension services. They offer expert advice free of charge.

- Plant native grasses and ornamentals where possible.

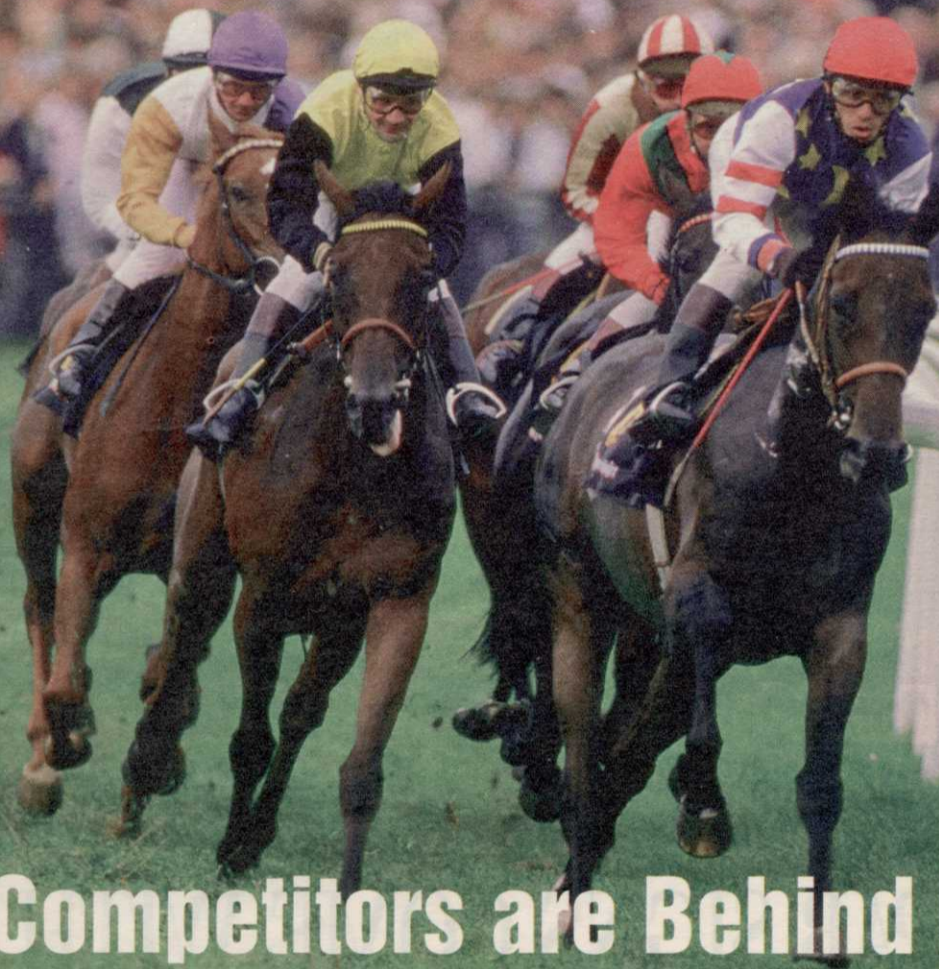
- Investigate use of a new creeping bluegrass from Europe called Supra Nova (*poa supina*), which is "the best stuff I've ever seen for heavy traffic or shaded areas."

"It does not wear out. It has some real potential for the transition and Northern climates," Buchen said. While Supra Nova seed costs \$50 per pound compared to \$7 to \$8.50 per pound for bentgrass, it can be mixed at 5 percent with other grasses.

Buchen also suggested that golf courses offer free golf to police and fire departments. "It can pay off in added security for your facility," he said.

The annual Public Golf Conference will be incorporated this year into the new Golf Course Expo, Nov. 10-11 at the Orlando (Fla.) Convention Center for superintendents, operators and developers.

# When it Comes to Performance...



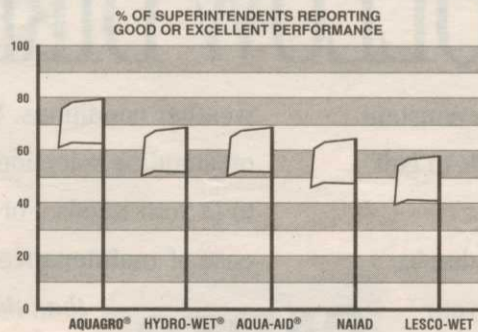
# Our Competitors are Behind Us 100%.

Since 1954 when AquaGro® was introduced to the nation's golf courses, hardly a year has passed that some company didn't come along with a *new* wetting agent. Most products have vanished like the morning dew they claimed to control. A few brands have managed to demonstrate their residual effectiveness, but year after year AquaGro remains the hands down favorite among golf course superintendents...because on the golf course performance counts.

### The Top Performer

Don't just take our word for it. According to a survey of golf course superintendents conducted last winter by the Center For Golf Course Management's Market Research Division, AquaGro remains the most popular brand by a large margin. CGCM found that more AquaGro users are satisfied with the product than users of any other brand of soil wetting agent.

To our delight not only did AquaGro receive the highest satisfaction rating, it also received the lowest "poor" rating. Only 1.5% of the superintendents responded that they were dissatisfied with its performance. Among the leading competitors 8.1% of the Naiad users, 7.6% of the Lesco-Wet users, 6.1% of the Aqua-Aid® users and 3.7% of the Hydro-Wet® users rated the performance of their wetting agent as "poor".



We sincerely thank the nearly 1000 superintendents who participated in this survey, and the thousands of loyal AquaGro users who vote each year with their budgets.

### Satisfaction Guaranteed

In addition to being the most popular soil wetting agent on the market, AquaGro is the only one carrying a money-back performance guarantee.

AquaGro is available in Liquid, Spreadable and Pellet formulations. Aquatrols also offers the Little Squirt and P.P.M Unit precision irrigation injectors, the Advantage™ pellet applicator, the Dilute 'n Shoot™ hose-end proportioner and the Dose-It™ portable injector.

*If you're not already using AquaGro, it's time you discovered why the first wetting agent is still the best. AquaGro is available from your local Aquatrols turf products distributor.*



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