

# Duich's contributions to turf world earn Rossi Award

By MARK LESLIE

CHAPEL HILL, N.C. — Forty years of teaching students, breeding turfgrasses that in some cases have dominated their markets, helping to initiate national turfgrass trials, and elevating the Pennsylvania State University turfgrass program to among the nation's elite have earned Dr. Joseph M. Duich selection as the Don A. Rossi Humanitarian Award for 1995.

"We are honored to present this award to a man who has meant so much, and done so much, for the golf industry," said Philip Arnold, executive director of the Golf Course Builders Association of

America (GCBA) which presents the award. "I can't think of a more 'humanitarian' profession than teaching, and Dr. Duich has the respect and admiration of golf course superintendents — as well as builders — all over the country."

"Dr. Duich is one of the unsung heroes in our industry, who has also helped builders with technological advances," said GCBA Vice President Paul Eldredge of Wadsworth Golf Construction Co.

The Rossi Award is given in memory of



Dr. Joseph Duich

the man who created GCBA and once piloted the National Golf Foundation.

"I thought I was beyond getting awards," mused Duich, who retired in 1991 as Professor Emeritus of Turfgrass Science after 36 years at Penn State. Although officially retired, he travels the globe as a turfgrass consultant, and is introducing "a new generation of bentgrasses" this year.

Saying he is "most pleased and honored" to receive the Rossi Award, Duich said his greatest contribution "undoubt-

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edly was being involved with students. That's the best part. It was particularly rewarding in the golf course field. That's where the majority of our [approximately 1,100] graduates have gone."

Prime among Duich's objectives, he said, has been upgrading of professionalism and motivation among his students.

Duich, who began his career at his alma mater, Penn State, in 1955, assumed the responsibilities of turfgrass project leader when Prof. Burt Musser retired in 1959. The research facilities have expanded nearly tenfold since then, including development of the Valentine Turfgrass Research Center and the positions of soil chemist-physicist, plant physiologist and instructor. In 1984 the program received the National Association of State Departments of Agriculture-R.J. Reynolds Industries National Award for Excellence in Agricultural Technology — the only turf and less-than baccalaureate-level program to be so honored.

Duich has been instrumental in introducing new turfgrasses to the golf industry, notably Pennfine ryegrass and Penncross, Penneagle and Pennlinks bentgrasses, which have been dominant on the world market for decades. More than \$3 million in royalties from these turfgrasses has been returned to the Penn State Agronomy Department to support its programs and perpetuate turf research.

Duich's new bentgrasses coming onto the market this year are "unique in that they are very fine-textured, the most dense of any variety and do tolerate close height of cut; and, in fact, have to be cut close," Duich said. They are also heat-tolerant and perform very well versus poa annua because of their density, he said.

Duich received the Distinguished Service Award from the Golf Course Superintendents Association of America in 1976, the USGA Green Section Award in 1981 and has been given numerous other awards and honors. He is a fellow of the American Society for Advancement of Science.

He also helped initiate the first regional turfgrass evaluation trials, which were the forerunner of today's National Turfgrass Evaluation Program administered by the U.S. Department of Agriculture.

## Golf Summit '94

Continued from page 12

National, fully coordinated, professional public relations campaigns have the ability to change image and perception. A Summit speaker used the fur industry as an example of how image can stymie a market. After five years of taking hits from rabid anti-fur activists and watching profits go down the drain, the fur industry finally embarked on a very successful PR offensive. In terms of public perception (and sales), the fur industry has regained its viability.

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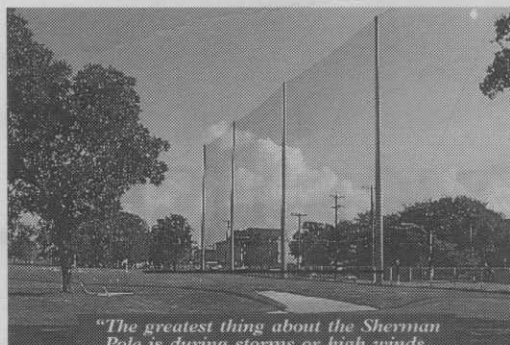
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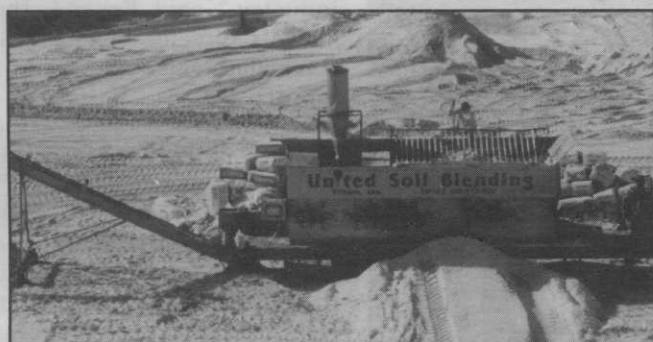
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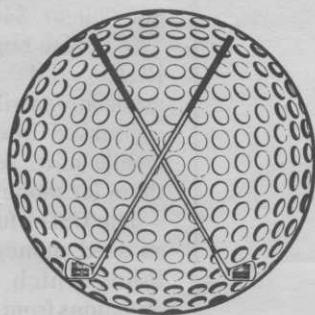
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