



“THE QUIET COMPANY” MMSD Research Support at the University of Wisconsin-Madison Exceeds \$15,000 in 1986

by Monroe S. Miller

There is no human trait I have more respect for than humility. It is a characteristic common to great men. And I feel that can also be said of some companies and institutions, as well. They are, after all, really only the people who lead them. One of the best kept secrets in Wisconsin is the extremely generous support extended by the Milwaukee Metropolitan Sewerage District to the UW-Madison Soil Science Department for turfgrass research. This year their support for research will exceed the \$15,000 mark. Most of that sum has gone toward Dr. Wayne Kussow's work. The figure is startling and we should all be impressed.

Since Milorganite was first conceived, MMSD (originally the Milwaukee Sewerage Commission) has been supporting the UW-Madison's Soils Department with research monies. They first supported the famed Dr. Emil Truog with funds for O.J. Noer's fellowship while he was a graduate student in the Department, studying under Dr. Truog. Over the many years since that time, they have given financial support to Dr. Jim Love, Dr. Wayne Kussow and other researchers in the Department.

For a research investigator to have a really successful and meaningful program, funding needs to be available on a continuing, rather than one-time, basis. MMSD will be maintaining their current level of funding through 1987 and 1988. There is a strong possibility these levels could go up over the years. The staff at MMSD wants to support research at their own state land grant college as much as possible and they are to be commended for this wonderful attitude.

Too often, the public feels a company donates research monies to an institution of higher learning for selfish reasons. It is true that they may have an interest in a particular problem. But they are far from the only beneficiary of such support. They do get independent and unbiased product research done, no doubt. But the university benefits greatly, as well. Funded pro-

jects frequently fit into an investigator's overall program, and the resources made available from those funds can be used elsewhere in his program. Graduate students are supported through assistantships; undergraduates are able to get field and research experience. Equipment and supplies not normally purchased are bought with such monies. Researchers are kept out front in the latest developments. These same research studies can become the focus for publication in technical journals. Taken together, these many and varied facets of a research program amplify the good reputation of the university benefactor and of the faculty involved. Everyone wins in a situation like this, but probably no one any more than the man in

the field. He benefits from new knowledge that results from research.

No company has had more interest or a more intimate involvement in the golf turf industry in Wisconsin in the last 60 years than the people at Milorganite. O.J., Charlie Wilson, Bob Welch, Jim Latham and now Jim Spindler are not only our good personal friends but outstanding citizens in our business as well. Let's not forget they were probably the first to support turf research at the UW and have, quietly and with humility, continued to do so for decades. By direct donations to the school, funding through the Noer Foundation and by organization of the Symposium, this group of people has demonstrated the true meaning of giving.

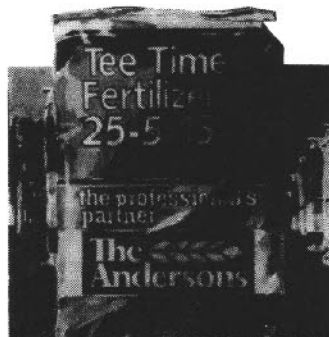
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