



Goal Setting Time

By Tom Schwab, Superintendent
O.J. Noer Turfgrass Research and Education Facility

Every professional needs to sit down at least once a year, reflect on the past and make plans for the future. I'm sure most of you would like to forget last year. The future is going to be great though. You know it's going to be a cake walk compared to 1995.

I stepped into this new profession in 1995. I'm now responsible for maintaining and managing an essential turf research facility and supporting the professors in their research. Thus I really need to take a look back at my first year and make plans for the next. I'll share with you some of my goals for this season now that I'm familiar with the job.

Some of the ways I'll contribute to improve the facility are:

- Help the professors in setting up the new Turf Disease Diagnostic Lab.
- Provide more wildlife habitat on the facility and work to get the Noer certified under the Audubon Cooperative Sanctuary Program in the business and corporate property category.
- Increase the number of plants studied in the ornamental grass study.
- Improve the irrigation system for watering and to make it a better education tool for students.
- Make other small changes to the facility and grounds such as clean up our dump area and improve the aesthetics around the building.
- Promote more communication among researchers. I'll do this by improving the weekly meetings and by putting suggestion boxes in every office for daily communication.

Some personal improvements I'm going to make are:

- Increase my knowledge in turf and other plant life by taking some classes at the University and by doing more reading.
- Learn how to set up experiments, do ratings, and make observations

better. I'll do this by having fellow researchers teach me and by doing it more.

- Have more and better staff meetings.
- Take a one-day writing seminar.
- Try to improve the quality of articles I contribute to professional publications.
- Improve my computer skills to record and analyze plot work information better, and for using the internet to retrieve and disseminate turf information to interested parties.
- I would like to find funding and do an environmental turf study this summer.

Part of my job is to do some community outreach teaching. Some ways I'd like to improve how I do that are:

- Do a homeowner or non-professional turf education program at the Noer in partnership with the rest of the turf group.
- Participate in West Madison Agricultural Research Station's Urban Horticulture Field Day with a turf demonstration that I'll install this spring.
- Write some turf tips to e-mail to my peers at other UW agricultural research stations so they can answer homeowner lawn questions better.
- Invite some school groups to show them what the Noer does in turf maintenance and research.
- Very important—I'd like to help improve the WTA summer field day both for your enjoyment and educational benefit. Somehow I'd like to get a ton more of you to attend.

There are many opportunities right in our own backyards where we can contribute to our communities. Some ways I'd like to help there are:

- Continue serving on the Verona Tree Board.

- Get involved in the Ice Age Trail planning committee.
- Get involved in planning for the new Madison Area Soccer Association complex being built in Verona.

**Outstanding, longlasting
control of dollar spot,
brown patch, pythium
and more.**

RHONE POULENC AG COMPANY
 P.O. Box 12014, 2 T. W. Alexander Drive
 Research Triangle Park, NC 27709
 919 / 549-2000

The way I'd like to help in my profession is:

- Continue writing articles for THE GRASS ROOTS and THE WISCONSIN TURFGRASS NEWS.
- Help in planning my Agricultural Research Station's fall and winter conferences.
- If any of you want to help serve your WGCSA I'm sure you could volunteer your course for a monthly meeting or serve on a committee. I had to put this plug in because I remember how hard it was to find meeting sites when I was on the golf and arrangements committee.

I'm glad I put these thoughts down on paper. It should help me use my work time efficiently this season and will help me evaluate my progress at the end of the year. I probably won't complete all my goals but as long as they're on paper, to look back at, I should be able to advance toward most of them.

The turf season is right around the corner. It's a great time now to set goals. A wonderful new season will be upon us before you know it.

The 1996 Wisconsin Turfgrass and Greenscape EXPO is just a memory now. But it's a wonderful memory. The roster of speakers was the best ever. I heard that comment from a number of people. Dr. Rossi deserves much of the credit for suggesting this group of speakers. The educational sessions, group panel forum, technical education and workshops were all better than ever. I'm not blowing any smoke. It was unfortunate that participants couldn't attend each of the presentations since many were going on concurrently. The focus of the talks was for everyone in turf and grounds care from golf course superintendents, to lawn and landscape professionals, to grounds and sports turf managers.

Karl Danneberger, Ohio State University, received top marks for his workshop about turfgrass ecology on the golf course. Lois Berg-Stack, University of Maine, captivated her audience in her workshop on selecting perennials for the landscape. Municipal parks and recreation manager Brian Detzler from Ontario, Canada, was well received for his workshop on reducing pesticides on municipal parks and grounds. The list of excellent speakers, talks, and workshops goes on and on and on.

It is unfortunate that the number of attendees at this year's EXPO was

less than the last couple of years since it was by far the best one ever. Attendance numbered 490 this year and that includes the all time record number of vendors. The number of vendors reached 61, beating last year's all-time record by 2. The snow on Thursday hurt attendance but other than that I can't explain why the numbers were down; if you have suggestions, call me.

As mentioned the trade show portion of EXPO was superb. There was more floor space, hours, booths, activity, and the layout was better. The trade show remains to be a favorite part of EXPO. These exhibitors provide considerable amounts of turf research dollars throughout the year and help to make EXPO a world class event. This year's vendors are listed here:

Agr Evo USA
Lebanon Seaboard Corp
American Excelsior
Lesco
American Sod
Mechanical Soil Tech
Aquatic Biologists
Medalist America Seed
B & G Consultants
MidAmerCo Inc
Bayer Corp
Miller & Assoc
Cannon Turf
Milorganite
Century Rain Aid
Olds Seed
Chipco Specialty Products
Par Aide Products
Ciba Turf & Ornamentals
Pendelton Turf
Clifford Sales & Marketing
Precision Laboratories
Conserv FS
Pro Greens of Midwest

Contree Sales
ProGreen Plus
CRM Ecosystems
Pro Lawn
Data Transmission Network
Reinders Irrigation
Didion Seeds
Reinders Turf
F S Seed
Spring Valley Turf
Glenn Rehbein Excavating
Standard Golf
Greensmix
T J Emmerich Assoc
H S K & Assoc
Terra International
Hanley Company
The Scotts Co
Hanson & Assoc
Tiziani Golf & Utility
Horst Distributing
Turf Supply Co
I S K Biosciences
Ty-Crop Turf Equipment
J W Turf
Tyler Enterprises
Johnson Assoc
United Horticultural
K E I
UW Turf Disease Lab
Kellogg Seed
Vigoro Industries
Land Pride
Wisconsin Turf
Wolosek Golf Course Mix
W.A. Cleary Co.

Finally the planning committee deserves many thanks. They include chairman Chris Wendorf, treasurer Paul Huggett, Dr. Rossi, Audra Anderson, and myself. I'd like to especially thank Audra for the considerable extra effort and hours she contributed to the success of the show. Thanks also go to the student, staff and industry volunteers. 🌿

How to Keep Things From Turning Ugly.

From nutsedge to nightshade, fire ants to fungi, nobody works harder to protect your turf and ornamentals than Ciba-Geigy.

For All Your Turf and Ornamentals Needs See...

Don Spier, *Marketing Specialist*
10 Devine Way • Sycamore,
Illinois 60178

(815) 895-7860



CIBA-GEIGY