



EXPO is PACKED!

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

The Green Bay Packers (America's Team) are back. Everything is Packer this and Packer that, as it should be. Playing with words and keeping in the spirit, I'd also like to say that the 1997 EXPO was PACKED. It has become a huge educational gathering that is one of the biggest and best in the Midwest for turfgrass and landscaping information.

The 14th annual Wisconsin Turfgrass and Greenscape EXPO was held on January 10, 11, and 12 at the Holiday Inn Convention Center in Middleton. From the comments I heard it was a resounding success. The ingredients for a favorable conference were all in place. The educational sessions were informative, the trade show was huge, and the camaraderie among friends was particularly pleasant. Even the weather was acceptable, for one day of the show anyway.

The past history of always having bad weather for EXPO didn't slow attendance. There were 382 registered attendees eager to learn more about management of their turf and landscapes. That may have been a record number of registrants. What is certainly a record was the number of exhibit booths in the trade show. Seventy booths were occupied by the vendors which beat the old record, set last year, by nine. Working the booths were 148 knowledgeable sales personnel eager to educate you on all their latest innovations and wares. If the trade show keeps growing like it has been, we may have to move it into the parking lot. These exhibitors give very much support to the turf industry in Wisconsin, so I encourage us to pay them back by purchasing their products throughout the year. They have everything you could ever need for your landscapes and I hope you got to visit with most of them during the show.

The conference started out with an opening session that included a synopsis from the University Turf Research Group. They described the work being done at the Noer Facility and at other sites located throughout the state. After that, many scholarships from the Wisconsin turfgrass industry were presented. These scholarship donors, turf student recipients, and amounts are summarized here:

<u>Donor</u>	<u>Recipient</u>	<u>Amount</u>
AgrEvo	Brad Smith	\$500
AgrEvo	Tara Zabkowicz	\$500
Spring Valley	Sheri Barlow	\$500
Wisconsin Turfgrass Association	Jamie Johnson	\$600
Wisconsin Turfgrass Association	Joel Peterson	\$600
Wisconsin Turfgrass Association	Bill Hart	\$600
Wisconsin Turfgrass Association	Nathan Rohde	\$600

Significant research donations were also presented to the Wisconsin Turfgrass Association at this time. These included:

<u>Donor</u>	<u>Recipient</u>	<u>Amount</u>
Reinders/ Bayer Program	WTA	\$500
Reinders/ Daconil Program	WTA	\$6,875
		in 1996
		(Over \$52,000
		in past nine years!)
Spring Valley/Milorganite Program	WTA	\$640
WI Turf Equip./Milorganite Program	WTA	\$780
Horst Distr./Milorganite Program	WTA	\$1,570
Cannon Turf Supply Program	WTA	\$322
WI Sod Producers	WTA	\$875
WI Golf Course Supt. Assoc.	WTA	\$10,000
Northern Great Lakes GCSA	WTA	\$400
Bull's Eye Country Club	WTA	\$1,255
Riverview Country Club	WTA	\$1,000
Steven's Point Country Club	WTA	\$1,245
Westmoor Country Club	WTA	\$2,770
		in 1996
		(\$23,120 in past
		eight years!)



Convention Center

The educational sessions were outstanding this year. The ones I attended were even better than expected, and I expected a great deal. The comments from other attendees were very complimentary of the presentations also. There was a wide range of topics to satisfy all managers of sport-turf, lawn and landscape, and golf environments.

Dr. Wayne Kussow, in a couple of outstanding presentations, provided his findings on managing the nutrition within the turf plant. He also had precise research information on root zones, isolated dry spots, nutrition/disease relationships, putting green management decisions, and environmental concerns like runoff and leaching.

A reputable force of expertise came from the UW-Madison including wildlife ecologist Scott Craven, entomologist Phil Pellitteri, plant pathologist Jennifer Parke, horticulturists Amy Sausen and Jerry Doll, and computer wizard plant pathologist Doug Maxwell. Plant pathologists Steve Millett, Gary Gaard, and Jeff Gregos were there also.

There is one thing unfortunate about the format of EXPO. That is having concurrent sessions where two or three great presentations can be going on in the same time slot. I missed Scott Craven's talk because I was at a different one, then all day I listened to people say what an entertaining and informative talk he gave. Phil Pellitteri is always good and I missed his. Another great talk I missed was from Jennifer Parke, a newcomer to the turf business. Her presentation was cutting edge, talking about biological controls of turf diseases. Next year I hope they go to only two concurrent sessions at a time, rather than three. I'll still miss good talks but not as many.

The presentations from non-UW-Madison folks were also memorable. Hank Wilkinson from the University of Illinois gave two very informative turf disease presentations. He has a great demeanor that is fun to listen to and we seem to never tire of hearing good turf disease information. Skip Lynch from Seed Research of Oregon gave a talk about native grasses; where, how, and why to use them. His slide presentation did not arrive in the mail on time so a few people were disappointed because they didn't have a picture to visualize what he was saying. He



Alums from the UW-Madison turfgrass management program had their annual breakfast with Professor Kussow at EXPO.



The donation from Reinders' Ed Devinger carried their cumulative total to over \$50,000! WTA president Wayne Horman accepted.



Chris Wendorf, LL Olds Seed Company, talking shop with EXPO speaker Skip Lynch, Seed Research of Oregon.

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overcame the mishap quite effectively by painting the picture with his words.

Grounds and sportsturf managers were fed a full plate with talks by Dave Mellor, grounds manager of County Stadium, Mike Kelly from Glenn Rehbein Company, and Dr. Don Taylor, plant pathology and earth services professor from UW-River Falls. They talked about special challenges of managing sportsturf, the proper way to construct and build a sportsfield, and the importance of soil physical properties in sportsturf settings.

Professor Ed McCoy from Ohio State gave a very detailed workshop on putting green construction. Tom Delaney, from the Professional Lawn Care Association of America, updated lawn care professionals on current regulations and laws which effect that industry and gave tips on practical ways to communicate lawn care issues with the public. Joe Bilskemper, a lawn care specialist from La Crosse, presented a great slide show on developing a professional image.

Additional memorable lectures were presented by Craig Reinders and Adam Mock from Reinders Irrigation, Paul Huggett and George Brandt (two Wisconsin sod producers), Tom Jacobs from QTI-Human Resources, and Virgil Meier from the Scotts Company. They filled out the educational sessions with talks about latest irrigation technologies, using big-roll turfgrass sod, employee leasing, and turfgrass breeding and development. I wish I could have heard them all because they were all reported to be "top-notch."

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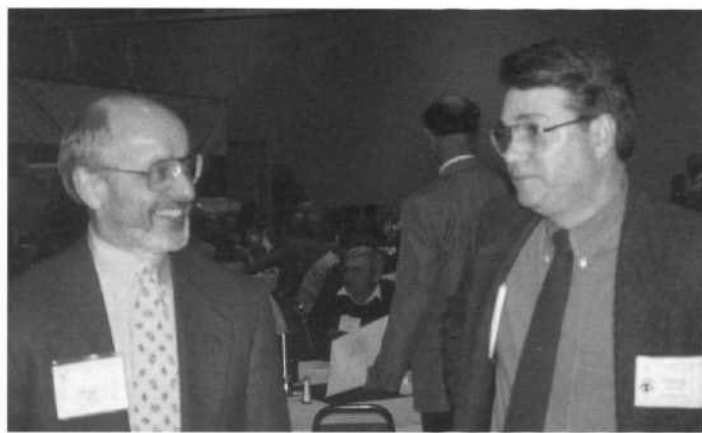
The planning committee did a great job in organizing the 1997 Wisconsin Turfgrass and Greenscape EXPO. Those individuals are Chris Wendorf (chairperson), Paul Huggett (secretary), Amy Sausen, Wayne Kussow, and Doug Maxwell (advisors), and Audra Anderson and Tom Schwab (committee members). The show's behind-the-scenes volunteers from the Badger Turf and Grounds Club helped out considerably during the conference, and UW Department of Horticulture's secretary Karen Denk gave experienced help running the registration table. We thank all these folks.

We ask your help with the planning of next year's EXPO. Please, if you have not done so already, help us by completing the post conference questionnaire that you received back in early February. We are already making plans for next year's conference and need your input to make sure the conference meets your needs as well as those of the turf industry.

Listed here are the trade show participants in EXPO 97. They will be available with supplies and advice to help you succeed with your business in 1997 and beyond.

Absorbent Technologies Inc.
AgrEvo USA Company
All-American Supply
Aquatic Biologists, Inc.
B & G Consultants, Inc.
Badger Turf & Grounds Club
Bayer Corp.
Cannon Turf Supply
Century Rain Aid
Check Signature Inc./TrioxiLift Inc.
Chipco Specialty Products
Ciba Turf and Ornamentals
Contree Sales, Inc.
Data Transmission Network
F S Seed / Division of Growmark
Glenn Rehbein Companies
Graves Feick Golf, Ltd.
Greensmix
Hanley Company, Inc.
Horst Distributing, Inc.
Horst Distributing, Inc.
IMC Vigoro
ISK Biosciences
J. W. Turf
Joe Cooling and Sons
Johnson & Associates
KEI
Kellogg Inc. Seed & Supplies
L L Olds Seed Company
Land Pride Turf
Lange-Stegmann Company
Lebanon Turf Products
Lesco, Inc.
Marine Biochemists
Mechanical Soil Technology
Medalist America Turfgrass Seed Co. Melcher Equipment
Michaels Company
MidAmerCo, Inc.
Milorganite
Olsen Distributing Company
Par Aide Products Company
Pendelton Turf Supply, Inc.

Porter-Achtenhagen Seasonal Services Ltd.
Precision Labs
Pro Greens of the Midwest
Pro Green Plus
ProLawn
Reinders, Inc. - Irrigation Division
Reinders Turf Equipment
Scotts Company
Spring Valley
T. J. Emmerich Associates, Inc.
Tee Shot Marketing, Inc.
Terra International
Trelay, Inc.
Turf Disease Diagnostic Lab (TDDL)
Turf Products Ltd.
Tyler Enterprises
United Horticultural Supply
W. A. Cleary Chemical Corp.
Wisconsin Department of Agriculture,
Trade and Consumer Protection
Wheeler Consolidated, Inc.
Williams & Gill, Golf Course Architects
Wisconsin Turf Equipment Corp.
Wisconsin Turf Equipment Corp.
Wolosek Golf Course Mix
Zeneca Professional Products 🌿



CALS Dean, Dr. Roger Wyse, attended EXPO again this year. He is shown here visiting with Dr. Maxwell.



John Turner presented UW-Madison turf students Tara Zabkowicz and Brad Smith with \$500 AgrEvo scholarships.