



EXPO- What a Way to Start the Year!

By **Tom Schwab**, Superintendent, O.J. Noer Turfgrass Research and Education Facility, University of Wisconsin-Madison

The WTA Turfgrass and Greenscape EXPO is always a wonderful way to start the New Year. The 510 people attending this year's event gathered new ideas and gained new enthusiasm about the industry. The 510 people included 343 attendees and 167 sales professionals. They were all treated to great educational presentations on past successes and future trends. The trade show was equally superior, with 63 exhibits of turf-care equipment and products. Finally, EXPO provided a great meeting place for friends and peers to share their business and personal adventures in the off-season.

This was the 16th annual winter conference hosted by the Wisconsin Turfgrass Association and the 6th time it has occurred at the Madison West Marriott location. The planning committee of Chris Wendorf (chairman), Paul Huggett, Audra Anderson, Jeff Gregos, Rich Riggs, John Stier, Wayne Kussow, and myself invested many hours organizing this year's show. The first order-of-business was to gather speakers with important information for three different audiences: athletic field, lawn care/landscape, and golf. Local experts as well as speakers from Ohio, Iowa, Illinois, Michigan, and Washington were met with enthusiasm from the audience.

The educational talks occur during three concurrent sessions, which makes it impossible to attend all the talks you want to hear. I've included a short summary from some of the presentations that I attended, although these represent just a sample of the variety and high quality of this year's show.



Among the speakers was the president of the American Society of Golf Course Architects—Wisconsin's own Bob Lohmann.

* Elton Aberle (Dean of the University of Wisconsin-Madison, College of Agricultural and Life Sciences and keynote speaker at the opening session) - A major effort is underway to increase the University's budget, including adding 100 to 150 new faculty positions. The Dean also mentioned that he would like to be an active partner in the Pesticide Use in Schoolyards Programs, Food Quality Protection Act, and Wisconsin Strategic Information Project.

* Dave Mellor (Milwaukee Brewers) - Think about safe fields first, healthy turf second, attractive patterns third. Syringing, rolling, and use of iron enhances striping patterns. Always take lots of pictures to document your efforts. Athletic field patterns can be art.

* Bob Lohmann (Lohmann Golf Designs) - Design a signature hole near the entrance/exit road to excite customers as they are arriving and to remind them to come back as they are leaving. Wide fairways are in because they speed play, allow golfers to use their drivers more, and make golfers think more strategically

THE NEXT BEST THING TO RAIN!

- **Complete Course Design and Installation**
 - turnkey or in-house installation
- **Conversion of manual/hydraulic to electric**
- **Repair, Routine Maintenance & On-site Training**
- **In-house CAD Design & CIT Data on Sprinkler Performance**
- **Installation & Upgrade of Pump Stations**
- **Answers to your "how-to ..." questions**

If you have a goal, we have the leadership ...
... personalized service you can depend on


Econowoc
Irrigation



800-554-TORO
(8676)

about where to place those drives. The trend for new golf course design is back to the way old golf courses were designed.

* Brian Swingle (Wisconsin Department of Agriculture Trade and Consumer Protection) - WDATCP is dedicated to maintaining consistency, integrity, and validity in the pesticide applicator certification process. He clarified commonly asked questions about posting landscapes after spraying and described a national initiative to raise standards for pesticide certification and training for the 21st century. He also told a funny story about his brother having a bumper sticker that read "Avoid Pesticides - Eat Organic Food." Brian countered by finding a more balanced bumper sticker that read "Get Your Priorities Right - Hug a Kid, Not a Tree."

* Todd Edlebeck (Lambeau Field) - Weather stations are a great tool. Evergreen tarps, for seed germination, are also great. A winning season for the Packers can double the number of media cameras to cover a game and double the number of volunteers for snow removal. It takes about 120 gallons of latex paint to prepare a field for a game. Heating systems are not a cure-all for late season football games because often times ice will still form under tarps. That ice has to be broken and removed, and then the field needs to be repainted to be ready for players by 9:30 am.

* Eric Nelson (Jacklin Golf) - New cultivars of Kentucky bluegrass (Kbg) have better pest resistance, shade tolerance, color, low height-of-cut tolerance, and denser growth than older ones. Kbg fairways provide more color contrast with the putting green than bentgrass fairways. Fairway contours can be changed on an impulse when fairways and roughs are planted to the same cultivars of Kbg.

* Tom Smith (Grass Roots) - The true cost of labor for an \$8/hour employee is around \$35/hour when factoring in worker efficiency, cost of materials, equipment, and overhead. We have to learn how to market and sell IPM as an entity in itself.

* Wayne Kussow (UW-Madison, Soils Department) - Use fertilizer with at least 35% slow release nitrogen. Fertilizers that rely solely on moisture for nitrogen release are only recommended on areas that receive lots of supplemental irrigation and not for the homeowner. Proper fertility will significantly help turf out-compete weeds.

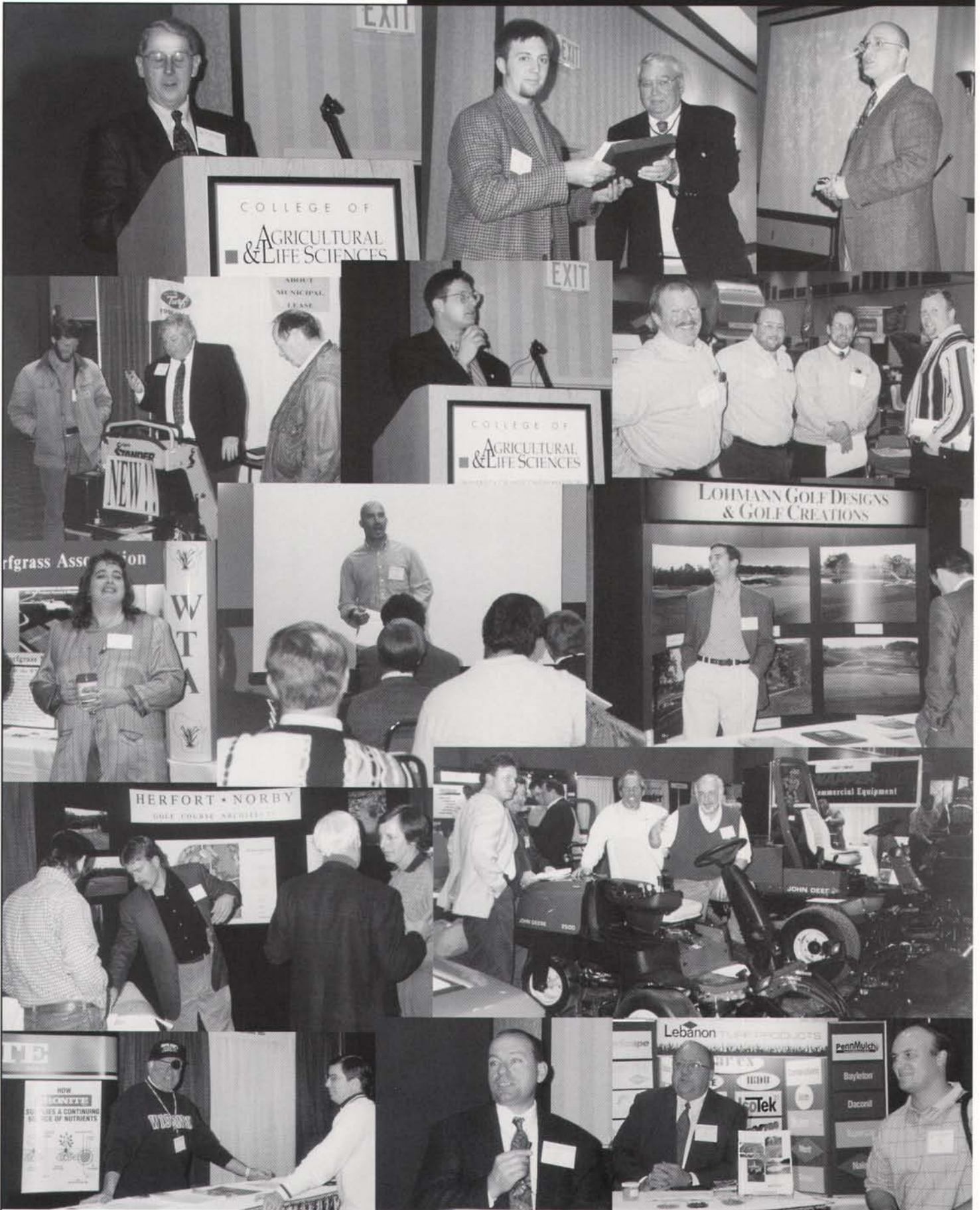
* Mike Boehm (Ohio State University) - Compost could be used to improve soils, suppress disease, and improve turf health. Compost should be checked for nutrients, heavy metals, and weed seed content before using. Aerification should always precede top-dressing of compost.

VORLAN DF
DACONIL ULTREX
HERITAGE
FUNGO 50
KOBAN
FLUID FUNGICIDE
FLUID FUNGICIDE II
FLUID FUNGICIDE III
EAGLE WSP
ALIETTE
RENSTAR FLO

Scott's FUNGICIDES

Michael Semler Technical Representative 608-849-1537	Bruce Schweiger Executive Technical Representative 608-756-3912	Dean Musbach Technical Representative 715-356-6444
--	---	--

NOTES FROM THE NOER FACILITY



NOTES FROM THE NOER FACILITY



* Bruce Branham (University of Illinois) - Annual grass herbicide degradation is generally due to microorganisms, not climatic conditions. The best kind of annual grass preventer is one that also controls summer annual broadleaf weeds. Late fall is the best time to control broadleaf weeds because they are actively growing and the herbicide will transport with food reserves that are being stored for winter. Also the winter annual weeds that germinate in the fall will be controlled. Use ester formulations of broadleaf herbicides only in the fall.

* Dave Minner (Iowa State University) - Certain conditions and situations in athletic field maintenance could result in lawsuits. Keep current on the best safety practices of your profession. Develop a safety check-off list and correct dubious issues. Allow peers or consultants to inspect your fields for liability issues and keep records of those visits.

From what attendees told me, there were so many other good presentations. It is unfortunate that there is not enough time to attend them all. On top of that, there was the huge trade show to attend. With 63 exhibits, the trade show was one booth short of the all-time record for EXPO. The vendors working the exhibits were very helpful and informative in presenting their latest products and equipment. In addition the exhibitors help defray the costs of offering this excellent conference.

A list of 1999 exhibitors follows. They are there throughout the year to inform you about their latest

wares, and to give you the most for your money. The EXPO program gave a summary of each of their businesses along with their telephone numbers. Audra can get you a new copy, if you lost yours, by calling her at 608-845-6536. These exhibitors give much to the turf industry in Wisconsin, so I encourage you to pay them back by purchasing their products throughout the year. They have everything you could ever need for your landscapes.

- Badger Turf & Grounds Club
- Bayer GPC
- Becks Sports Turf Specialists
- Cenex / Land O Lakes
- Century Rain Aid
- Cleary Chemical
- Chipco
- Columbia ParCar
- Conserv FS
- Contree Sales
- DTN Weather Center
- F/S Growmark
- Flowtronex PSI
- Glenn Rehbein Company
- Graves Feick Golf
- Hanley Company
- Herfort-Norby Golf Course Architects
- Horst Distributing
- Ironite
- J W Turf
- Johnson Turf Equipment

K E I

Lange-Stegmann
 Lebanon Turf Products
 Lesco
 Lohmann Golf Designs
 McFarlanes'
 Medalist America Turfgrass Seed
 Milorganite
 National Seed
 Novartis
 Olds Seed
 Olsen Distributing
 Par Aide Products
 PBI-Gordon
 Pendelton Turf Supply
 Peterson Seed
 Pioneer Manufacturing
 Porter-Achtenhagen Seasonal Services
 Praefke Air Cooled Engines
 Prime Turf
 Pro Greens of the Midwest
 ProGreen Plus
 Reinders Turf and Irrigation
 Sauk Prairie Equipment
 Scotts Company

Soy Co
 Spring Valley Turf Products
 Superior Tech Products
 T J Emmerich & Associates
 Tee Shot Marketing
 Terra International
 Turf Partners
 Tyler Enterprises
 Unimin Corp
 United Horticulture Supply
 UW-Madison, College of Ag a Life Sciences
 Waupaca Sand & Solutions
 Williams Gill & Associates
 Wisconsin Turf Equipment
 Wisconsin Turfgrass Association
 Wolosek Golf Course Mix
 Zeneca Professional Products

There were a couple annual meetings held during EXPO that you may have attended. One of those was that of the Wisconsin Turfgrass Association. At that meeting Dan Barrett and Jeff Bottensek were both reelected as WTA Directors for two-year terms. The yearly financial statement was handed out and discussed. The WTA endowment fund, Noer Facility expansion, golf fundraising event site, and summer field day were also discussed. Lastly John Stier gave a brief update on some of his research efforts.

The other annual meeting held during EXPO was that of the newly formed Wisconsin Sports Turf Managers Association (WSTMA). Bob Erdahl, WTA president, gave the opening remarks saying he was glad to have another group of turfgrass professionals to ally with in Wisconsin. John Stier addressed the group about some of the management tools that will be available to sports field managers in the future. Rich Riggs,

Tournament™ Golf Course Accessories



EQUIP YOUR COURSE WITH LESCO.

Featuring Quality
 Cups, Poles, Custom
 Flags, Bunker Rakes,
 Ball Washers & More.

Contact your LESCO
 Professional Golf
 Representative or call
 (800) 321-5325.

Grow With Us™

LESCO™

LESCO, Tournament and Grow With Us are trademarks of LESCO, Inc.



THOMAS J. EMMERICH
 CERTIFIED IRRIGATION DESIGNER

- *GOLF COURSE
 - *COMMERCIAL
 - *RESIDENTIAL
 - *MASTER PLANNING
 - *SYSTEM EVALUATIONS
- TOTAL PACKAGE DESIGN SERVICES

T.J. EMMERICH ASSOCIATES, INC.

IRRIGATION CONSULTANTS
 30556 BETTE ANN DRIVE
 HARTLAND, WISCONSIN 53029
414-966-1051

NOTES FROM THE NOER FACILITY

WSTMA president, summarized the organization's goals and future plans, and invited everyone to the next meeting, which will be held April 22nd in Wausau. Lastly the financial statement was handed out which showed 63 members joining in their inaugural year. This broke a record for the number of charter members for all national STMA chapters. Leave it to Wisconsin to top the charts!

Speaking of numbers, there were many scholarships and donations announced during the conference that were important to the recipients. WTA past-president, Curt Larson, introduced the 1998 scholarship recipients and turfgrass research donors at the opening session. The donations make up a large part of the WTA annual budget for research, scholarships, and growth of the WTA endowment. The summary of donations is mentioned here. The list includes other individuals and groups that presented donations to WTA during fiscal year 1998, instead of during the conference. I may have overlooked a few donors, so I hope they will accept my apology. To those who gave, please accept WTA's thanks for your generosity.

<u>Scholarship Donor</u>	<u>Recipient</u>	<u>Amount</u>
AgrEvo	Aaron Goninen	\$500
AgrEvo	Steve Pearson	\$500
Bayer	Trygve Ekern	\$500
Dave Mellor	Todd Blankenship	\$350
Spring Valley	Scott Anther	\$600
WGCSA J.R. Love Scholarship	Mark Livingston	\$500
WTA	Raechal Sager	\$600
WTA	Brandon Beagis	\$60
WTA	Eric Counselman	\$600
WTA	John Burge	\$600

<u>Turf Research Donor</u>	<u>Recipient</u>	<u>Amount</u>
Aqua Aid	WTA	\$500
Bayer	WTA	\$100
Bulls-Eye CC	WTA	\$1,290
Cole Growers Service	WTA	\$500
Creekwood Farms	WTA	\$500
Milorganite	WTA	\$2,000
Milorganite/ Horst	WTA	\$2,000
Milorganite/ Wisconsin Turf	WTA	\$1,220
National Products Research	WTA	\$500
Northern Great Lakes GCSA	WTA	\$500
Novartis/ Foxboro	WTA	\$110
Novartis/ James Krutilla	WTA	\$110
Novartis/ Pat Norton	WTA	\$180
Novartis/ Ray Schmitz	WTA	\$40
Novartis/ Scott Sann	WTA	\$31
ProGreen Plus	WTA	\$515
Reinders/ Daconil	WTA	\$5,890
Spring Valley	WTA	\$1,000
Standard Tar Products	WTA	\$500

Stevens Point CC	WTA	\$1,103
Turf Partners	WTA	\$153
WI Golf Course Superintendents Assoc.	WTA	\$4,100
Wisconsin Sod Producers	WTA	\$875
Gary Zwerlein	WI Turfgrass Research and \$ 1 0 0 Development Fund (WTRDF)	
Lake Wisconsin Country Club	WTRDF	\$350
Mike Lee	WTRDF	\$85
Westmoor Country Club	WTRDF	\$2,690
WTA	WTRDF	\$29,560
Riverview Country Club	Noer Facility Computer	\$1,900

Another group of people also deserves thanks for the success of EXPO. They are the registration volunteers, turf student volunteers, and session chairpersons that help make the show flow smoothly. And of course the show would not be what it is without the group of dedicated attendees that brave the weather every year to get to EXPO.

The planning committee will be starting to organize next year's show real soon. If you have suggestions or know of a subject or speaker you would like to hear, then please contact one of us. We'd like to keep the educational benefits of EXPO at the highest level. ♻

Introducing Country Club².

Country Club² contains short-chained water-soluble methylene ureas that deliver nitrogen consistently — even in sandy, low temperature or low moisture areas — providing up to 95% of its nitrogen source in 12 to 16 weeks.

That's because Country Club² doesn't rely on microbial action alone. It also releases nitrogen through controlled solubility in the presence of water. So it works efficiently in any soil type — providing noticeable green-up within days and sustained feeding for weeks. For more information on Country Club², contact your authorized Lebanon Turf Products distributor or call 1-800-233-0628.

Available in greens of fairway grades.

Ken Quandt
Territory Manager
Bettendorf, IA
(414) 327-3993

