

Value of University Research and Extension



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Landgrant universities were established for the primary purpose of providing a learning environment in which faculty, staff, and students can discover, examine critically, preserve and transmit knowledge, wisdom and values. This will help ensure the survival of this and future generations and improve the quality of life for all. Consequently, The University of Wisconsin-Madison (Wisconsin's landgrant institution) champions this mission. UW-Madison continues to be Wisconsin's comprehensive teaching and research university with statewide, national, and international recognition. Furthermore programs at the undergraduate, graduate and professional levels in a wide range of fields are offered from agriculture to business economics to medicine. In order to fulfill this mission, UW-Madison engages in extensive scholarly research, continuing education and public service.

So what is the value of UW-Madison's research and extension for the turfgrass industry? Priceless! The

university personnel who make-up the turfgrass working group (Dr. Michael Casler, Jeff Gregos, Dr. Geunhwa Jung, Dr. Wayne Kussow, Dr. John Stier, and Dr. R. Chris Williamson) are committed to developing research and extension programs that will provide useful information to the Wisconsin turfgrass industry. Such information is derived from scholarly research that is based on identified needs of turfgrass managers in Wisconsin as well as regionally, nationally and internationally.

Due to growing environmental concerns and increasing governmental regulations, the need for lower-input, sustainable turf is necessary. Many of the past, present, and future research projects and extension programs originated from invaluable inputs from turfgrass managers. Consequently, the various needs of turfgrass managers are frequently fulfilled.

However, there are often many more needs than there are resources to address respective problems.

Nonetheless, once industry needs are identified, they are prioritized by relevance, utility, applicability, as well as availability of funding resources (i.e., grants or aids), and subsequently respective research and extension programs are then developed after these criteria.

Although one could rely on resources from other surrounding states as well as nationally, specific issues relevant to Wisconsin would unlikely to be addressed by other institutions. Thus, without the invaluable research and extension programs developed by specialists at UW-Madison, many needs of the Wisconsin turfgrass industry may go unfulfilled. Therefore, the already strong working relationship between UW-Madison and the turfgrass industry must continue grow and flourish so that present and future needs and problems can be identified, addressed, and solved. ♣

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