

EXPO Draws Larger Crowds For A Reason

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



The Wisconsin Turfgrass and Greenscape EXPO 2004 was held January 5, 6, and 7th. The show had many new features that brought some of the crowds from past EXPOs back into the fold. Attendance really dropped off in 2003 to 278 from the record high of 415 in 2002. This year's attendance rebounded to 332 registrants. In addition there were 107 individuals running exhibits in the trade show.

The appeal that brought the crowds back were the big name speakers and wider spectrum of education than past years. WTA president Rich Riggs went to the combined Minnesota Turf and Landscaping Conference right after he left our Wisconsin EXPO. Because Minnesota serves many organizations through their conference, they bring in thousands more attendees. But Rich stated, "The Wisconsin education was just as good or better than the Minnesota mega conference."

Traditionally EXPO has had three categories of education. Those are "Golf," "Sports & Schools," and "Lawns, Parks, and General Horticulture." This year there was a fourth category added for service technicians. This category will continue because of the educational impact it provided and from all the positive remarks.

Another feature that will continue in future years is the discounted price for additional attendees from the same organization. So in 2005, if you want to bring your assistant, mechanic, or other staff members, they will be able to register for a discounted price.

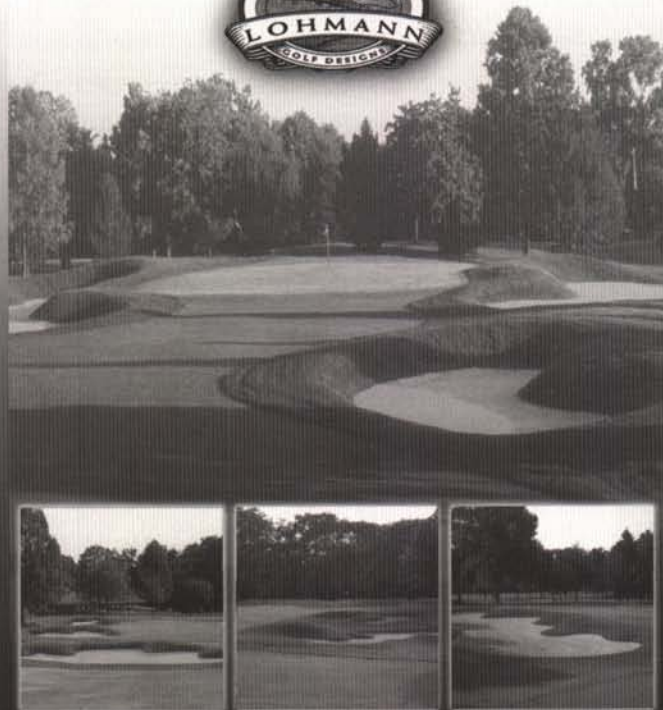
What really brought the crowds back were the great speakers and subjects. Dr. James Beard, former professor from Michigan State University and Texas A&M, is known to every golf course superintendent. They use his book "Turf Management for Golf Courses" like it was the bible. Dr. Beard gave two informative talks and one keynote address. One talk was on how environmental stresses affect turfgrass. The other traced the history of turfgrass research and management from the time sheep were used to groom turf to the present when computers sense irrigation needs.

The golf attendees also benefited from a couple talks by James Snow, who is the national director of the United States Golf Association Green Section. One talk outlined what every golf course superintendent should know about golf and the environment. John Gallus, superintendent at Devils Head Resort said, "Jim's talk was overflowing with technical data and useful information that can be used to describe many environmental practices superintendents are using today."

Another nationally renowned speaker at EXPO was Dr. Harry Niemczyk, professor emeritus from The Ohio State University. Dr. Niemczyk gave many useful strategies to protect the turf from insect infestation with the environment and safety in mind. He handed out a calendar that many in the audience will use this coming year. It predicts what time of year that different insect pests become problems in landscapes for our North Central United States region.

For the sports turf attendees there was a special treat. Former Green Bay Packer turned speaker Blaise Winter gave two talks. Both talks were motivational in nature. Their theme was: Do your best no matter what obstacles stand in your way. The sports managers were also treated to educational presentations by Raechal Volkering from the Milwaukee Brewers, and Debra

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Hauser from the Wisconsin Intercollegiate Athletic Association.

There were many more speakers for every turf manager in attendance. Many talks covered more than turf. Trees, pump stations, wildlife, and evapotranspiration were among the other talks. Turfgrass was the main subject in the presentations, but since everyone deals with more than turf in their professions, talks covered the gamut.

The show included more than the educational sessions. A huge trade show is part of EXPO every year. Many attendees make their purchasing decisions on what they see at this trade show. Displayed were product, service, supply, and piece of equipment needed to create the best turfgrass and landscapes possible. Be sure to give your business to the exhibitors that participate at EXPO. They are dedicated to Wisconsin's turf industry and to

everything you do professionally. The list of this year's exhibitors is listed on page 56 along with a short description of their business and their contact information.

One other highlight from EXPO was the award and scholarship banquet during the second day's luncheon. The list of scholarship recipients from the banquet is listed here. The banquet likewise featured individuals and companies that donated funds to the WTA. Those funds will provide for future turfgrass research and scholarships to keep Wisconsin's turf industry strong. That, after all, is WTA's primary goals.

The planning committee for EXPO 2005 has already met to discuss next year's show. They are planning ahead to continue the tradition of providing quality turf education with a first rate trade show. EXPO is such a great venue to learn new ideas in the off-season and to start planning for the wonderful new season ahead. ♣

2004 Wisconsin Turfgrass and Greenscape EXPO Research and Scholarship Recipients

| Scholarship Donor | Recipient | Amount |
|-----------------------------------------------------------------|------------------------------------------|------------------------|
| Bayer Environmental Scholarships | Jacob Schneider | \$500 |
| Bayer Environmental Scholarships | Zach Reineking | \$500 |
| Chalet Nurseries | Phillip Meyer | \$500 |
| Dave Murgatroyd Memorial | Adam Moeller | \$500 |
| GCSAA | Jacob Schneider | \$600 |
| J. W. Turf John Buck Memorial | Anthony Hudzinski | \$1,000 |
| Spring Valley Turf Products | Paul Koch | \$500 |
| WGCSA J.R. Love Scholarship | Benjamin Pease | \$1,500 |
| The Wayne R. Kussow Wisconsin Distinguished Graduate Fellowship | Steve Houlihan | Research Assistantship |
| WTA | Andrew Kurth | \$600 |
| WTA | Benjamin LaBarre | \$600 |
| WTA | Kurt Steinke | \$600 |
| WTA | Michael Porubsky | \$600 |
| Turf Research Donor | Recipient | Amount |
| Aquatrols and Horst | WTA | \$1,076 |
| Bulls-Eye Country Club | WTA | \$1,015 |
| DHD Tree Products | WTA | \$740 |
| Gary Zwirlein | WI Turfgrass Research & Development Fund | \$250 |
| Northern Great Lakes GCSA | WTA | \$500 |
| Oshkosh Country Club | WTA | \$2,350 |
| Reinders and Daconil Program | WTA | \$6,405 |
| Westmoor Country Club | WI Turfgrass Research & Development Fund | \$2,600 |
| Wisconsin Sod Producers | WTA | \$1,375 |

NOTES FROM THE NOER FACILITY



2004 Wisconsin Turfgrass and Greenscape EXPO Exhibitors

Aquamaster Fountains**& Aerators****Jerry Goldberg**

920-693-3121

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www.aquamasterfountains.com

Worldwide leader in manufacture of fountain & aeration equipment, right here in Wisconsin. UL listed, outstanding warranties, quality and delivery.

Aquatrols**Larry Lennert**

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Kerry.Anderson@bayercropscience.com

Bayerprocentral.com

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Beacon Ballfields carries supplies, materials, equipment, custom netting, padding, windscreen and education to make any project easier.

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DHDProducts.com

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golfnorby@eschelon.com

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cbaden@lebsea.com

www.lebanonturf.com

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National Seed/Simplot Partners**Dan Biddick**

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dan.biddick@simplot.com

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Reinders, Inc**Dean Musbach**

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dmusbach@reinders.com

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Distributor of commercial turf equipment, fertilizer, grass seed, herbicides, fungicides, irrigation products, landscape supplies, ice control salt and wild bird seed.

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jim.shone@syngenta.com

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