



Field Day 2004 Packed with Highlights

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

The day could not have been any better. The Wisconsin Turfgrass Association Summer Field Day was packed with so many wonderful components that I don't know where to start. There was perfect weather, large attendance, and several special features. Additionally, there were many distinctive guests, a huge trade show and abundant education.

In this year of the rain storm, a short dry period was appreciated at field day time. There was no rain for six days prior to field day, which helped firm the ground so that large equipment could move into the trade show area with minimal damage. The weather was likewise perfect on field day with a clear sky, 80 degree F. temperature, and only a mild breeze. The attendees had a great time, especially the ones who remembered to bring their sunscreen and sun glasses.

Attendance shot up in 2004, with 355 attendees compared to 301 last year. This does not include the research staff or trade show exhibitors. The numbers of trade show sales representatives went up to 81 from 78 last year. This occurred even though the number of companies dropped to 34 from 36 in 2003.

In addition to larger attendance, there were several great special features to field day, including a special visit from Betsy Francoeur, the 57th Wisconsin 'Alice in Dairyland.' In her presentation during opening session, Betsy expressed how important the turf industry is to Wisconsin's economy. She also talked about the benefits turf provides to the environment including pollution filtration, air quality improvement, rainwater absorption, erosion con-



The past and present of the UW-Madison College of Agricultural and Life Sciences (CALS) - Emeritus Dean of CALS, Dr. Leo Walsh and current Dean of CALS, Dr. Elton Aberle.



Other distinguished guests included Associate Dean of CALS Dr. Dave Hogg, UW-Madison Chancellor Dr. John Wiley, and UW-Madison Department of Horticulture Chairperson Dr. Dennis Stimart.

trol, and greenspace formation.

Other special guests besides Alice in Dairyland included Dr. Elton Aberle, Dean of the College of Agricultural and Life Sciences (CALS), and CALS Associate Deans Dr. Margaret Dentine and Dr. David Hogg. Additionally Dr. John Wiley, UW-Madison Chancellor, made a first-time visit to the Noer Facility during this year's field day. Other distinguished guests included Department of Horticulture Chairperson Dr. Dennis Stimart, and Emeritus Dean of CALS Dr. Leo Walsh.

A very important gift was donated to the University turf program during a presentation prior to lunch. Brandon and Amanda Kurth, on behalf of their parents Terry and Kathleen Kurth, presented the third Wisconsin Distinguished Graduate Fellowship (WDGF) to the University.

In addition to the special presentations there was so much more to field day. The main reasons people come to field day are for the research tour and the trade show. Several attendees, including Chris Brindley, president of the

Wisconsin Sports Turf Managers Association and Bob Brooker, golf course superintendent at Plum Lake Golf Course, said that this was the most educational Summer Field Day they have ever attended.

Pahl Olson from Wisconsin Turf Equipment said, "This was the best organized and most successful trade show he had ever attended." Everything you could need to manage turfgrass better was shown during the trade show. Please show your appreciation to the field day exhibitors listed below who help sponsor these wonderful events.

It's going to be hard to top this field day. Everything came together, from the weather to the special highlights to great education for 2004. With the precedent set this year, the UW-Madison turf program will continue to show the best there is in turfgrass education for many years to come. ♣



The Kurth Fellowship was presented at the 2004 Summer Field Day. Pictured from left are Brian Swingle, executive director of the Wisconsin Landscape Federation; Dr. Elton Aberle, Dean of UW-Madison CALS, Amanda Kirth, Brandon Kirth, and Dr. John Stier.

2004 Wisconsin Turfgrass Association Summer Field Day Exhibitors

BASF Corp	National Seed/Simplot Partners
Bayer	Olds Seed Solutions
Conserv FS	Pendelton Turf Supply
Contree Sprayer	ProLawn
DHD Tree Products	ProSource One
Dow AgroSciences	Proven Power
Ero-Tex	Reinders
Flowtronex	Spring Valley
Frontier FS	Syngenta
Horst Distributing	T I P
J W Turf	Tiziani Golf Car Corp
Johnson Turf Equipment	Verdicon
K E I	Vissil International
Lesco	WDATCP
Links Land	Waupaca Sand & Solutions
Long Island Farm	Wisconsin Turf Equipment
Miller & Assoc - Sauk Prairie	Yamaha Golf Cars

**20th WGCSA ANNUAL
COUPLES DINNER
and DANCE**
at
**The Pines Golf Course
at Lake Arrowhead**
**Friday and Saturday
OCTOBER 1 & 2, 2004**
**Hosted By
Eric and Lynn Jasin
and Steve Wasser**

NOTES FROM THE NOER FACILITY

