

itself, and not what type of vegetation is within the berm, was the important parameter of rain gardens in decreasing runoff and recharging groundwater.

Greg Lyman, director of environmental programs for the Golf Course Superintendents Association of America, and Chris Gray, director of golf operations at Marvel Golf Club in Kentucky finished off the morning education with two more very interesting talks. Greg's talk, titled "Putting the Green in The Green Industry," pointed out that the golf and green industry are leading the way on water quality protection, water conservation, and sustainability issues. He mentioned ways for us to better publicize the environmental good we are doing. One way is to adapt an environmental plan, which he outlined.

Chris Gray educated us on the who, what, when, where, and why of using vegetable oils and homemade biodiesel as alternative fuel sources. Chris makes his own fuels for his golf course machinery and saves a lot of money in the process. He described the supplies needed to make your own and pointed out some hazards that may be encountered. He also outlined the economics including some modifications you will need to make to your equipment. He warned against using these alternatives in new expensive machines because it may void the warranty, but for his older machinery, it is working very well.

Next came lunch and presentation of turf scholarships, and research donations. The lists of scholarships and donations are mentioned in box below.

Following lunch came an informative trade show that allowed time to meet with commercial suppliers to Wisconsin turf industry and talk about needs for the upcoming season. We are in good hands with all the helpful advice and quality goods from these suppliers. Their contact information is listed page 56 for your information. A special thanks goes to the vendors mentioned on right, who sponsored different segments of EXPO and helped bring the show to you at a greatly discounted price.

<b>Sponsor</b>	<b>Segment Sponsored</b>
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## 2009 WTA Winter EXPO Scholarships and Research Donors

### Scholarship Donor

Bayer Environmental Scholarship  
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After the great trade show, came a group of afternoon workshops and roundtable discussions. The workshops included “Turfgrass Troubleshooting” and “Get Your NR 151 Plan Checked.” The roundtables included “Dealing with the Economic Downturn” and “Marketing Strategies for Turf Management.” Dr. Jim Kerns conducted the workshop on turf troubleshooting in which he described numerous techniques to identify turf decline. Two golf course superintendents, Jim Krieger and Bruce Worzella, commented that Jim is an excellent speaker who gave invaluable turf management information. They both mentioned another point; “We hope he stays in Wisconsin for a long time.”

The two-roundtable discussions chaired by USGA Agronomist Bob Vavrek received great reviews from those present. Bruce Schweiger - Reinders, Brian Zimmerman - Milwaukee County Parks, and Dave Brandenburg - Rolling Meadows Golf Course were on the Economic Downturn panel and discussed current challenges in the industry and ideas to survive and improve. Brandenburg discussed how the blanket discounting of green fees was reducing revenue at daily fee clubs while Zimmerman covered using partnerships with vendors and third party groups to improve the bottom line. Schweiger spoke on the challenges vendors are facing during these tight financial times and how the entire golf industry is in the same boat.

The panel on Marketing Strategies for Turf Management with Chris Gray - Marvel Golf Club, Greg Lyman - GCSAA, and Jodi Zirbel - Epic Creative. They gave several techniques to better market yourself, your company, and your industry. The techniques include promoting your accomplishments, especially environmental ones, in local publications. One strategy is to write for your own golf course or



**Larry Lennert describing what Aquatrols has to offer for 2009**



**Paul Huggett and Beth Whitehouse are happy about the new EXPO**



**Bob Vavrek, Bruce Schweiger, Brian Zimmerman and Dave Brandenburg - the expert panel who discussed how they are dealing with the economic downturn**

industry newsletter. Another idea to market yourself is to donate a turf consultation to a local charity. One other suggestion is to be more approachable and communicative with your members, even if it is just saying hi to a new member, playing in your golf league, or eating lunch with some of them in the clubhouse. A panel member also mentioned that you should always be listed on your company's website. You could answer member questions about turf management from the site or just be listed as a local expert, which you all are. The panel and audience mentioned so many other tips, and if we just start practicing some of the suggestions, it

will serve our marketing needs well. Well, that is a wrap of EXPO for 2009. The new location, time, and cost were a big hit. The education presented so many new ideas.

Moreover, the final part of EXPO, Wisconsinizing, was a great way to wind down after this great day of education and concluded a great way to start the new year.

**New EXPO vendor  
Burris Equipment's  
Jake Volbeer and  
Mike Werth**



**The sign says it all**

NOTES FROM THE NOER FACILITY



Chris Gray from Marvel Golf Club in Kentucky gave two interesting presentations



Facing the camera are Ed Witkowski and Ed Fregien of Pendelton Turf



Joe Churchill of Olds Seed talks shop with Doug DeVries from Reid Municipal



Greg Lyman of GCSAA also gave two informative presentations



John Turner giving useful advice as always

## 2009 Wisconsin Turfgrass and Greenscape EXPO Trade Show Participants

### **Aquatrols Corporation**

Larry Lennert 414-545-0259  
larry.lennert@aquatrols.com

### **BASF**

Randy Lusher 630-235-0104  
randy.lusher@basf.com

### **Bayer Environmental Science**

John Turner 630-443-7807  
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### **Burris Equipment Company**

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### **Cleary Chemical**

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### **Deer Creek Seed**

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### **DHD Tree Products**

Matt Kinnard 920-386-9000  
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### **Dow AgroSciences**

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### **Gemplers**

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### **Horst Distributing Inc**

Grant Mortimer 800-279-2341  
gmortimer@horstdistributing.com

### **Hydrologic**

Ted Schirck 800-422-1487  
tschirck@hydrologic.net

### **Jasperson Sod**

Roger Blair 262-835-2826

### **John Deere Golf**

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swasser@johndeeregolf.com

### **Midwest Turf Products**

Cubby O'Brien 630-742-5124  
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### **Milorganite Fertilizer**

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### **National Golf Graphics**

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### **Olds Seed Solutions**

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### **Pendelton Turf Supply Inc**

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### **Pumpstation Professionals**

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### **Quali-Pro**

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### **Riesterer & Schnell Inc**

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### **The Andersons**

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### **UAP Distribution**

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### **Valent USA**

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kerry.anderson@valent.com

### **Waupaca Sand & Solutions**

Brett Grams 715-258-8566  
brett@waupacasand.com

### **Wisconsin Turf Equipment Corp**

Lyle Christopherson 608-752-8766  
sales@wisconsinturf.com 

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