

substantial amount of weed cover even if the grass cover was also higher (Photo 3). The weed suppressing effect of CGM and HCGM treatment was not noticed either on Kentucky bluegrass or perennial ryegrass seeded plots. Both gluten meal types did not reduce turfgrass germination for the species studied. The same results were found in the summer trial; both gluten meal types did not reduce turfgrass establishment and were not efficient as a weed suppressor (Photo 3).

Existing Turf & Overseeding

In this study, we applied CGM and HCGM, as well as Bensulide, on an existing turf and we seeded one weed (white clover) and one grass (perennial ryegrass) 0, 2, 4, and 6 weeks after treatment application. The weed cover measurements revealed a significant effect of CGM at 2x label rate on white clover cover, especially two to six weeks after treatment application with more than 60% reduction compared to the control plots (Photo 4). A similar trend was found for CGM applied at label

rate but the difference was not statistically significant. Surprisingly, Bensulide did not reduce white clover cover. All herbicide treatments did not reduce (or increase) perennial ryegrass cover. In fact, we measured a very low amount of this species (below 5%). The efficacy of CGM and the low germination of perennial ryegrass could be due to a reduction of water application on the field during the trial to prevent leaching of the hydrolyzed corn gluten meal.

Conclusion

Our different trials indicated that CGM could be an efficient product to control white clover germination on existing lawns. We also discovered that hydrolyzed corn gluten meal did not affect turfgrass establishment but had no suppressing effect on broadleaf weeds in an establishment scenario. Further research is needed for this product, especially the timing of application and issues with solubility need to be addressed. As mentioned earlier in this article, CGM can be an interesting alternative to control weeds, but its use



Photo 3. Weed cover 6 weeks after treatment application.

should be preferred for home lawns due to the high amount of product needed and its method of application. Finally, the lack of weed control by CGM when establishing turfgrasses requires further research and development to find other alternatives for establishing turf.

¹Bingaman and Christian 1995, Christian 2001, Daily et al. 2002. Funding provided by Environmental Factor, Agricultural Adaptation Council, and the Ontario Ministry of Agriculture Food & Rural Affairs.

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Personal Branding For The Sports Turf Manager

Kim Heck, CEO, Sports Turf Managers Association, Lawrence, Kansas

What in the world is personal branding? Your personal brand is the combination of your experience, skills and talents that distinguishes you from others who do the same work as you. This is very important when you are seeking and competing for another job. For those who are not in the job market, leveraging your personal brand is equally, if not more important. It helps you to increase your value to your employer, which results in greater opportunity for compensation and job security.

Like a retail brand, your personal brand encourages those who employ you to trust your ability to deliver quality field conditions within budget and on time. Your personal brand is a promise of what your employer can expect from you, so that when the unexpected happens – weather, pests, equipment failure – your personal brand is what saves you.

It's a given that you do a good job, but if you are not consistently telling or reminding people about the good job that you do, it is not top of mind. Your good work goes unrecognized. This doesn't mean that you brag, but personal branding helps to create a specific plan to gain recognition and respect.

There are six attributes that contribute to your brand – competencies, personality, relationship management, leadership style, strengths, and weaknesses.

Attribute 1. Competencies.

Let's start with competencies. These are the knowledge, skills and abilities that make you unique. Are you certified? Have a well-tooled IPM program? Excellent budget management? Competencies are focused on what you know and how you apply it to your job.

Attribute 2. Personality.

Your personality is another contributing quality. How does it help or hinder your

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personal brand? The key is to look at the positive attributes of your personality. If you are laid back – your ability to remain calm and not get rattled, especially in a crisis is very positive. If you are wound tight, the decisiveness of that attribute will serve you well. Friendly or shy? If you are friendly, your verbal skills can shine and it is easy for others to like you and listen to what you have to say. If you are shy, you could really hone your written communication skills and be known for your



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thoughtful and analytical approach. No matter what your personality – there are positive attributes that you need to define, include in your plan and figure out the best way to leverage them.

Attribute 3. Relationship Management.

You all manage down – staff and crew management – but how well do you manage up? Managing up means that you understand how to meet your boss's expectations. Relationship management also includes your network. Reach out and connect with those outside of your department, at all peer levels. Your brand is also affected by your staff. This includes their attitudes, care of equipment, courtesy to athletes, coaches and fans. As their leader, be sure you create a climate for learning and listening. Be respectful when they speak, and be a cheerleader and a coach. When you help them succeed, you succeed.

Attribute 4. Leadership Style.

Leadership styles are learned. Model the behavior of those whom you admire. You are known by the company you keep. Your friends, your business associates, and your staff all contribute to your brand. Be sure to associate yourself with credible people. Any hint of being associated with someone with poor ethics or morals can cast a shadow on you.

Attributes 5&6. Strengths & Weaknesses.

Finally, your strengths and weaknesses are integral to your personal brand. Of course everyone has weaknesses, and it is important to work on improving them, but spend more time on building your strengths. You aren't trying to change who you are in developing a personal brand strategy, but you won't be successful if you try to be someone who you are not. So how do you identify those strengths that add value? You can use a very simple tool called a feature/benefit model. For the work that you do, there is a corresponding benefit. The

benefits define your value, and your value is your brand. For example, do you deliver your work on time, every time? That's the feature; the benefit is that your employer, athletes and fans get dependable reliable field set up and ready-for-play conditions. What about anticipating problems before they become crises? That's the feature; your employer benefits by saving money and time by having you on their staff.

Promotion.

The next step after you have identified your brand attributes is to promote yourself. The first step is visibility. There is virtually no limit to the ways you can be seen. How visible are you to your athletes, fans and coaches? Do you stay behind the scenes

The next step after you have identified your brand attributes is to promote yourself. Look at this as career karma: the more you give the more you get in return.

and hope that no one asks a question that you need to answer? Or are you front and centre, meeting and talking with people explaining your craft?

There are many other ways to be visible. Volunteer to give a presentation to your management team or at an industry conference. Teach a class at your local community college or start by being a guest presenter. If you are a better written communicator than a presenter, write an article for your facility newsletter or your association. Community newspapers are always seeking materials, so contact an editor and write an article. This sets you up as the expert so that when they need information on water quality, drought, pesticide ban issues, etc., they come to you.

If you aren't a writer or a presenter, you do read! A way to attain more visibility with your employer is send him/her articles of pertinence. Forward them electronically or send a copy with a note explaining why you think the employer would find the information of interest.

Maybe your facility is ready for a field renovation and the article has an excellent check list to be sure all stakeholders are engaged. Look at this as career karma: the more you give the more you get in return.

Bottom Line.

Everything that you do – or don't do – contributes to your brand. Do you return phone calls and emails in a timely manner? Are you on time for meetings? Do you make yourself available to field users for feedback? What does your ring tone say about you? Your brand is substance and style.

Being a sports turf manager, your world is full of projects. Projects are a fantastic way to showcase your brand and enhance your reputation. Projects have delivera-



bles, timelines, budgets, teamwork – all of which, if successfully met, help you to stand out.

You are in charge of your brand. If you don't pay attention to it, no one else will. Personal branding can be the key to your success – however you define success. You have the brand power to set the course for the future you want.

Sources. Career Distinction, William Aruda & Kirsten Dixon; The Brand Called You, Tom Peters.



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What is in a Word? Actually, A Lot!

R.W. Sheard, Professor of Soil Science (retired)
University of Guelph

Let's take 'density' for example – the choice of its meaning can have serious implications in the construction of an athletic field. A scientist defines density as mass per unit volume. The standard is the density of water which is one gram per cubic centimetre. All other materials are related to this standard. Organic materials have a density of less than

one; hence they float on water. Sand particles have a density which averages 2.65; hence they sink rather rapidly in water.

Engineers and agronomists differ rather widely on their interpretation of the meaning of the word 'density,' which can have very significant effects on athletic field construction and the future performance of the field.

In the engineering concept of the word, 'density' of a soil material is measured in terms of Proctor Density – defined as that density which can be achieved when a series of samples of the soil are compacted under standard laboratory conditions over a range of moisture contents. As the moisture content is increased, the *dry* density (the density expressed on a moisture free basis) increases to a moisture content beyond which the dry density decreases due to the high water content causing the soil to become plastic. Generally the desired density for engineering construction is 95% of this maximum, i.e., 95% Proctor Density.



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To achieve the required Proctor Density under field conditions, the soil is sprayed with water and compacted by a roller or other mechanical compacting device. To determine if the desired density that was measured in the laboratory has been achieved, an *in situ* measurement of density and water content is made with a portable nuclear density meter.

Standard Proctor Density is designed to achieve maximum load bearing capacity and to minimize pore space, thus minimizing water movement through the soil. Densities in the order of 2.0 g/cm³ are obtainable. At this density, the total pore space in the soil would be 25%. This porosity restricts the movement of water in the soil and provides the engineering characteristics of the soil desired for building and road construction. The non-capillary pore space through which air and gravitational water movement would be a minimum.

In the agronomic concept of soil, 'density' is considered to be the density of the soil in its natural state and is called the apparent density of the soil. It is determined by inserting a metal ring of known volume into the soil, removing the ring plus enclosed soil, determining the dry weight of the soil contained in the ring, and reporting the results as g/cm³. The optimum soil density for plant growth is 1.33 g/cm³ which will have total porosity of 50%. At this porosity, water and air will move freely through the soil pores and root proliferation will be optimal. At

apparent densities of 1.7 g/cm³ or greater, root growth will be greatly restricted.

The total porosity of the soil in its natural state is divided into pores of two sizes based on the flow of water. Both are important in good plant growth. The larger pores, through which water flows due to the forces of gravity, are known as macro pores or non-capillary pores. The smaller pores, through which water moves by capillary forces, are known as micro pores or capillary pores.

The engineering concept of soil density is the complete antithesis of the agronomic concept of soil density; the former designed to minimize porosity and the latter to maximize porosity. If the engineering concept is applied to the design of the subgrade and root zone, the field is doomed for failure.

Water movement through macro pores is relatively rapid and it is through these pores that drainage water flows and air is contained when all the drainage water has been removed. It is essential for plant growth that the macro pores are drained as rapidly as possible and air returns to the soil. Furthermore, it is essential to remove this excess water due to its significant effect on lubricating the soil particles, allowing them to move into closer association through compaction from athletes' feet and maintenance equipment.

Movement of water through micro pores is relatively slow and is the source of the majority of water used in plant growth.

In general, during compaction the removal of macro pores is greater than micro pores, therefore the influence on drainage is greater than the influence on available water for plant growth.

In the design of the subgrade and root zone for an athletic field, it is essential that the architect understand the difference between the two concepts of density. The specifications written for the construction should be reviewed carefully to ensure that

all references to density and compaction are using the agronomic concept; otherwise the field is doomed to failure.

In summary, the engineering concept of soil density is the complete antithesis of the agronomic concept of soil density; the former designed to minimize porosity and the latter to maximize porosity.

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Stens is universally known for their outstanding customer service, quality products and fair pricing. "Stens is a great fit for Rittenhouse as both companies share similar values," adds Rittenhouse. Initially, Rittenhouse will add 1,000 Stens SKUs to their

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