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TRENDS:

WHAT CURRENT TREND IN THE TURF MANAGEMENT
INDUSTRY ARE YOU MOST ENTHUSIASTIC ABOUT?

WHAT CURRENT TREND IN THE TURF MANAGEMENT
INDUSTRY ARE YOU MOST CONCERNED ABOUT?

NEWS CONTACT:

- ☐ I WOULD LIKE TO BE A NEWS CONTACT WHOM
TURF GRASS TRENDS CAN INTERVIEW FOR
ARTICLES ON NEWS AND DEVELOPMENTS IN THE
INDUSTRY

OTHER SUBJECTS OF SPECIAL INTEREST TO ME ARE:

THANK YOU.

MAILING ADDRESS

TURF INFORMATION GROUP, INC., 2070 NAAMANS RD., SUITE 110, WILMINGTON, DE 19810-2644



Turf Grass TRENDS

TURF INFORMATION GROUP, INC.



July 14, 1992

Dear Professional Grounds Manager:

You need good information to make good decisions. Until now, the problem for turf managers has been where to get it. Now there's an alternative to having to do a lot of digging to find the turf management information you need.

Turf Grass Trends is a new monthly newsletter for cool season turf managers. It gives you a comprehensive source of up-to-date, timely, technically sound turf management information, but it's **written in plain language**—and **there are no distracting ads**. *Turf Grass Trends* is an easy way to:

- KEEP YOUR CULTURAL AND MANAGEMENT PRACTICES IN TUNE with the state of the art
- UPGRADE TRAINING OF YOUR PERSONNEL
- KEEP A WEATHER EYE ON EXPECTED MAJOR CHANGES in environmental regulations and certification
- AND STAY ON TOP OF OTHER TRENDS that affect your business.

For ease of reference, *Turf Grass Trends* is pre-drilled to fit a standard three-ring binder and the contents are listed on the cover.

Sound good?

No wonder heavy hitters like O.M. Scotts, American Cyanamid, and the Baltimore Orioles subscribe to *Turf Grass Trends*.

- "Turf Grass Trends is super! I thoroughly enjoyed your premier issue. It fills a niche not addressed by current publications."
— L. Douglas Houseworth, Ph.D.,
Turf & Ornamental Dept., CIBA-GEIGY
- "Well done and quite interesting."
— Dr. Richard J. Cooper, Dept. of Plant & Soil Sciences,
University of Massachusetts at Amherst
- "An informative and useful product."
— Robert K. Wittpenn, Rockland Corporation

Look what you've already missed

Our premier issue featured:

- AN IN-DEPTH ARTICLE ON PYTHIUM ROOT ROT by Dr. Eric B. Nelson
- SIDEBARS AND TABLES on "Which Pythium makes a difference" and "Fungicides for the Control of Root Rotting Pythiums"
- A BASIC TRAINING FEATURE on "Understanding fungicides"
- AN IN-DEPTH ARTICLE ON PATCH DISEASE CO-FACTORS by Christopher Sann
- A BASIC TRAINING FEATURE on "What do we mean by patch disease?"
- FIELD TIPS on liming and fertilizing, focusing on turf roots or leaves, why Potassium is so important to plant growth, herbicide exposure risks to applicators and others, replacing spray tips, and pesticide volatility
- A SAMPLE FORM to help certified applicators to maintain required records

- **REGULATORY UPDATES** on the federal crackdown on "haphazardous" waste reporting, new storm water run-off regulations, and the EPA well water survey
- **NEWS BRIEFS** on the potential of killer plant proteins, the introduction of dry encapsulated turf products, why biological controls are tricky, and drift agents
- **COMMENTARY** on the state of turf grass research and why the flow of information in the green industry needs to be re-directed.

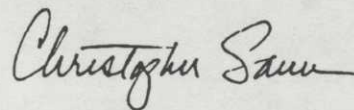
Instead of just telling you about *Turf Grass Trends*, I have enclosed a free complimentary copy of our June issue.

It's a bargain to boot

Subscribing to *Turf Grass Trends* may be your best investment of the year. Did you know that it costs about \$128 to send one \$8.50/hr. employee to a free one-day conference? And having one employee take one short course can cost much more than that. Our regular subscription price is only \$120, but, in cooperation with the Professional Grounds Management Society, we are offering you a **special discount**: a full year of *Turf Grass Trends* for **only \$60**.

The enclosed subscription card includes several questions about your views on trends in the field. Please fill it out, so *Turf Grass Trends* can reflect your information needs and your input. Many thanks for your consideration and attention.

Sincerely Yours,



Christopher Sann,
Publisher & Executive Editor

Training costs are going up

Here's how much it costs to send one \$8.50/hr. employee to a **free** one-day conference:

\$8.50/hr. x 8 hrs. =	\$68
30% benefits	\$20
Travel	\$15
Meals	\$25
TOTAL	\$128

If you add \$400 in lost production time, the total cost is actually over \$500—for one person to go to a free one-day conference.

TURF GRASS TRENDS CAN HELP YOU TRAIN UP, AND KEEP YOUR COSTS DOWN.

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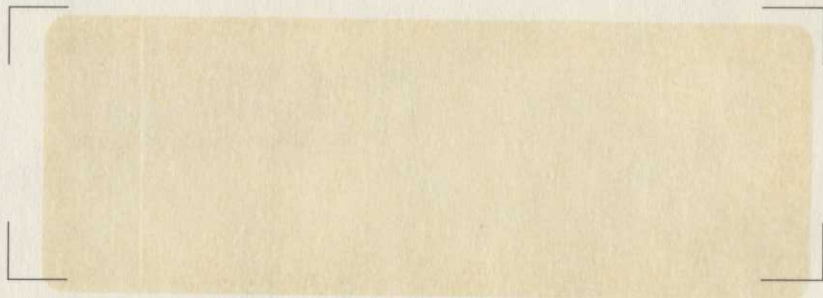
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THANK YOU.

Want to cut one of your biggest sources of stress?

Try an information-packed issue of *Turf Grass Trends*.

AN INDEPENDENT NEWSLETTER FOR
COOL SEASON TURF MANAGERS

Almost half the managers surveyed recently by the Columbia Business School said that lack of information was their biggest source of job stress.

Isn't there is a lot of information out there? Yes, but you have to hunt for the good stuff. You have to read half a dozen trade magazines and academic journals, tons of product literature, take courses and attend conferences, and you have to deal

with staff certification and training. You could use some help.

And now you have it. From cover to cover *Turf Grass Trends* is packed with timely, in-depth information designed to help you get better turf management results.

For lasting relief, we recommend repeated applications of *Turf Grass Trends* once a month.

"*Turf Grass Trends is super! I thoroughly enjoyed your premier issue. It fills a niche not addressed by current publications...*"

— L. DOUGLAS HOUSEWORTH, Ph.D.
Turf & Ornamental Dept.
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