

by Bruce F. Shank, executive editor

NY extension asks for \$1 million

The future of extension funding may have become evident during the Nassau/Suffolk Landscape Gardeners Conference in Hauppauge, Long Island, in late February.

Dr. George Good, head of New York Extension, asked a gathering of turf leaders the morning after the show to donate \$1 million to turf programs. Good, saying the turf industry was a \$100 million business on Long Island alone, should be able to generate 1 percent of that for research and extension. The pitch for funding was bold and the amount shocked a number of people present, including Charles Pendlebury, Lebanon Chemical's marketing consultant on Long Island.

Despite the apparent boldness displayed by Good, isn't it much better to solicit funds this way rather than pressure teaching and research staff to solicit their own funding? If the method works, other states will apply it quickly. Any way you look at the situation, state organizations will be asked to do more than put on a show in the future; they will be asked to pay for a large portion of turf research as well.

Sports turf egg begins to hatch

The Sports Turf Managers Association is finding exceptionally strong support from manufacturers for its membership promotion. There is a definite consensus among manufacturers that the sports turf market is virtually untapped and represents an opportunity as promising as lawn care did 10 years ago.

The fledgling organization has doubled its membership in less than four months. Operated completely by volunteers at this time, STMA has produced its first six-page newsletter and will release a membership roster and specifications guide in late March.

Early research has shown the number of fields with respectable budgets for maintenance to exceed 20,000. Further research will help pinpoint these fields.

During the Golf Course Superintendents show, another organization designed to promote better fields to Parent Teachers Associations indicated a desire to work with STMA to accelerate market development.

The market badly needs nationally recognized field construction and maintenance standards. No such set of standards currently exists in the U.S. Library of Congress. STMA is supporting a book currently being written by Dr. Kent Kurtz of Cal Poly Pomona and Dr. William Daniel of Purdue University on sports field construction and maintenance. Cal Poly has granted Kurtz a sabbatical to work on the project and Daniel is devoting his efforts full time to the sports turf market when he retires this month.

If you are interested in joining the sports turf movement, contact Kent Kurtz, 1458 N. Euclid, Ontario, CA 91764, or Bruce Shank, Weeds Trees & Turf magazine, 7500 Old Oak Blvd., Cleveland, OH 44130.

The sports turf egg is about to hatch.

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