

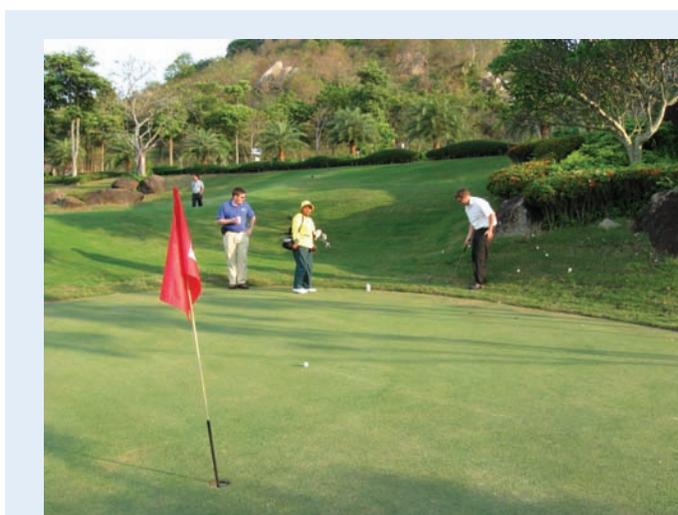
Perspectives from Southeast Asia

By Dr. Jim Kerns, Department of Plant Pathology, University of Wisconsin-Madison

In March 2009, Dr. Doug Soldat and I traveled to Thailand, Philippines, and Malaysia to give a series of seminars on sustainable golf course management. The purpose of the trip was to educate golf course managers in Southeast Asia on management practices that support the Royal and Ancient (R&A) Golf Association's mission on sustainability. The program was funded by the R&A and the golf course superintendents associations and golf associations in all three countries.

The main organizer for this program was Micah Woods, who runs the Asian Turfgrass Center in Thailand. The mission of the center is to provide research, training and education and advisory services for the turfgrass industry in Southeast Asia. Doug and Micah were colleagues at Cornell while working on their Ph.D. programs and Micah has been developing an educational seminar series in Southeast Asia for quite some time. Discussions between Micah, the local superintendents associations, golf associations and the R&A began three years ago. Micah first thought of Doug when putting together the program because of his familiarity with Doug's great work at Cornell. They also wanted a plant pathologist on the program and fortunately for me, Doug mentioned my name!

Luckily, the local golf associations and the R&A bought into our description of the program and funded it fully. The program was a huge success; we had 130 attendees in Thailand, approximately 70 in the Philippines, and 50 in Malaysia.



A fun game of pitch and putt after a long hot day of talking at Dr. Micah Woods' field day.

Dr. Micah Woods' research area at Bangsai Golf Club in Thailand. Doug and I participated in field day at this site. This site was built over an old rice patty.



Steve Isaac, the R&A's Director of Golf Course Management, started off the seminar with a description of their mission of sustainability, followed by Micah's basics of putting green and fairway management. Doug then spoke about water, fertility, and soil management. My subject was problem solving in turfgrass systems which

included describing best management practices for turfgrass diseases. I already mentioned that the program was a huge success and the best compliment I received was from an Australian gentleman managing a golf course in the Philippines who said, "This was the best

Continued on page 3

PRESIDENT'S MESSAGE

Here We Go Again

By Dan Biddick, WTA President



I've a little song for you for this president's message.
I changed a couple of the words.

Here we go again,
Spring's back in town again,
I'll take her back again,
One more time.

Here we go again,
The phone will ring again,
I'll be a pro again,
One more time.

I've been here before,
I'll try it again,
I know how to win.

Here we go again,
Spring'll break winter's heart again,
I'll play the part again,
One more time.

I'll take spring back again,
One more time.

This is from the cd Ray Charles: Genius Loves Company. Ah....we all know how that feels. Uncle Ray and Nora Jones team up to sing 'Here We Go Again'.

So whadda ya say.....let's get out there.....and do it singing.....here we go again.....one more time!

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Year behind board member name, is the expiration of their current term.

educational program on turfgrass management he had ever seen in Southeast Asia.” Doug and I have already been invited back next year!

So many of you may be wondering why Doug and I would spend two weeks in Southeast Asia. The UW-Madison encourages faculty members to participate in international activities for the important exchange of knowledge this kind of activity provides and we were honored to be asked. The planners of this conference wanted to learn more about our research on sustainable management of turfgrasses and other important work we’re doing here. The turf industry in Southeast Asia is rapidly growing and desperately needs this kind of education.

Southeast Asia and Wisconsin have completely different climates. I sure wasn’t ready for how hot it was there. Their temperatures are fairly consistent throughout the year averaging between 72°F and 97°F. They have a defined rainy season and dry season in each country. During the rainy season they may receive more than 35 to 40 inches of rainfall in a month! So the difficulty in growing warm-season grasses is the limited amount of solar radiation during the rainy season. The three main grasses planted for golf turf are bermudagrass, zoysiagrass, and seashore paspalum. All three of these require high light intensities, with bermudagrass needing the most.

Another interesting observation from the trip was that the people in that part of the world are fantastic at building golf courses, but lack important knowledge about maintaining them. For instance, a golf course owner or membership will spend lots of money to sand cap an entire golf course, but then will not allow the superintendent to aerify or topdress. Then in 10 or 15 years they bulldoze the golf course and rebuild it. This practice was observed time and again in all three countries. Golf course owners and architects equated sand-based rootzones with good drainage and did not understand that the native soils could provide drainage too.

Golf course superintendents in Southeast Asia seemed to be considered second-class citizens. They would not dare question the word of a golf course



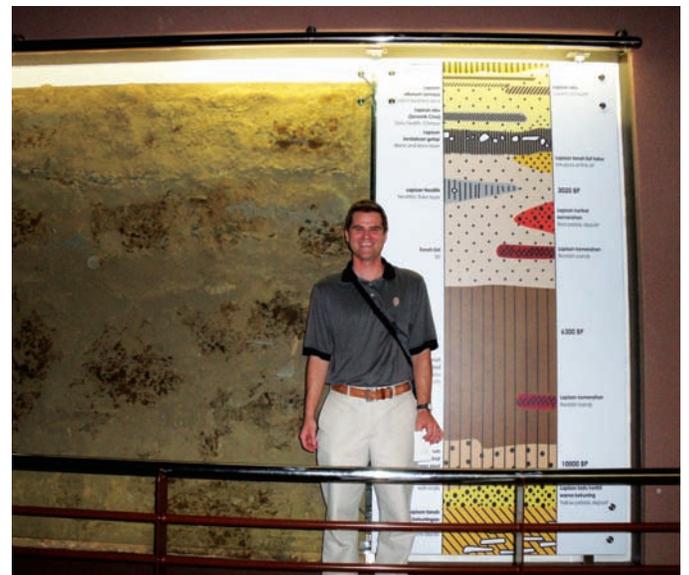
A soil core pulled from a native soil putting green area at Dr. Woods’ research site. I told you Doug was in heaven. He made a 12” ribbon from this soil!



One of the diseases that superintendents struggled with in Southeast Asia is bermudagrass white leaf. This disease is caused by a mollicute and is transmitted by leafhoppers.



One of the holes at Manila Golf Club in the Philippines. There was a shade issue from the buildings on these holes, also a slice could be very bad!



I told you Doug was passionate about soils, look how happy he was seeing this display at the National Museum in Kuala Lumpur, Malaysia.

owner or green committee chairman. Thus, the superintendents had little input during construction or for that matter during normal maintenance. The question we received many times during our journey was how do they convince the golfers to adopt our suggestions. As many of you know, that is a difficult question. The R&A is trying to address that issue and I think there has been some progress. Also many of the very high-end clubs were hiring ex-patriots from the U.S. and Australia that are not afraid to question the members. As a result, these particular clubs will talk about all the wonderful things their superintendent are doing. This eventually may promote more leniencies for native superintendents to try new things.

Doug was in heaven in Southeast Asia because many of the problems the superintendents were encountering were soil based. You already know what an asset Doug is to our program. He is so passionate about soil, irrigation, and fertility that he almost flipped for joy when he saw a soils exhibit at one of the museums in Malaysia. All kidding aside, the information that Doug presented was outstanding and I thoroughly enjoyed the opportunity to interact and get to know one of my colleagues better on this trip.

Finally, what were the diseases of importance in Southeast Asia? Leaf spots can be problematic during the rainy seasons and so can bermudagrass decline. Dollar spot was a huge issue on courses with seashore paspalum, so I felt somewhat at home having experience with this turf during my studies at North Carolina State where this turf grows along the coast of Carolina. The superintendents do not have the selection of fungicides that we have in U.S., so disease control can be challenging at times. However, the climate in Southeast Asia is perfect for zoysiagrass and almost perfect for bermudagrass, so if they select the



Picture from Royal Selangor Golf Club with the towers of Kuala Lumpur in the background.

appropriate grasses, disease control is of minor importance.

To conclude, I think this conference was a great experience for us, and hopefully we helped others learn from our presentations and research from the States including the good work done at the UW-Madison. The trip gave us a new perspective on golf turf management and it provided international exposure for our research programs at Madison. There were many issues, but the overriding concern was that many superintendents were not allowed to maintain their golf courses properly. However progress is being made through education, and we were proud to contribute to improving turf management in Southeast Asia. ■

Statewide Phosphorus Ban to Be Signed into Law

By Dr. Doug Soldat, Department of Soil Science, University of Wisconsin-Madison

At the end of March, 2009, Assembly Bill 3 (AB3) and its companion bill, Senate Bill 5 (SB5), passed their respective bodies of government. The two bills were combined into a single bill with amendments and sent to Governor Doyle's office to be signed into Wisconsin law. This bill bans the application of phosphate to turfgrass areas of any size throughout the state of Wisconsin with the following exceptions:

1. Applications of phosphorus fertilizer can be made to turfgrass during the first growing season.
2. Applications of phosphorus fertilizer can be made if a soil test demonstrates a need for the nutrient.
3. Applications of phosphorus fertilizer from manure of biosolids-based products (organic products) are allowed regardless of soil test levels.
4. Agricultural applications (sod production)

The law will go into effect exactly one year after the governor signs it, meaning it will be **effective during the 2010 growing season**, assuming Governor Doyle signs it in the next few weeks. First violations are not to exceed \$50, and subsequent violations will

be between \$200 and \$500. As with NR-151, it is not clear how this law will be enforced. Its largest impact will likely be on the decreased availability of phosphorus-containing fertilizers statewide.

Unfortunately, as I understand it, this bill does not override local phosphorus bans, but leaves the state as a patchwork of local and county phosphorus regulations. Also, the new law clearly conflicts with guidelines specified in the turfgrass management technical standard for NR-151, which does not exempt organic fertilizers or establishment applications. It is not very clear how these conflicts are handled from a legal standpoint. My advice is to follow the technical standard for NR-151 if you are fertilizing five or more acres of turfgrass.

Feel free to contact me for more information (608-263-3631; djsoldat@wisc.edu). The full text of the bill can be found online at: <http://www.legis.state.wi.us/2009/data/AB-3.pdf>. A description of the amendments can be found at: http://www.legis.state.wi.us/2009/data/lc_amdt/ab003.pdf. ■

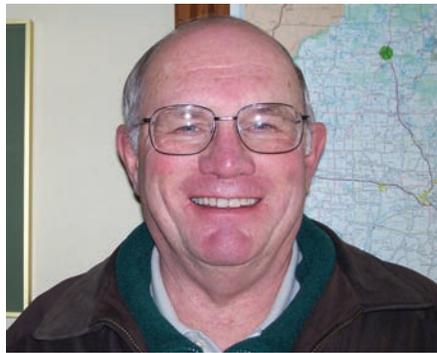
New Wisconsin Turfgrass Ambassador

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

The Wisconsin Turfgrass Association (WTA) announces hiring Monroe S. Miller as their first Executive Director/Ambassador. The WTA was founded in 1982 and has been run largely by a volunteer board of directors. Miller will add a new dimension to the association and bring a lifetime of experience and dedication to the professional turf industry to compliment the many previous successes of WTA.

Miller recently retired from Blackhawk Country Club in Madison where he served as golf course superintendent for 36 years. During his tenure, he served on a number of organizations including the Wisconsin Golf Course Superintendents Association and the WTA. He presided over the WGCSA for two years. While serving on the WTA board, he helped raise funds to build the O.J. Noer Turfgrass Research and Education Facility, to hire two turfgrass researchers at the UW - Madison, and to initiate four research fellowships that will fund turfgrass studies in perpetuity.

Over the years, Monroe has amassed several awards from his work in the turf industry including the UW-Madison College of Agricultural and Life Sciences Honorary Recognition Award in 1989, the United States Golf Association Green



Section Award in 2004, and being honored as the first golf course superintendent to be inducted into the Wisconsin State Golf Association Hall of Fame in 2005. The Badger Chapter of the Club Managers Association presented him with their Lifetime Achievement Award in 2008. The latest award he received is the 2009 Colonel John Morley Distinguished Service Award from the Golf Course Superintendents Association of America (GCSAA). The GCSAA also awarded Monroe the chapter newsletter editor award for 19 consecutive years in the category of "Best content in a chapter publication with an unpaid editor."

Miller's main duties as WTA Executive Director/Ambassador will be to further the mission of the association. That mission is to support turfgrass research

and education at the University of Wisconsin - Madison. This includes funding of programs in turfgrass management and allied disciplines to enhance the understanding and general knowledge of the art and science of maintaining turfgrass. Wisconsin's turf industries include sod producers, golf course superintendents, lawn care professionals, athletic field managers, landscapers, and suppliers to these professional turf care interests.

Specific organizational goals have been suggested and more goals will develop as Miller steps into his new role. Some particular objectives include increase funding for turf research, implement an education program for state high school science students, enhance the organization's website database, increase membership, and many more.

The goals are large as are Miller's talents. The association has made a sizeable leap into a better future by establishing this position. You may contact him at 608-445-4982 or email monroe.miller@uscellular.blackberry.com if you would like to talk about the promising future of the Wisconsin Turfgrass Association. ■

Huggett to Serve on UW CALS Board of Visitors

By Jill Fennimore, Wisconsin Green Industry Federation

This article appeared in the February 2009 "Green Side Up", the monthly publication of the Wisconsin Green Industry Federation. It is reprinted with permission.

WNA President, WTA and WSPA member Paul Huggett of Paul's Turf and Tree Nursery, Marshall, Wisconsin was named to the UW-Madison College of Agricultural and Life Sciences' Board of Visitors recently. Paul will represent the Green industry on the Board of Visitors replacing Michael Lee, head of all Kohler Company golf courses in Kohler, Wisconsin. Former Board of Visitors representatives for the green industry include, Terry Kurth of Weedman USA in Middleton, Monroe Miller formerly of Blackhawk Country Club in Madison, and Bliss Nicholson of The Bruce Company in Middleton.



The Board of Visitors for the UW-Madison College of Agricultural and Life Sciences serves as an outside advisory group to the Dean of the College. Members will have attained prominence in agriculture, natural resources, life sciences, or rural development and are chosen because of their value in providing a sound external perspective to the Dean.

The Board has three primary objectives. First, to provide an external perspective and important link between the agricultural, natural resources, life sciences, and rural development communities, and the College of Agricultural and Life Sciences; secondly, to provide an advocacy network for the College, and finally, to assist in major fund-raising efforts. The Board functions at the pleasure of the Dean and meets biennially. ■

MEET THE UW-MADISON TURF PROGRAM GRADUATE STUDENT

Back to the Basics of Dollar Spot

By Chantel Wilson, Department of Plant Pathology, University of Wisconsin-Madison

"You've got to be kidding me." That was the only thing I could think of during my first time working in the field at the O.J. Noer Facility with my advisor Dr. Jim Kerns and fellow graduate student Paul Koch. We were sampling turf in the dead of winter, digging holes through the snow to what was left of the grass. Paul had been cutting out neat circular cores in the ground with a drill, then he hands me a chisel and a hammer, and instructs me to chisel the samples out of the ground. I laughed at first, waiting for the punch line, but it never came. So there I was, a very petite, short girl, almost completely IN the snow tunnels, rear end in the air, furiously hammering and chiseling away at the turf samples in the frozen Wisconsin tundra. No hard feelings to the Wisconsinites, it is just that our idea of bitter cold in my native state of Maryland equates to a nice spring day here in Badgerland! However, I have encountered stranger things in science.

I received my B.A. in Biology at Hood College in 2007, where I studied the population biology of the turtle species of local lakes. For my thesis fieldwork, I trudged out to the lake in chest waders every day, sometimes wrestling snapping turtles out of my traps that were a third of my size (there are witnesses!). Following graduation, I started working for the United States Department of Agriculture's Foreign Disease-Weed Science Research Unit as a



technician in the Virology lab. Working in containment with Select Agents and other highly regulated plant pathogens such as plum pox virus, soybean dwarf virus, and *Candidatus Liberibacter* species (the causal agent of citrus greening) really stimulated my interest in plant pathology. From there, I decided to go to graduate school, and chose UW-Madison to pursue my Ph.D. I had no background in turf, but upon rotating through Dr. Jim Kerns' lab, I came to appreciate turf and its diseases.

The focus of my Ph.D. project will be on *Sclerotinia homoeocarpa* the causal agent of dollar spot disease on turf. Dollar spot is responsible for the most disease control expenditures of golf courses in North America, and the disease was described almost a century ago by F.T. Bennett (1937). However, the basic biology and epidemiology of the pathosystem is still

unclear. My project will comprise of five parts, with the main goal of describing the basic biology and epidemiology of dollar spot: (1) Evaluate effects of soil temperature on *S. homoeocarpa* growth, survival, and pathogenicity, (2) Reduce fungicide application rates and intervals for the control of *S. homoeocarpa* by determining optimal parameters and using cost-benefit analysis, (3) Describe the pathogen-host interaction of *S. homoeocarpa* by transforming the pathogen with green fluorescent protein (GFP), (4) Determine if oxalic acid, a possible pathogenicity factor of *S. homoeocarpa*, is capable of inducing host cell death, and (5) Locate the initial *S. homoeocarpa* inoculum source.

I am very excited to be on board with turfgrass research at UW-Madison. I hope my research will contribute valuable knowledge to a disease that is not well understood, and will lead to more sustainable and cost-effective golf course management. I've always wanted to learn to golf, so hopefully I will be able to pick up a new hobby, in addition to a new career! Anyone free to teach?

Please feel free to send any comments or questions to me at cwilson5@wisc.edu. I look FOREward to hearing from you! Bad joke.... ■

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We Lose a Dear Friend

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

Before the O.J. Noer Facility and before the WTA, there was a turf expert who became a dear friend and pioneer for Wisconsin's turf industry. That person was Dr. Robert Newman who passed away recently in St. Louis, Missouri, where he moved a couple years ago to be near his family. Bob leaves behind his wonderful wife Diane and three sons, Karl, Walter, and William.

Bob came from a hard working background, growing up on a farm in Kenosha County. Early in his life he was called to serve in the Korean War and thus will be buried with full military honors. Then Bob attended the UW-Madison where he received his bachelors, masters, and PhD., followed by becoming a professor of horticulture at UW-Madison. He started his professorship working on many horticultural plants then later became specialized to work only with turfgrass because of the large need for research, teaching, and extension work in the turf industry.

He remained at the UW-Madison for 31 years, retiring in 1991. Leading up to his retirement, Bob was instrumental in helping to start the Wisconsin Turfgrass Association and later helped to raise funds to build and develop the O.J. Noer Turfgrass Research and Education Facility. Upon his retirement,



the Robert C. Newman WTA Distinguished Graduate Fellowship was created to honor his work with turfgrass. The fellowship provides graduate student funding to allow further advancements in turf science which was so important to him.

On a more personal note, my favorite memories of Bob were from visits when he would stop by the Noer Facility to help us identify weed samples that others could not. Dr. Wayne Kussow said of Bob, "He was a walking encyclopedia when it came to weed identification." Even while well into retirement, he stopped by to pick up handouts and other materials for presentations he'd give to garden clubs and charity groups and we would talk. Then he would often jump on a mower and head out to maintain what became known as 'Bob's route' to pass the time of day. This reminded me of the saying, "You can take the boy off the farm but you can't take the farm out of the boy." I really missed those visits after he moved away.

Bob will be sorely missed by all of us who became his friends. His influence on the industry will be forever recognized. Our deepest sympathy goes to his family who will miss this gentle, smart, and wonderful man more than anyone. ■

WTA Summer Field Day to Include Return Of Lawn Care Workshop

By Paul Koch, Turfgrass Diagnostic Lab, University of Wisconsin-Madison

The Wisconsin Turfgrass Association Summer Field Day will be here before you know it. The date is set for Tuesday, July 21, 2009. The morning research tour will have something for everyone who manages turfgrass with over 15 different presentations on current studies and management techniques. Additionally the afternoon trade show will allow you to browse all the latest supplies, services, and equipment you'll ever need to manage your facility.

A return of the successful lawn care session that was introduced at the 2008 field day will return for 2009. The session targets hands-on identification of turfgrass species, weed species, diseases, and insects as well as fertilizer and pesticide calibration. Though the program is still being finalized, new



Crowds gather for the ever popular Research Tour at Field day 2008

interactive talks and demonstrations will likely be added that deal with Emerald Ash Borer, water conservation and management, and pesticide safety. The lawn care session is not included in the

field day registration price and requires an additional fee. Attendees from last year commented how it was worth the additional cost. Though the afternoon session is designed for lawn care

Continued on page 8

**WTA Summer Field Day to Include Return
Of Lawn Care Workshop - *continued***

technicians who directly manage homeowner and commercial properties, turfgrass managers of all stripes will stand to learn something they can take back to their facility. Space is limited, and attendees will be accepted on a first come first serve basis to provide for a unique interactive experience.

Look for the lawn care registration form to be included with the Summer Field Day registration arriving in your mailbox in May. Summer Field Day is a great way to learn the latest turf research coming from the UW-Madison, compare the newest commercial offerings from the trade show, visit with colleagues over a great lunch, and to possibly participate in the new lawn care workshop. You will surely leave field day with new ideas to put into practice back home. Call Audra Anderson at 608-845-6536 if you have any questions or subjects you'd like to see addressed during field day. Or you may visit www.wisconsinturfgrassassociation.org for more details. ■



Dr. Doug Soldat teaches about fertilizer products and plant nutrition during the lawn care workshops



Fertilizer calibration was also part of the 2008 lawn care workshops



Dr. Jim Kerns educates the crowds about turf disease management



Dr. John Stier disseminates the latest weed management strategies

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For information call: 608-845-6536

New Year, New EXPO

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

The new year brought a revamped WTA Winter EXPO to Wisconsin's turf industry. The show was shortened to one day and the location was moved to the Milwaukee area. The conference took place at the beautiful meeting halls of Boerner Botanical Gardens in Hales Corners on January 14th, 2009. The venue was much smaller than past EXPOs which allowed attendees and vendors to enjoy a more personal setting to network, share ideas, and visit amongst friends. Many vendors helped sponsor the conference this year which brought the registration price way down. And best of all, the education and trade show were top notch.

The day started out with WTA President Dan Biddick welcoming attendees to the conference. The highlight of his remarks was that WTA hired retired golf course superintendent Monroe Miller to be their executive director. Monroe is so well known throughout the state that many positive effects will come from this newly created position. Following that big announcement came a great educational program beginning with three of the UW-Madison's turf professors.

Dr. Doug Soldat led off with a presentation about whether calcium is an important nutrient in management of turfgrass. He explained how calcium keeps cell walls strong, changes pH, can modify soil structure, and how it could play an important role in helping plants respond to stress. The talk was very in-depth and educational, with the bottom line being Ca is important in turf growth but applications of Ca are unnecessary because of the abundant supply in soil and precipitation. The exception is in the very rare situation of extremely low pH of < 5, or cases of excessive sodium in the soil. In most all situations, applications of calcium will be rejected by the plant and may only build up on the outside of root surfaces.

Next, Dr. Chris Williamson gave us an update on the Emerald Ash Borer dilemma. Chris is a leading educator on EAB, who has given numerous talks throughout the country about the insect and its potential devastation to all ash trees. He gave us the complete history on the insect and explained how a non native pest (EAB) attacking a native host (ash trees) is the 'Perfect Storm' for disaster. This is especially true since ash trees represent 2% of all tree leaf surfaces in the United States. There is an estimated 765 million ash trees in Wisconsin alone that could potentially be killed. On the positive side, if there is a positive side, EAB is a very slow insect to migrate. It naturally moves at most 2 miles per year. The problem occurs when infected ash wood is moved to an uncontaminated area where it can become a new infection site. The main mode of this transportation is by campers moving firewood. It's recommended to acquire firewood from no more than 50 miles of your campsite, and it is actually illegal to transport firewood from one of our state's EAB quarantine areas.

Dr. John Stier was the next at the microphone. His talk was titled, "Should Rain Gardens Replace Turf for Urban Water Management." He talked about 3 years of research conducted by one of his grad students, Jake Schneider, and funded by the Terry and Kathleen Kurth Distinguished Graduate Fellowship. John described the research in a very entertaining and detailed,



Boerner Botanical Gardens, the new location for EXPO, as seen in the evening



Jake Vollbeer and Mike Werth from Burris Equipment became new EXPO exhibitors in 2009



John Neumann presented the Charles O. Newlin Turf Scholarship, named in honor of his father who was an avid golfer, to turf student Shane Griffith



Dr. Chris Williamson informed the crowd about everything there is to know about Wisconsin's emerging Emerald Ash Borer problem

yet easy to understand manner. The research compared using native prairie plants, which is the plants rain gardens are currently prescribed to use, against using turfgrass as the plant material. The premise of rain gardens is to direct rain water from impervious surfaces, like rooftops, into a bermed off or bowl-shaped holding area made up of prairie plants, which will contain and slow runoff to allow it to recharge the groundwater. The research also compared bermed versus non-bermed rain

gardens. The data from John and Jake's study showed that the berm 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're 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'll need to make to your equipment. He warned against using these alternatives in new expensive machines because it may void the warrantee, but for his older machinery, it's working very well.

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

Following lunch came an informative trade show which 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 in the adjoining box for your information. A special thanks goes to the vendors mentioned here, who sponsored different segments of EXPO and helped bring the show to you at a greatly discounted price.

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 likewise got great reviews from those present. I missed the panel on dealing with the economic downturn with Bruce Schweiger, Brian Zimmerman, and Dave Brandenburg. I was able to attend 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

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environmental ones, in local publications. One strategy is to write for your own golf course or 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's 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. So many other tips were mentioned by the panel and audience, and if we just start practicing some of the suggestions it will serve our marketing needs well.

Well, that's a wrap of EXPO for 2009. The new location, time, and cost were a big hit. The education presented so many new ideas. And 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. ■



2009 UW-Madison Turf Scholarship Recipients

Thanks go to these sponsors, mentioned on the posters, for helping to bring you EXPO



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WTA president Dan Biddick talks to turf student Shane Griffith



Turf student Bill Kreuser accepts the Bayer Environmental Scholarship from John Turner

2009 WTA Winter EXPO Scholarships and Research Donors

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Recipient

Bill Kreuser
Shane Griffith
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Brendan Dolan

Amount

\$1,000
\$1,500
\$500
\$1,000
\$600
\$1,500
\$600
\$600

Research Donors

Stevens Point CC
Bull's Eye CC
WI Sod Producers Association
Westmoor CC

Recipient

WTA
WTA
WTA
Distinguished Graduate Fellowship

Amount

\$548
\$600
\$1,375
\$2,500



Doug DeVries from Reid Municipal gets advice from Joe Churchill of Olds Seed & Solutions

CALENDAR OF EVENTS

Apr 20	WGCSA Monthly Meeting	Geneva National, Lake Geneva
Apr 22	Snow Mold Field Days	Sentryworld GC, Stevens Point
Apr 23	Snow Mold Field Days	Wawonowin CC, Champion, MI
Apr 24	Snow Mold Field Days	Timberstone GC, Iron Mountain, MI
May 1	WSTMA Spring Meeting	Metalcraft, Mayville
May 18	NGLGCSA Monthly Meeting	Wausaukee Club, Athelstane
May 27	WGCSA Super / Pro	Brown County GC, Oneida
June 15	WGCSA Monthly Meeting	South Hills Golf & CC, Fond du Lac
June 16	NGLGCSA Monthly Meeting	Plum Lake GC, Sayner
July 14	WGCSA Supt. Tournament Meeting	Evergreen GC, Elkhorn
July 21	WTA Summer Field Day	O.J. Noer Turf Research, Verona
July 27-31	TPI Summer Convention and Field Days.....	Michigan State University
Aug 12	NGLGCSA Monthly Meeting	Edgewater CC, Tomahawk
Aug ??	WGCSA Monthly Meeting	Ozaukee CC, Mequon
Sept 20	WLCA Landscape Tech Certification Test	MATC Mequon Campus
Sept 21	Wee One Foundation Golf Fundraiser	Pine Hills CC, Sheboygan
Sept ??	NGLGCSA Monthly Meeting	George Young RC, Iron River, MI
Oct ??	WTA Golf Fundraiser	TBA
Oct 3	WGCSA Golf/Dance	Fox Valley GC, Kaukauna
Nov ??	Wisconsin Golf Turf Symposium	American Club, Kohler
Nov/Dec	NGLGCSA Annual Meeting	TBA

WTA Members — If you have an important date you'd like to share with other members, call 608-845-6895, fax 608-845-8162, or email tgswab@wisc.edu to include it in the next calendar.

Contact Telephone Numbers

NGLGCSA	Northern Great Lakes Golf Course Superintendents Assoc.	715-542-2373
Snow Mold	Snow Mold Field Days	608-845-2535
TPI	Turf Producers International	800-405-8873
Wee One	Wee One Foundation	630-457-7276
WGCSA	Wisconsin Golf Course Superintendents Association	414-786-4303
WLCA	WLCA Landscape Technician Certification Test	800-933-9522
WSTMA	Wisconsin Sports Turf Manager Association	608-845-6895
WTA	Wisconsin Turfgrass Association	608-845-6536