

Dec/Jan '00-'01

BEARD
COLLECTION

BUSINESS MANAGEMENT

Turfgrass Producers International

February 5 - 9, 2001

TPI & Albuquerque: A Great Winter Combo

Education, exhibits and entertainment will be combined with tours, golf and social events in Albuquerque, New Mexico to offer one of the most packed and exciting TPI Midwinter Conferences in recent times.

Focusing the educational sessions on environmental issues, including a special pre-conference seminar by Dr. Jay Lehr, attendees will take home new information and ideas they can use on a daily basis to improve their operations, public relations programs and profitability.

As always, exhibitors will present innovations in equipment and services during the three-day event. Making the exhibits even more inviting, complimentary food and beverages will be available whenever the exhibits are open.

Country and western singing sensation, Ricky Van Shelton, promises to put on a special TPI-only show at the February 8 banquet. This one-night engagement allows TPI members to truly enjoy one of the best entertainers in a comfortable, friendly dance-club atmosphere.

In addition to these highlights, there will be a pre-conference tour to nearby Santa Fe, the popular Al Gardner Memorial Golf Tournament (played in whatever the weather for fun and fundraising) and a post-conference tour of nearby farms and ag-related businesses.

Historic and beautiful Albuquerque, in the heart of New Mexico, offers a wide variety of museums, turn-of-the-century buildings, as well as up-to-date fashions and wonderful western wear and Native American jewelry and one-of-a-kind crafts. Visit the city's website at www.abqcvb.org or call their toll-free number (800/284-2282, ext. 9704) for more information to help plan your trip and stay.

Nearby Albuquerque, in addition to world-famous Santa Fe and its collection of art shops, is Taos, perhaps one of the top ski resorts in the west. A drive to either area, or other nearby interesting attractions, will be time well spent. For more information, just call the New Mexico Department of Tourism (800/733-9396) or visit their website at www.newmexico.org.

Meeting details, programs and registration materials have been mailed to all TPI members; however, additional copies can be obtained by calling the TPI office at 800/405-8873 or by visiting the website: www.TurfGrassSod.org.

Plan now to participate in TPI's Midwinter Conference, but allow yourself a few extra days to enjoy the sights and sounds of Albuquerque and New Mexico!

Al Gardner Golf Tourney Offers Fundraising Fun

If you enjoy playing golf (or even if you just enjoy playing *at* golf), sign-up a team for the 2nd Annual ITPF Al Gardner Memorial Golf Outing to be hosted February 5 at the Isleta Eagle Golf Course in Albuquerque. In addition to being played in a 'scramble' format which takes the personal pressure of playing, this year's tournament will offer prizes for 'flight winners.'

Adding still more fun to the event will be corporate sponsors of the ITPF "Water Right" campaign: Brouwer Turf Equipment, Bucyrus Equipment, Chrisman Manufacturing, Conwed Plastics, Kesmac, Inc., Moffett Mounty, Pennington Seed and Progressive Turf Equipment. Each firm sponsors a hole and offers something additional to all of the players.

Reserve your 4-some's place today!

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Taking Care of Business

By: Jim Kemp
Itronics Metallurgical, Inc.
Reno, NV

Fertilizer from Recycled Waste—A Viable Option

Over the last 10 years there has been more emphasis placed on using or re-using waste material where possible. It makes sense to develop ways to protect our environment by reducing unnecessary waste. So recycling green waste or composting has become a public issue and a government mandate in some areas, as outlined in California's Integrated Waste Management Act (AB939).

Recycled solid waste materials, such as composting that requires several inches of coverage, may not always be the fertilizer of choice in the fast-paced sod industry. But other fertilizers made from recycled materials can be very effective, even offering the advantages of earlier application with less effort than solid types. One such category is the liquid multi-nutrient series of fertilizer products produced from recycled photo and film processing chemicals. The process begins with used photo processing solutions of fixer and developer from photo processing locations—such as

hospital x-ray labs, consumer and professional film development processing labs. These worn-out chemicals are shipped to the company's facility, in accordance with EPA guidelines, where all heavy metal impurities are removed from the original waste material. The resulting solutions are then fortified with nitrogen, phosphorous and potassium to bring them up to consistent high-quality fertilizer formulations.

The advantage of this process is that it allows the manufacturer to capture micro-nutrients, special chelating agents and thio-sulfate compounds that can then be returned to the environment to improve the quality of agriculture. Based on a two-year evaluation of nitrogen products applied to tall fescue, sponsored by the University of California, Riverside, CA: 1995-1997, the liquid multi-nutrient series of fertilizer accelerated both top growth and root development. The liquid product was applied via spraying at 0.68 lb. N/1000 ft.² per application once every

one, two or three months (the annual N rate for these spray treatments was 2.5, 3.9 and 7.7 lb. N/100 ft.², respectively). The 11 granular products were applied at a rate of 6.0 lb. N/ 1000 ft.² per year and applied three to six times during the year at rates ranging from 1.0 to 2.0 lb. N/ 1,000 ft.² per application. The liquid multi-nutrient fertilizer series received the highest overall ratings in all categories.

What this means to the turfgrass sod industry is that recycled materials are not only available to actually help increase growth response and visual quality, but further strengthens our global image as being good stewards of the environment.

(A more detailed summary of the study comparing 12 products from eight different companies is available from Dr. Robert Green, University of California, Cooperative Extension, Dept. of Botany and Plant Sciences, Phone: 909/787-2107, Fax: 909/787-5717, or e-mail: robert.green@ucr.edu.)

Costly Business Mistakes to Avoid

Sometimes, the most costly business mistakes can happen in the first four to six seconds of meeting a new business contact. Here are five "forbidden" phrases you should not use when talking to a customer or potential customer, especially during the initial meeting.

Forbidden Phrase #1:

I don't know. There is no need to ever utter these words. If you don't know, find out. Outside of financial and other sensitive information, there is nothing you cannot find out. *Instead, say:* "That's a good question. Let me check and find out."

Forbidden Phrase #2:

We can't do that. This one is guaranteed to get your customer's blood boiling. *Instead, say:* "That's a tough one. Let's see what we can do." Then, find an alternative solution.

Forbidden Phrase #3:

You'll have to... Wrong, because the only thing a caller has to do is die and pay taxes! *Instead, say:* "You'll need to...", or "Here's how we can help with that..." or "The next time that happens, here's what you can do..."

Forbidden Phrase #4:

Hang on a second, I'll be right back. It's not a big lie but, nevertheless, it is an unnecessary lie. *Instead, say:* "It may take a few minutes to get that information; are you able to hold while I check?"

Forbidden Phrase #5:

"No" at the beginning of a sentence. The word "no" conveys total rejection. Most sentences are grammatically correct without the word. *Instead:* Turn every answer into a positive response, such as "We aren't able to refund your money but we can replace the product at no charge."

Benefits of Delegating

— Allows manager to do his or her job, including time for thinking, planning and managing

— Moves operational decision making to appropriate level

— Builds effectiveness and image as a manager; judged by what the group produces and by the performance of those a manager supervises

— Prepares and makes a manager available for new assignments

— Improves relationships with employees; increases open, direct communication

— Develops employees' initiative, skills, knowledge, creativity, competence. People learn by doing and by what they are allowed to do on the job.

Marketing Tip

David Millar
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New Carlisle, IN

Selling more Sod with Big Rolls

By now you probably have seen big a roll sod installer demonstrated during a TPI Summer Convention or, perhaps, in your market area and are wondering whether you should take the big roll plunge. Well, get ready to make a big splash in your area because I'm going to offer some reasons why you should sell big rolls, suggestions based on my experiences.

Good labor in our area is both hard to find and expensive. This means landscapers shy away from labor intensive jobs like sod installations. Although the advantages of installing big roll sod are significant and should be obvious to people who lay sod, such is not the case and you need to educate landscapers so they can discover those advantages. The biggest advantage being increased sod sales when your customers are more efficient and can do jobs with less effort.

Around here, landscapers install little roll sod at a rate of about 50 sq. yds. per hour and it's hard work. Big roll installers can double and triple that rate with an effort about equal to a long walk. Because big roll is less labor intensive, women and older workers find sod laying acceptable, thus enlarging your potential work force.

The challenge, however, is to convince the generally conservative and cautious landscapers to invest in equipment without firsthand knowledge. The solution is simple. You can make their firsthand experience a pleasant one, enhance your customer relationship and enjoy a mutually profitable effort. Simply select the size of big roll sod you want to harvest, purchase one or more appropriate sod laying machines and make them available for your customers to rent.

We rent sod layers to landscapers for 18 cents per yard. We deliver the layer with the sod and do not charge rent on their first order so the landscapers will not feel pressured to lay the sod fast. They can return the layer when done or we'll pick it up for a fee. We sell used rental layers at a reduced price to landscapers and keep a supply of parts on hand. We will repair their layers and furnish them with a loaner.

Our customers appreciate us bringing them new technology. Learning how to harvest and handle big rolls efficiently will challenge you and your employees. The economics of big roll harvesting and installation will reveal why you should sell big rolls, so take the profitable plunge!

There is Still Time To Help Surprise Retiring Editor Wendell Mathews

This is just a reminder that Wendell Mathews, retired editor of *Turf News*, will be honored at the TPI Midwinter Conference, February 5-9, 2001 in Albuquerque, NM. To help make it his most enjoyable and memorable event, an album with letters of "Congratulations and Best Wishes" from his many friends throughout the industry will be presented to him.

included in the album of kind thoughts.

Don't put it off too long, otherwise the Midwinter Conference will be here before you're ready and we want to include everyone.

The album of "Congratulations and Best Wishes" will be presented to Wendell during the TPI Midwinter Conference banquet, Thursday evening, February 7. We hope everyone will be there to join in the fun and share this special moment.

Please remember, this is a surprise, so help us keep it a secret from Wendell who, by the way, is not on the mailing list to receive this newsletter.

To be part of this special gift, just put your congratulations, best wishes and other kind thoughts of Wendell in writing and send them to the attention of Bob O'Quinn at the TPI office. We have already received many letters and want to make sure no one misses the deadline of Tuesday, January 2, 2001 for their letters to be

Shrewder Computing

TPI's Fork in the Road...

Actually, TPI is facing a fork in the Information Super-highway. At the direction of the Technology Resources Committee, TPI will be redeveloping its website to make it a more effective resource for you.

Vision: The new site will be noticeably faster...allowing you to access information quickly and easily. In addition, the site will have a more consistent, professional look with ~~navigation~~ navigation tools throughout. Best of all, the redesigned site will include an expanded Members-Only section to put more information at your fingertips!



Help: In order to develop the most meaningful website possible, TPI needs your input. E-mail, phone or mail-in your suggestions...and help determine the content for your industry website.

TPI Web-Source

If you see it on TPI's website... Feel free to use it! There's a variety of information on TPI's website that you can put to use immediately. Whether you're interested in putting together a customer newsletter, press release, employee handbook or marketing information...you'll find www.TurfgrassSod.org and www.LawnInstitute.com to be excellent sources of information, graphics & leads to other resources.

TPI Action

NEW OSHA ERGONOMIC STANDARDS EXEMPT TURF FARMS, but sod installation is covered, at least for the time being, according to the latest word from Washington, D.C. (Details of the standards can be viewed at the website: www.osha-slc.gov/ergonomics-standard/informationkit/index.html)

While the standards are slated to go into effect January 16, covered companies will be required to distribute information and report musculoskeletal injuries no later than October 14. However, several law suits to bar the standards' implementation were filed immediately after their release and Congressional action to block their enforcement may be considered.

USDA's 'Summary of Federal Laws and Regulations Affecting Agricultural Employers, 2000' NOW AVAILABLE at a cost of \$32.00 (\$27.00 plus \$5 for shipping). The 56-page, paper-bound publication contains sections on ag. employers' federal safety requirements, tax requirements and a new section on employer responsibilities under the Family and Medical Leave Act and the Personal Responsibility and Work Opportunity Reconciliation Act. Orders must be placed directly with the USDA by calling 800/999-6779 and asking for order number ERS-AH-719. (TPI members may also want to reference their personal copy of the TPI 1991 publication, "Federal and State Rulings Regarding Turfgrass Sod Production As An Agricultural Activity," because of the specific information offered.)

HOUSING STARTS AND EMPLOYMENT STATISTICS for most areas of the U.S. are available (without cost) to TPI members by calling the TPI office. Based on the National Association of Home Builders statistical data, this information can be very useful in developing turfgrass sod market trends and forecasts.

Members can simply call the TPI phone numbers listed below and identify the state or metro areas they are interested in. This information can either be faxed or mailed immediately.

To Receive Additional Information On Any of These Items, Contact the TPI Office

Phone: 800/405-8873 or 847/705-9898

Fax: 847/705-8347 or e-mail: Turf-Grass@msn.com

Website: <http://www.TurfGrassSod.org>

Jest For The Fun Of It

Anagrams to Ponder

You may remember from high school English that an anagram is "a word or phrase made by rearranging the letters of another word or phrase," such as:

WORD

Dormitory

Slot Machines

The Morse Code

Animosity

Snooze Alarms

Semolina

The Public...

...Art Galleries

A Decimal Point

The Earthquakes

Eleven Plus Two

Desperation

Contradiction

Astronomer

ANAGRAMS

Dirty Room

Cash Lost in 'em

Here Come Dots

Is No Amity

Alas! No More Z's

Is No Meal

Large Picture...

...Halls, I Bet

I'm a Dot in Place

That Queer Shake

Twelve Plus One

A Rope Ends It

Accord Not in It

Moon Starer

And now for a most intriguing anagram all:

Year Two Thousand

A Year To Shut
Down

BUSINESS MANAGEMENT

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