

clippings

Issue 1 • 2018 | VOL 96

Golfing is around the corner - Golf Classic 2018!



2018 PATRON DIRECTORY

BASF

David Schell
1717 Pleasantville Road
Forest Hill, MD 21050
Ph: (410) 420-0568
Fx: (410) 420-0247
David.Schell@basf.com

BAYER

Jeffrey Weld
91 Schofield Road
West Milford, NJ 07480
Ph: (914) 419-9384
Fx: (877) 492-1897
jeff.weld@bayer.com

DLF PICKSEED USA

Kelly Lynch
PO Box 299
Tangent OR 97389
Ph: (541) 409-9253
klynch@dlfna.com

GRASS ROOTS INC.

Ken and Keith Kubik
PO Box 336
Mt. Freedom, NJ 07970
Ph: (973) 252-6634
Fx: (973) 252-6630
keith.kubik@griturf.com
ken.kubik@griturf.com

LANDMARK TURF & NATIVE SEED

John Brader
4908 S. Hayford Road
Spokane, WA 99224
Ph: (800) 268-0180
(301) 302-2822
john@turfandnativeseed.com

LEBANON TURF

Mike Donahue
1600 East Cumberland Street
Lebanon PA 17042
Ph: (315) 263-1974
mdonahue@lebanonturf.com

MOUNTAIN VIEW SEEDS

Troy Kuenzi
8955 Sunnyview Road NE
Salem OR 97305
Ph: (503) 588-7333
troy@mtviewseeds.com

PBI GORDON

John Patten
114 Cedar Avenue
Clayton, NJ 08312
Ph: (609) 970-1546
jpatten@pbigordon.com

PROSEEDS MARKETING, INC/

ALLIANCE SEED
JP Olsen, Henry Lesinski
13965 Westside Ln S
Jefferson OR 97013
Ph: (541) 928-9999
jolson@proseeds.net
henry@allianceseedco.com

SCOTTS MIRACLE-GRO

Eric Nelson
14111 Scottslawn Road
Marysville OH 43041
Ph: (937) 243-2397
eric.nelson@scotts.com

SITEONE LANDSCAPE SUPPLY

Michelle Williams
11 Halstead Street
Clinton, NJ 08809-1381
Ph: (908) 391-9894
mwilliams@siteone.com

STORR TRACTOR COMPANY

Ken Indyk
3191 Highway 22 East
Branchburg NJ 08876
Ph: (908) 722-9830
kindyk@storrtractor.com

SYNGENTA

Lee Kozsey
Plant Protectants
3710 Amherst Court
Bethlehem, PA 18020-1356
Ph: (215) 796-0409
Lee.Kozsey@syngenta.com

President's Message: DAVE SCHELL

David Schell
NJTA President



Greetings and Happy New Year on behalf of the New Jersey Turfgrass Association Board of Directors. I want to thank the members for your confidence in electing me President. I am honored and humbled to continue a great tradition of success in the NJTA.

Speaking of success, the NJTA has committed a significant level of financial assistance to the Rutgers Turfgrass program over the last several years because of your membership and involvement. I would like to share with you, our members, some of those successes, but first a review of the NJTA mission statement.

"Promote the Turfgrass industry and enhance the environment through education, professionalism, leadership and our partnership with Rutgers, The State University of New Jersey."

Our partnership with the Rutgers Turfgrass program is vital to everyone's success and therefore warrants a focus on special projects to accomplish our mission. In the last few years, with your help, the NJTA has been able to financially assist in the successful hiring of Weed Specialist, Dr. Matt Elmore. The NJTA and NJTF (New Jersey Turfgrass Foundation) were major contributors in the construction of the new pavilion at Adelphia Farm, in honor of Dr. Stephen Hart. The association also funded technology upgrades to the student class room and the boardroom at the Geiger Center and was a major contributor to the International Turfgrass Research Conference held at Rutgers last summer. Hopefully, as a member, you had the opportunity to participate in some of the many activities during the conference. Most recently the NJTA made a three-year financial commitment to help fund the upcoming "Turfgrass Economic Impact Assessment" spearheaded by Dr. Clarke and the faculty at Rutgers. The results of this assessment will impact everyone in our industry, so be on the lookout for your questionnaire in the future.

These are just a few of the ways your membership impacts the Turfgrass Industry in New Jersey. So, when you're asked to renew your membership or become a new member, or participate in the NJTA yearly events such as the Rutgers Research Golf Classic, Rutgers Field Days or the Green Expo Conference, you are contributing to the industry you love.

Get involved then stay involved! Here's to a successful 2018.

A handwritten signature in black ink that reads "Dave Schell".

Dave Schell
NJTA President



***Thanks for all you do
to make our industry better.***

***Thanks for your membership
in NJTA.***

It is truly appreciated.

Table of Contents

clippings

President's Message: Happy New Year!	3
Executive Director: How 'Allied' Are You?	4
Help Support CTS - Attend Rutgers Golf Classic	5
Silent Auction at Field Days	6
Allied Associations	6, 7, 10, 11
New Jersey Legislative Updates	7
Green Expo Pictures	8-9
Golf Classic Registration Form	12, 13
A Look Behind the Scenes at Green Expo	14
Rutgers Symposium	16
Membership Application	17, 18
Calendar of Events	19
Rutgers County Extension Offices	19
NJTA Board of Directors	20

JOIN US ON: || FACEBOOK || TWITTER



UPDATE YOUR MEMBER INFORMATION

at

www.njturfgrass.org

*Sign in with your email and create a password.
Check out the Member Directory.*

NJTA
25 US Highway 46 West
Wayne NJ 07470-6801
(973) 812-6467
execdirector@njturfgrass.org

How 'Allied' Are You?

*Cece Peabody, MAT, CMP,
NJTA Executive Director*



Do you know how many other associations there are in NJ and the surrounding area that you could join? There are many and we're going to share some specifics of a few in this issue.

Why are they called "Allied Associations"? Simply because they offer education, meetings, networking events, and membership with other like-minded companies and individuals. You can easily find New Jersey Turfgrass Association (NJTA) members who are also members of the Golf Course Superintendents Association of New Jersey (GCSANJ), or the New Jersey Landscape Contractors Association (NJLCA), or the Irrigation Association of New Jersey (IANJ), or the New Jersey Nursery and Landscape Association (NJNLA), or the Sports Field Managers Association of New Jersey (SFMANJ), or the New Jersey Green Industry Council (NJGIC).

Each association serves its members in relation to specific turfgrass issues, whether on a golf course, a sports field, a lawn or landscape, a nursery, or for the legislative issues in the state that affect all in the industry.

Each association has its own uniqueness and if you haven't been a member of another association in the past, you might want to contact the association and ask what meetings or events are upcoming. You can also go to their websites and check them out. But a personal phone call to ask questions always goes a long way to find out more. You might need special credits, or a referral to a specific company. You might get discounts when registering for events. You might even find out that someone you know is a member.

If you've attended the Green Expo, then you may have seen and visited the allied association booths at the show.

If you've thought about doing some research about other groups, but never took the time to do so, we have done it for you. Look inside this issue, find the allied association, and make that contact. It usually is the best decision that you wish you had done before....so do it now!

###

The Rutgers Turfgrass Research Golf Classic

registration forms are in this issue.
Help support Rutgers Research...join us
for the event on Monday May 7, 2018.

Support The Rutgers CTS -- Attend Rutgers Golf Classic

by Shaun Barry, Chair

The Turfgrass industry in NJ is very fortunate to be so close to the Center For Turfgrass Science (CTS). This amazing group of world class scientists is considered by many to be the best cool season turfgrass programs in the world and they have been at this level for many years.

This program has maintained its lofty status and has added several of the “best of the best” scientists to the program. These scientists could have chosen any university that they wanted but they chose Rutgers. Part of the attraction to Rutgers is that these scientists knew that they were choosing a university that has an unparalleled level of support from the industry. That translates to knowing that they would have the financial resources to support their research .

The world has changed and many universities have had to severely reduce staff and research because their states could no longer fund turfgrass programs at previous levels. The CTS has gone through similar reductions but because of industry support no research has been limited and every scientist continues working to identify solutions to the problems in their field of study.

That brings me back to the **Rutgers Turfgrass Research Golf Classic** and how important it is to the success of the CTS. The Golf Classic has raised over 1.7 million net dollars and all of the money goes to the New Jersey Turfgrass Foundation first. Once the money gets to the Foundation, it is allocated for research, scholarships, special projects by CTS. Dr. Bruce Clarke is the director of the CTS and he presents the needs of the CTS and the Foundation responds immediately. It is this type of support that keeps the CTS functioning as a world leader.

If you are reading this, most likely you are part of the turfgrass industry, and have in some way benefited from research coming out of the CTS. To keep that research going please consider supporting the Golf Classic on May 7, 2018.

There are many ways to support. There are several sponsorship levels that include up to 12 golfers; most attendees are part of a foursome and others sign-up as individual golfers. Since it is a scramble format, every level of golfer is welcome. There were 360 golfers last year and we have plenty of room for more.

If golf is not something you feel comfortable doing, we offer many other levels of sponsorship. The most popular choice is a Hole Sign; there are also breakfast and lunch sponsorships. We are also willing to listen to any idea that you suggest doing. I hope you will consider helping us help Rutgers especially since their research will eventually help you.

Mark your calendar for the **May 7, 2018** date and we all look forward to seeing

you at Fiddler's Elbow Country Club, Bedminster NJ. We also have a fabulous Silent Auction of unique items, some extra contests, and of course, the wonderful food and drink at the clubhouse.

Come to meet the scientists from the CTS, have fun playing one of three great golf courses, enjoy great food and be ready to meet old and new friends.



SILENT AUCTION AT THE GOLF CLASSIC



Ever wonder how you can leave a legacy to your turfgrass family in New Jersey? AmazonSmile lets you donate without impacting your personal or business income. You should consider AmazonSmile as the answer to your question.

Amazon found a way to take some of the guilt out of online shopping through AmazonSmile. AmazonSmile lets you choose the New Jersey Turfgrass Foundation, Inc. as your charity of choice. AmazonSmile donates 0.5 percent of the price of any eligible purchases. When you shop at AmazonSmile, you'll find the exact same low prices, vast selection and convenient shopping experience as Amazon.com. You'll feel good about giving back by purchasing things you intended to buy anyway.

On your first visit to AmazonSmile, smile.amazon.com, you will login with your normal Amazon account information. You use the same account on Amazon.com and smile.amazon.com. Your shopping cart, Wish List, wedding or baby registry, and other account settings are also the same.

You should select **New Jersey Turfgrass Foundation, Inc** as the charitable organization to receive donations from eligible purchases before you begin shopping. New Jersey Turfgrass Foundation is a listed charity with AmazonSmile. Amazon will remember your selection. Every eligible purchase you make at smile.amazon.com will result in a donation to NJTF.

You might want to change your bookmark from www.amazon.com to smile.amazon.com. That way every time you visit AmazonSmile to go shopping, you will automatically be shopping eligible purchases to donate to the future of your turfgrass industry in New Jersey.

NJTA would like to thank all those who signed up or will sign up to donate to the New Jersey Turfgrass Foundation through AmazonSmile. What a wonderful way to give.

www.njturfgrass.org

ALLIED ASSOCIATION

New Jersey Landscape Contractors Association



New Jersey Landscape Contractors Association

465 Mola Boulevard, Suite 4.

Elmwood Park, NJ 07407

Director of Operations, Gail Woolcott

Office: 201-703-3600

gwoolcott@njlca.org

www.njlca.org

The NJLCA currently has 530 member companies. Our member base is landscape contractors and industries that serve them.

The New Jersey Landscape Contractors Association (NJLCA) is a proven resource to the landscape contractor, green industry service provider and supplier as well as the consumer. We are a community of green industry professionals who are dedicated to advancing the integrity, proficiency and continued growth of the landscape industry. We do this through education, training and legislative advocacy.

We hold monthly meetings at different locations throughout the state.

See www.njlca.org for a current calendar of events.

New Jersey Legislative Updates

by Matt Lindner, NJTA Legislative Chair

With the elections of 2017 over and while waiting for the installation of new elected officials, NJ has not been a “lame duck.” Two laws passed both houses and were signed into law prior by Gov. Christie.

S674 passed both houses on 1/8/18 and was signed into law on 1/16/18.

The law requires training for pesticide applicators and operators concerning pollinating bees. This bill requires the Commissioner of Environmental Protection to establish a basic training course for pesticide applicators and operators concerning the use of pesticides with respect to pollinating bees. Pollinating bees cause plants to make fruits or seeds by transferring pollen from a plant anther to a plant stigma, resulting in fertilization, and pesticide applications can interfere with this process.

S673 also passed both houses on 1/8/18 and was signed into law on 1/16/18.

This bill would direct the Department of Environmental Protection (DEP) to adopt regulations:

1) permitting beekeepers to register their honey or native beehives or beeyards with the DEP; and 2) requiring pesticide applicators to notify a registered beekeeper before applying a pesticide product that may be toxic to native bees within three miles of a registered honey or native beehive or beeyard. The bill would also: 1) direct the department to adopt specific requirements for the registration and notification processes; 2) require a beekeeper who wishes to receive notification to register his beehives or beeyards with the department by March 1 each year; and (3) authorize the department to make exceptions to the notification requirement.

ALLIED ASSOCIATION



Sports Field Managers Association of New Jersey

P.O. Box 205, Pennsville, NJ 08070
Debbie Savard, Executive Secretary
mail@sfmanj.org
856-514-3179

The Sports Field Managers of New Jersey (SFMANJ) is an organization committed to enhancing the professionalism of athletic field managers.

Our primary goals include the improved safety, playability, and appearance of athletic fields at all levels. Since our inception in 2000, SFMANJ members have had the opportunity to achieve these goals through seminars, field days, publications, and “networking” with those in the sports turf industry.

Who should be a member of SFMANJ?

Any individual, institution, organization, and vendor/supplier who has sincere interest in athletic field safety and playability.

Members of SFMANJ represent high school, college, professional facilities, parks and recreation departments, educators, youth leagues, contractors and commercial vendors.

Next Event:
SFMANJ Spring Field Day
WEDNESDAY, APRIL 4 • RAIN OR SHINE
NY RED BULLS / NY JETS
FACILITIES



2017 GREEN EXPO SNAP SHOTS





ALLIED ASSOCIATION



New Jersey Nursey & Landscape Association

1200 Florence Columbus Rd., Office 112
Bordentown, NJ 08505

Contact: Lori Jenssen, Executive Director
Office Phone: 609-291-7070

www.njnla.org

Facebook: www.facebook.com/njnla

Twitter: @njnladirector • Instagram: njnla.director

The New Jersey Nursery & Landscape Association was organized in 1915 and is the leading organization for the advancement of green industry businesses in New Jersey. The organization fosters networking and communication among industry professionals to share the best management and business practices available and to keep them current on industry trends. Members include Greenhouse, Nursery, Garden Center, Landscape Professional, Industry Supplier and Re-wholesalers.

The top reasons why nursery, landscape, greenhouse & retail garden centers would want to join the NJNLA are:

1. You will generate leads through our online search database and printed and online directory
2. You'll attract new business through member-to-member sales & Landscape Awards that will help build your portfolio.
3. You'll have a source for the latest information
4. You'll be heard where it counts, both locally, state-wide and in Washington, DC
5. You'll have outstanding learning opportunities throughout the year and the ability to earn the Certified Nursery & Landscape Professional (CNLP) designation
6. You'll save money on educational seminars and events
7. You'll be a member of the oldest nursery/landscape association in New Jersey

Join NJNLA now and save money on attending the upcoming Summer Plant Symposium, being held on August 15th at Rutgers Cook Campus Student Center in New Brunswick, NJ.

ALLIED ASSOCIATION



Irrigation Association of New Jersey

PO Box 518

Mount Laurel, NJ 08054

Phone: 973-850-3366

Fax: 856-727-9504

Patricia Koziol

Executive Director

pat@neffdowning.com

Candi Calderone

Meetings & Events Manager

candi@neffdowning.com

Founded in 1974, the Irrigation Association of New Jersey is a voluntary nonprofit organization formed to:

- Promote the proper use and design of irrigation systems.
- Promote water conservation.
- Collect and disseminate information of concern to its members, the public and associated industries.
- Keep the public, private institutions and governmental agencies abreast of the economic impact and concerns of its members.
- Conduct educational programs.

ALLIED ASSOCIATION



Golf Course Superintendents Association of New Jersey

PO Box 301
Pluckamin, NJ 07978
(973) 812-0710
info@gcsanj.org
Executive Director, Maureen Sharples

MISSION: The GCSA of New Jersey exists to serve the golf course superintendent by advancing the profession, offering professional development, and fostering relationships for all members.

VISION: The GCSA of New Jersey strives to be the state and regional leader in the golf industry.

Upcoming Event:
March 21, 2018
Spring Education Day
Galloping Hill Golf Course
Kenilworth, NJ

ALLIED ASSOCIATION



New Jersey Green Industry Council

Buddy Freund, Executive Director
609-403-0906
973-557-8674 (c)

PO Box 166
Succasunna, NJ 07876

buddy@njgic.org
www.njgic.org

Annual Meeting
March 5, 2018 • 10AM
To be held at the offices of State Street Associates on
150 West State Street, Trenton, New Jersey.

Guest Speaker: Assemblyman Eric Houghtaling
Vice-Chair for the Assembly Agriculture Committee

Rutgers Turfgrass Research Golf Classic Registration

Complete form, mail or fax to (973)812-6529 to NJTF Office. Online: www.njturfgrass.org

Name: _____
 Company: _____
 Address: _____
 City, State, Zip: _____
 Phone: _____ Fax: _____
 E-mail for Confirmation: _____

Requested Foursome (Please Print Names). Need ALL Names by May 1st.

1. _____
2. _____
3. _____
4. _____

Select: Sponsorships • Golf • Reception • Payment

- ☐ Premier @ \$7,500* ☐ Eagle @ \$5,000* ☐ Birdie @ \$3,500*
☐ Par @ \$2,000* ☐ Breakfast @ \$1,500 ☐ Lunch @ \$1,500 ☐ Hole @ \$500
☐ Golf Course Research @ \$200 ☐ Grand Reception (Per Person After Golf) @ \$100
☐ Golfers: ☐ 1 @ \$350* ☐ 2 @ \$700* ☐ 3 @ \$1050* ☐ 4 @ \$1400*

* Full Registration or Sponsorships Includes: Green Fees & Golf Cart, Breakfast, Lunch on Course, Silent Auction, Grand Reception, Attendee Gift

Make Checks Payable to: NJTF (New Jersey Turfgrass Foundation)

NJTF Tax ID: 22-3270805 • Ph: 973.812.6467

MAIL to: NJTF, 25 US Hwy 46 W, Wayne NJ 07470-6801

Amount Enclosed: \$ _____

Check # _____ Visa _____ Mastercard _____ AMEX _____

Name on Card: _____

Card Number: _____ / _____ / _____ / _____ / _____

Security Code: _____ Expiration Date: MM/YY ____ / ____

Billing Address: _____

Signature: _____

Come Celebrate With Us!
Monday, May 7, 2018
23rd Annual
Rutgers Turfgrass Research
GOLF CLASSIC

Fiddler's Elbow Country Club
 811 Rattlesnake Bridge Road, Bedminster, NJ 07921

Rutgers University
 Hort Farm 2
 New Brunswick NJ

BASF The Chemical Company
grass roots
SiteOne LANDSCAPE SUPPLY Stronger Together
LebanonTurf
pbi / Gordon corporation Employee-Owned
syngenta
SEED RESEARCH OF OREGON
DLF PICKSEED good things growing...
Storr Tractor
PROSEEDS and **Alliance Seed Inc.**
Scotts Miracle-Gro
MVS MOUNTAINVIEW SEEDS
LANDMARK TURF & NATIVE SEED
TORO

THANKS! 2017 PREMIER SPONSORS

@ Fiddler's Elbow Country Club • 811 Rattlesnake Bridge Road, Bedminster, NJ 07921
 Register online: www.njturfgrass.org • Phone: 973.812.6467
 Hosted by the NEW JERSEY TURFGRASS FOUNDATION

Sponsor Opportunities & What's Included

Company Name _____

Check Your Selection, Add Names, Complete Other Side, Send to NJTF Office
Phone: 973.812.6467 • www.njturfgrass.org

☐ **PREMIER Sponsor - \$7,500**

- Three (3) Foursomes • Complimentary Golf Fees only (cart not included) on Sunday, May 6, 2018
- Recognition on NJTA website/media releases • New Business Partner Membership - Contact Office
- Display Product literature and Samples at event • Complimentary 1/4 Pg Ads in *Clippings*
- Company name on Sponsor Banner & Signage • One Room Upgrade to Suite at Green Expo
- Listing on Sponsor Sign at Grand Reception • Tee or Green Sign - each course.

☐ **EAGLE Sponsor - \$5,000**

- Two (2) Foursomes • Opportunity to Display Product Literature or Samples at event
- Company name on Sponsor Banner & Signage • Tee or Green Sign - each course.
- Listing on Sponsor Sign at Entrance to Grand Reception • Three (3) Additional Reception Tickets:
- Name 1 _____ • Name 2 _____
- Name 3 _____

☐ **GRAND RECEPTION Sponsor - \$4,000**

- One (1) Foursome • Company Name on Sponsor Banner & Signage Recognition
- Listing on Sponsor Sign at Entrance to Grand Reception • Tee or Green Sign - each course.
- Four (4) Additional Grand Reception Tickets:
- Name 1 _____ • Name 2 _____
- Name 3 _____ • Name 4 _____

☐ **BIRDIE Sponsor - \$3,500**

- One (1) Foursome • Company Name on Sponsor Banner & Signage
- Listing on Sponsor Sign at Entrance to Grand Reception • Tee or Green Sign - each course.
- Two (2) Addl Grand Reception Tickets
- Name 1 _____ • Name 2 _____

☐ **PAR Sponsor - \$2,000**

- One (1) Foursome • Signage Recognition • Tee or Green Sign
- Listing on Sponsor Sign at Entrance to Grand Reception
- One (1) Additional Grand Reception Ticket • Name _____

☐ **BREAKFAST or LUNCH Sponsor - \$1,500**

- Signage Recognition • Tee or Green Sign
- Listing on Sponsor Sign at Entrance to Grand Reception
- One (1) Addl Grand Reception Ticket • Name _____

☐ **HOLE Sponsor - \$500**

- Signage • One (1) Ticket to Grand Reception • Name _____

☐ **GOLF COURSE RESEARCH Sponsor: \$200 • Signage Recognition**

☐ **GOLFERS: ☐ 1 @ \$350* ☐ 2 @ \$700* ☐ 3 @ \$1050* ☐ 4 @ \$1400***

* Full Registration Includes: Green Fees & Golf Cart, Breakfast, Lunch on Course, Silent Auction, Grand Reception, Attendee Gift

• **Complete both sides and send to: NJTF, 25 US Hwy 46 W, Wayne NJ 07470 •**

Rutgers Research Golf Classic Event Monday, May 7, 2018

Rutgers University and the New Jersey Turfgrass Foundation represent a formidable alliance in support of the Turfgrass Industry in the State of New Jersey and across the country. The Foundation is a non-profit organization which accepts and manages tax-deductible monetary donations and the proceeds from events such as this Golf Classic.

Proceeds from the **Rutgers Turfgrass Research Golf Classic** have been used to provide Research Grants, Scholarships, Equipment, and Funds for Special Projects (e.g., Steve Hart Pavilion, Turfgrass Economic Survey) and, most recently, to help hire Dr. Matt Elmore, Extension Specialist in Turfgrass Weed Science.

Schedule of the Day



8:00 a.m. - 10:30 a.m.	Registration
8:30 a.m. - 9:30 a.m.	Breakfast for All
	Driving Range Open
8:30 a.m. - 4:30 p.m.	Silent Auction Hours
11:00 a.m. to 4:00 p.m.	Golf Shotgun - Scramble format (Be on Carts by 10:45 AM)
	Lunch on the Course
4:00 p.m. to 5:00 p.m.	Grand Reception on Patio
4:30 p.m.	Silent Auction Closes
5:00 p.m. to 6:00 p.m.	Golf Awards & Announcements

Thanks to the 2017 Premier Sponsors!

We are proud to thank these 2017 Premier Sponsors of the
Twenty-second Annual Rutgers Turfgrass Research Golf Classic:

BASF • BAYER

DLF Pickseed USA (*DLE, Pickseed, Seed Research of Oregon*)

Grass Roots • Landmark Turf & Native Seed

Lebanon Turf • MountainView Seeds

PBI Gordon Corp. • ProSeeds Marketing & Alliance Seed

Scotts Miracle-Gro • SiteOne Landscape Supply

Storr Tractor Company & Toro • Syngenta

POST & FOLLOW: #RUGolfClassic

NEW JERSEY TURFGRASS FOUNDATION | 25 US HIGHWAY 46 WEST, WAYNE NJ 07470

NJTF Tax ID: 22-3270805 • PH: (973) 812-6467 • FAX: (973) 812-6529 • WWW.NJTURFGRASS.ORG

A Behind the Scenes Look at Expo 2017

The Expo Committee and the NJTA Board spend a very busy week in early December putting on our conference, meeting and greeting our members and friends, and, in general, trying our best to make your experience at Expo valuable, fun and educational. Like the proverbial duck swimming calmly across a pond, there is a lot of paddling taking place under the water that makes Expo happen, and I thought I'd give you a glimpse of the paddling so that you may have a fuller understanding about what it takes to pull a conference of our magnitude off.

The planning committee begins its discussions about format, location, timing and education in February every year. The education committee alone involves more than 20 people, including the entire Rutgers Turf faculty, and the process involves accumulating hundreds of topics, themes and speaker ideas, discussing the pluses and minuses of each, and then making an initial cut of possibilities. This method, and the subsequent adjustments and fine tuning, takes 3-4 in person and virtual meetings, and about 15 hours to complete. From there, initial contacts are made to speakers, modifications are made according to availability, and then the emails start flying. Literally hundreds of hours are spent going back and forth between the original discussions and the printing of our brochures and on site programs, and critical details and changes are made all along the way.

As to the venue, our Borgata partners have done a great job of partnering with us to ensure we have adequate room availability, excellent meeting space, and just the right set up for our trade show. Menus are reviewed and adjusted, parties are planned, and discussions about hotel check-in flow and valet parking all take place. It's quite a process, one that the committee enjoys, but also one that challenges our ability to also take care of our professional responsibilities as a lot of work is done in the summer. Did you know that, with the exception of our executive director, Cece Peabody, and her able assistant, Angela Adamchak, every single facet of presenting Expo is done by volunteers? This incredibly hard working volunteer force provides well over \$100,000 of value, and enables us to generate the funds that ultimately

By Chris Carson, Expo Chairman
are passed on to the Center for Turfgrass Science at Rutgers to help them run the scientific experiments that we all rely on to make our jobs better.

Our audio/visual team must certainly be the highest trained and least paid in the nation, as is evidenced by the presence of turf faculty, farm managers and people of professional renown running our projectors and setting up computers. Volunteers, all!

Along the way, Cece and others are handling the wave of requests coming from our business partners and their trade show needs: a larger booth, extra space, relocation and many more questions are handled promptly and efficiently, and it isn't rare for us to make 5 or 6 changes to the trade show floor layout before we are satisfied.

Printing, mailing, and then dealing with a flood of registrations comes next, followed by printing of nametags and assembly of attendee packets. It's a lot of work, and it all magically gets done in time. But that doesn't mean that the registration work is over; not by a long shot... Cece and her team, supplemented by a number of interns who love helping and learning about running a conference, handle the onsite registrations, the many questions and the occasional problem. They also have to deal with their Expo Chairman (that's me) asking questions about traffic flow and registration numbers and how many lunches to guarantee. I have a tendency to stick my nose in at the exact wrong time, but I've always been met with smiles and the answers that I need to keep things moving.

You might think that dealing with pesticide and fertilizer application credits is simple, but it is exactly the opposite. Forms must be sent to all of the local state authorities months ahead of time, on site forms need to be signed and attested and then, for New Jersey, we have to input every single name into the NJDEP computer ourselves, a task that takes 4-5 days and must be done promptly, finished the week after Expo ends when the team is exhausted. This is a DEP rule, a reflection of the limited funds available in Trenton, and it costs us time and money... but it's all just a hidden part of the service we provide.

A Behind the Scenes Look at Expo 2017 *By Chris Carson, Expo Chairman*

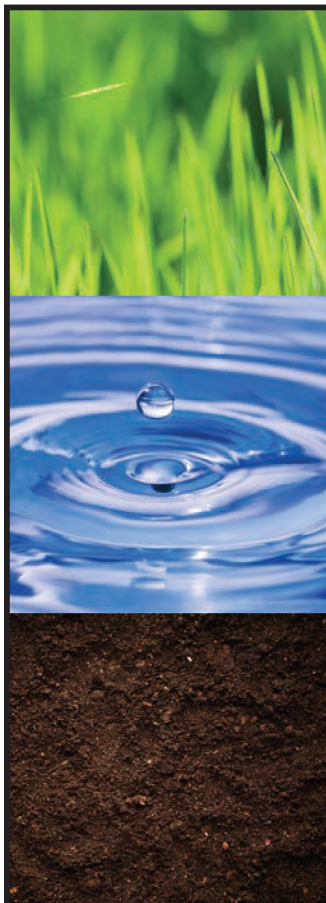
Along the way we have to deal with discussing food and beverage counts, an important part of keeping expenses in line while also providing our attendees with the food and beverage on the show floor and at lunch on Tuesday, which we feel are a tremendous value to all.

A speaker no-show? We are always ready for travel problems by having our talented Rutgers friends prepare backup options. Making sure the speakers are treated well and want to come back? The speakers' dinner on Wednesday night is quite the affair, lots of fun and great conversation, and a place where, this year anyway, your correspondent let his hair down a bit. There wasn't a hangover the next morning, mind you, but there were a few laughs made possible by yours truly being voluble at the tail end of the GCSANJ Hospitality party after the speakers' dinner ended...

Negotiations for future shows happened along the way, input from attendees was filtered and noted. There is a developing discussion about changing the Tuesday night trade show closing to 7:30 from 8:00 to allow after-show dining and customer entertaining; what do you think about that idea? Let me know at echolakecc@aol.com. New ideas and tweaks were noted for the next Expo, planning for which will have begun by the time you read this report.

The show was a great success, we received a lot of plaudits and a few new ideas and concerns, and we are working hard to ensure that Expo 2018 is bigger and better than ever. Do you have an idea, or would you like to be a part of the energetic team of good friends that make it happen? Let me know, and I'll be happy to include you in the group, where you will make or strengthen friendships that, for me, have lasted decades.

Thanks to our many sponsors for helping us present a terrific show and raise money for Rutgers, thanks to our speakers for providing exceptional education, and thanks to you for attending and for your input. Expo 2017 was a lot of fun and a lot of work, and the entire committee can't wait to make next year even better!



SOIL AND WATER CONSULTING

Nationwide Consulting and Analysis for Your Turfgrass, Soils and Water

Soil
Testing

Plant
Analysis

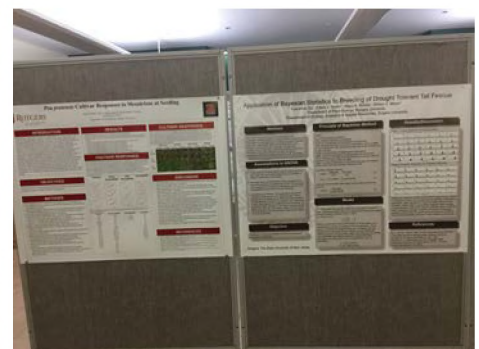
Irrigation
Water
Testing

We combine testing, personal
attention and industry expertise to
get you the **results you want.**

www.SoilandWaterConsulting.com
(848) 225-5115 | corey@soilandwaterconsulting.com

Analytical Services Provided By **BROOKSIDE**
LABORATORIES, INC.

Rutgers Turfgrass Symposium • January 10, 2018





25 US Highway 46 West • Wayne NJ 07470
Phone: 973.812.6467 • Fax: 973.812.6529

New Jersey Turfgrass Association MEMBERSHIP APPLICATION

Membership shall be open to all interested in the development and maintenance of turf.
It shall represent all facets of the turf industry, including persons or organizations
that grow or manage turf, or supply materials and services to the Green Industry.

JOIN ONLINE: www.njturfgrass.org

• BENEFITS OF MEMBERSHIP •

- Savings on Green Expo & Field Days Registration fees
- Opportunities to earn Pesticide Applicator License Credits
- *Clippings* Quarterly Magazine
- Membership Directory
- Outreach & Education impact in Trenton
- Support of Rutgers University's Turf Research and turf programs
- Marketing opportunities in NJTA publications
- Participation in events that raise scholarships for the NJ Turfgrass Foundation
- Website: www.njturfgrass.org

Membership Category Types (Annual Dues based on calendar year: January 1 – December 31)

All members receive separate mailings of NJTA publications and meeting notices.

- | | |
|---|---------------------|
| <input type="checkbox"/> BUSINESS PARTNER (Manufacturer/Supplier or Sod Producer) | \$275.00 |
| <i>UP TO FOUR individuals covered in this membership fee.</i> | |
| <input type="checkbox"/> ADDITIONAL BUSINESS PARTNER (5 or more) | \$65.00 each |
|
<input type="checkbox"/> TURFGRASS PARTNER (Golf Course, Lawn Care, Landscaper) |
\$210.00 |
| <i>UP TO THREE individuals covered in this membership fee.</i> | |
| <input type="checkbox"/> ADDITIONAL TURFGRASS PARTNER (4 or more) | \$65.00 each |
|
<input type="checkbox"/> INDIVIDUAL MEMBER (ONE Business or Turfgrass Partner) |
\$80.00 |
|
<input type="checkbox"/> STUDENT MEMBER (Those enrolled in turf-related educational programs.) |
\$20.00 |

Member Information

Name # 1 _____ **Title** _____
Association/Company _____
Address _____
Is Address? _____ Business _____ Home _____
City _____ State _____ Zip _____
Phone _____ Fax _____
Email _____ Website _____

Name # 2 _____ **Title** _____
Association/Company _____
Address _____
Is Address? _____ Business _____ Home _____
City _____ State _____ Zip _____
Phone _____ Fax _____
Email _____ Website _____



25 US Highway 46 West • Wayne NJ 07470
Phone: 973.812.6467 • Fax: 973.812.6529

New Jersey Turfgrass Association MEMBERSHIP APPLICATION

Membership shall be open to all interested in the development and maintenance of turf.
It shall represent all facets of the turf industry, including persons or organizations
that grow or manage turf, or supply materials and services to the Green Industry.

JOIN ONLINE: www.njturfgrass.org

Name # 3 _____	Title _____
Association/Company _____	
Address _____	
Is Address? _____ Business _____ Home _____	
City _____	State _____ Zip _____
Phone _____	Fax _____
Email _____	Website _____

Name # 4 _____	Title _____
Association/Company _____	
Address _____	
Is Address? _____ Business _____ Home _____	
City _____	State _____ Zip _____
Phone _____	Fax _____
Email _____	Website _____

Select Business Category that Best Describes Your Business/Profession

<input type="checkbox"/> Manufacturer/Supplier • BUSINESS	<input type="checkbox"/> Sod Producer • BUSINESS
<input type="checkbox"/> Golf Course • TURFGRASS	<input type="checkbox"/> Lawn Care Applicator • TURFGRASS
<input type="checkbox"/> Landscape/Lawn Maintenance • TURFGRASS	<input type="checkbox"/> Cemetery • TURFGRASS
<input type="checkbox"/> Irrigation Installation • TURFGRASS	<input type="checkbox"/> Parks and Recreation • TURFGRASS
<input type="checkbox"/> Schools & Athletic Fields • TURFGRASS	<input type="checkbox"/> Architect • TURFGRASS
<input type="checkbox"/> Student – IN TURF RELATED PROGRAM	<input type="checkbox"/> Professionals, University, Ext Offices • HONORARY

Payment Information (Required) •

MAIL OR FAX TO NJTA Office

Type of Credit Card:	SIGNATURE:
Card Number:	Name on Card:
Expiration Date: (MM/YY)	Street Address:
3 Digit Security Code:	City/State/Zip:
Check By Mail: (Payable to NJTA)	PURCHASE ORDER #:
TOTAL MEMBERSHIP AMOUNT:	\$
NJ TURFGRASS FOUNDATION CONTRIBUTION: (This portion is tax-deductible) Contributions support Turfgrass Research & Scholarships	\$
TOTAL AMOUNT DUE:	\$

*Since 1970, New Jersey Turfgrass Association's (NJTA) Mission is to promote the Turfgrass Industry
and enhance the environment through education, professionalism, leadership,
and our partnership with Rutgers, The State University of New Jersey.*

SAVE THESE DATES - 2018!

Rutgers Turfgrass Research GOLF CLASSIC

*Monday, May 7, 2018
Fiddler's Elbow Country Club*

Rutgers Turfgrass Research FIELD DAYS

*TUESDAY, JULY 31, 2018
Hort Farm 2, New Brunswick*

*WEDNESDAY, AUGUST 1, 2018
Adelphia Farm, Freehold*

GREEN EXPO

*December 4 - 6, 2018
The Borgata Hotel
Atlantic City, NJ*

Rutgers Extension Offices & Numbers

RCE of Atlantic County	(609) 625-0056
RCE of Bergen County	(201) 336-6780
RCE of Burlington County	(609) 265-5050
RCE of Camden County	(856) 216-7130
RCE of Cape May County	(609) 465-5115
RCE of Cumberland County	(856) 451-2800
RCE of Essex County	(973) 228-3179
RCE of Gloucester County	(856) 307-6450
RCE of Hudson County	(973) 353-5525
RCE of Hunterdon County	(908) 788-1339
RCE of Mercer County	(609) 989-6830
RCE of Middlesex County	(732) 398-5262
RCE of Monmouth County	(732) 431-7260
RCE of Morris County	(973) 285-8306
RCE of Ocean County	(732) 349-1246
RCE of Passaic County	(973) 305-5740
RCE of Salem County	(856) 769-0090
RCE of Somerset County	(908) 526-6293
RCE of Sussex County	(973) 948-3040
RCE of Union County	(908) 654-9854
RCE of Warren County	(908) 475-6505

*Please notify the NJTA office if any of the
above numbers have changed. Thank you.
973-812-6467 • execdirector@njturfgrass.org*



clippings

First Class Mail
PRESORT
U.S. Postage
PAID
Wayne, NJ
Permit #347

New Jersey Turfgrass Association
25 US Highway 46 W • Wayne, NJ 07470-6801
Phone (973) 812-6467 • Fax (973) 812-6529
Email: execdirector@njturfgrass.org • Website: www.njturfgrass.org

2018 Board of Directors

Dave Schell, President
Rob Johnson, Vice President
Matt Lindner, Secretary
Matt Sweatlock, Treasurer
Cece Peabody, MAT, CMP, Executive Director
Dennis DeSanctis Jr, Past President
Shaun Barry, Golf Classic Chair
Jason Osterhoudt, Director
Jack Higgins, Director
Mike Reed, Director
Nick Polanin, Director & Clippings Editor
Mike Brunelle, Director
Craig Tolley, Director
Tracy Wadhams, Director
Dr. Karen Plumley, Director
Jeff Weld, Director
Chris Carson, Director & Expo Chairman
Dr. Bruce Clarke, Advisor
Dr. Jim Murphy, Advisor

Plant Diagnostic Laboratory

And Nematode Detection Service

provides accurate and timely plant diagnoses:

- ◆ Disease and Insect Pests
- ◆ Plant and Weed Identification
- ◆ Insect Identification
- ◆ Fungus and Mold Identification
- ◆ Nematode Assay
- ◆ Virus Testing
- ◆ Fungal Endophyte Screening
- ◆ Pesticide Resistance Screening
- ◆ Other Services Available by Contract

<http://njaes.rutgers.edu/plantdiagnosticlab/> or call
732-932-9140 or email clinic@njaes.rutgers.edu

Mailing address:
P.O. Box 550, Milltown, NJ 08850-0550

Physical location:
Ralph Geiger Turfgrass Education Center
20 Indyk-Engel Way, North Brunswick 08902

RUTGERS

New Jersey Agricultural
Experiment Station

Soil Testing Laboratory

performs chemical and mechanical analyses:

- ◆ Landscape - fertility, suitability, topsoil evaluation
- ◆ Farm - fertility, pre-sidedress nitrate, full farm
- ◆ Organic Media - greenhouse media, compost
- ◆ Sports Turf - fertility, sand-based root zone
- ◆ Technical - permeability and ecological
- ◆ Individual / Specialized Tests
- ◆ Irrigation Water - pH, salts, nitrate-nitrogen, phosphorus, iron

<http://njaes.rutgers.edu/soiltestinglab/> or call
848-932-9295 or email soiltest@njaes.rutgers.edu
57 Rt. 1, New Brunswick, 7:30 am to 5 pm weekdays.