

# Lawn-O-Gram



## LOG - Quarterly Newsletter for Members of THE LAWN INSTITUTE

Volume 1, Number 1

JANUARY 1984

The Lawn Institute quarterly program report, which has been included in Harvests during 1983, will now be released to the membership in a quarterly newsletter, Lawn-O-Gram (LOG).

This issue includes the following:

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### MEMBERSHIP BENEFITS

- First - Membership supports The Lawn Institute's effort in the communication of lawn and turf related information to the consumer. This boosts consumer interest in lawns and increases their acquisition of lawn seed and lawn care products. It stimulates interest in lawn care service.
- Second - Membership provides an opportunity to list and promote, through Lawn Institute releases, those proprietary lawngrasses most worthy of recognition. Most Lawn Institute news copy and articles for professional trade magazines feature proprietary lawngrasses.
- Third - Membership creates a linkage with the Director of the Institute that extends through direct consultation on items of mutual interest to published articles, leaflets and tech sheets to papers presented and published in proceedings of lawn and turf conferences throughout the country. In this "information" age, linkages of this type are of critical importance.

- Fourth - Membership develops liaison with and among the leading lawn seed firms across the country. Lawn seed research, production, and marketing leadership is strong within Lawn Institute member firms.
- Fifth - Membership promotes green industry wide support for lawns and gardening by providing a public relations/education outlet representing seed, equipment, chemical producers and distributors as well as landscape horticulturists and lawn care specialists. An improved understanding of turfgrass culture creates lawns for a more beautiful America.
- Sixth - Membership serves as an important means for keeping up-to-date on turfgrass research from around the world. The quarterly newsletter, Harvests, provides a window on current turf and lawngrass matters.
- Seventh - Membership in Proprietary and Sponsoring categories entitles the display of the Seal of Approval as appropriate in promoting cultivars or products approved by Review Boards of the Institute. The Seal is also available to formulators and packagers of lawn seed mixtures that consist of Approved Cultivars in proportions eminently suited to the area of distribution.
- Eighth - Membership in all categories entitles the display of the corporate emblem for business purposes. An attractive Membership Certificate is provided.
- Ninth - Membership provides voting privileges at annual meetings and representation on the Board of Directors as stipulated in the Constitution and By-Laws.
- Tenth - All members receive:
- Harvests \* newsletter (quarterly);
  - Lawn-O-Gram Lawn Institute LOG - quarterly;
  - Press Kits \* - semi annually;
  - Membership Certificate.

\* Use of printed material is unrestricted. Credit to The Lawn Institute is requested, but not required.

Note: The Lawn Institute does not attempt to duplicate benefits provided by membership in other associations and organizations. These include the following:

- Establishment and monitoring of a code of ethics;
- Sponsor of conferences, short courses, workshops, seminars or correspondence courses as educational events;
- Sponsor public awareness programs for specific segments of the lawn and turf industry;
- Issue insurance or medical benefits to members;
- Provide credit association type benefits;
- Conduct industry or other lawn related surveys except as provided for under grant-in-aid contract;
- Lobby in behalf of turf and lawngrass related legislation.



AUTUMN PRESS KIT RESPONSE

As expected, Autumn Press Kit responses dropped off during October. A total of eighty one requests were received. Twenty two states were represented. More requests came from Ohio than any other state. New York, Pennsylvania and Virginia were leading eastern states. Most requests coming from the west were postmarked California .

A further drop in requests for LISTS was noted in November. Fifty letters were received from twenty three states. Ohio, Illinois and California generated the most inquiries.

OCTOBER HARVESTS

Harvests Volume 30 Number 3 (October 1983) was mailed with the following zip code distribution:

67	- ME, NH, VT, CT, RI, MA, NJ
71	- NY, PA, DE
75	- MD, DC VA, WV, NC, SC
153	- TN, MS, AL, GA, FL
70	- MI, IN, OH, KY
54	- MT, ND, SD, MN, IA, WI
81	- NE, KS, MO, IL
46	- TX, OK, AR, LA
66	- ID, WY, CO, NM, AZ, UT, NV
169	- CA, OR, WA, AK, HI
852	- USA
24	- Canada
7	- Overseas
883	

PUBLICATIONS

Included in the October/November 1983 issue of Lawn Care Professional (Volume 2 Number 7) is an article "Recover From the Drought of 1983 with Early Spring Seeding 1984" (Pages 30,31,32 and 33).

The November 1983 issue of The American Rose Magazine (Volume 27 Number 11) contained the article "Lawns Around Roses" (Pages 24,25,26,27).

Publication LISTS: Two LISTS have been prepared that show Lawn Institute effort in publication of articles and papers. One is concerned with Titles of Most Recent Articles Published and the other lists Titles of Most Recent Papers Presented at Seed and Turfgrass Related Conferences. These LISTS will be updated from time to time and used to report progress in this area of communications.

## Titles of Most Recent Articles Published

- Roberts, E.C. 1983. The Politics of Landscape Horticulture. Lawn and Garden Marketing. Vol 22 No 3 (March issue): pages 12 & 14.
- Roberts, E.C. 1983. Overseeding: A Practice That Has Come of Age. Lawn Care Professional. Vol 2 No 2 (March issue): pages 20,21,22,23,29.
- Roberts, E.C. 1983. The Seed Is Basic. Lawn Care Professional. Vol 2 No 4 (May issue): pages 16,17,18,19.
- Roberts, E.C. 1983. Achieving the Perfect Sports Turf. Seed World. Vol 121 No 7 (June issue): pages 76,78.
- Roberts, E.C. 1983. Lawngrass Seed- What to Use Where. Lawn Care Professional. Vol 2 No 5 (June/July issue): pages 12,13,20.
- Roberts, E.C. 1983. Quality Lawnseed Costs Dollars. Lawn Care Professional. Vol 2 No 6 (August/September issue): pages 17,18,19,33.
- Roberts, E.C. 1983. Why Autumn Lawn Care is So Important. John Deere Shopper. Vol 2 No 3 (Autumn issue): pages 8,9.
- Roberts, E.C. 1983. Recover From the Drought of 1983 with Early Spring Seeding in 1984. Lawn Care Professional. Vol 2 No 7 (October/November issue): pages 30,31,32,33.
- Roberts, E.C. 1983. Lawns Around Roses. The American Rose Magazine. Vol 27 No 11 (November issue): pages 24,25,26,27.

Titles of Most Recent Papers Presented  
At Seed and Turfgrass Related Conferences

- Roberts, E.C. 1982. Turfgrasses for Athletic Uses. Proceeding of the 36th Annual New York State Turfgrass Conference. Rochester NY (November): pages 74,75,76,77,78,79.
- Roberts, E.C. 1982. Low Maintenance Lawns-Are They the Future? Proceedings of the 36th Annual New York State Turfgrass Conference. Rochester NY (November ): pages 87,88,89,90,91,92,93.
- Roberts, E.C. 1982. Lawn Seed Fit for a Global Market.\* Oregon Seed Growers League 42nd Annual Convention. Portland OR (December).
- Roberts, E.C. 1983. Grasses That Fit the Climate. Seventeenth Annual Tennessee Turfgrass Conference Proceedings. Nashville TN (January): pages 7,8,9,10,11,12.
- Roberts, E.C. 1983. Lawngrass Seed- A Cultivar Clinic. 1983 Turf Conference Proceedings- Midwest Regional Turf Foundation. Purdue University (February/March): pages 19,20,21,22,23,24.



- Roberts, E.C. 1983. Turfgrass Germplasm Explosion. 1983 Turf Conference Proceedings - Midwest Regional Turf Foundation. Purdue University (February/March): pages 25,26,27.
  - Roberts, E.C. 1983. Starting Grass Seedlings. 1983 Turf Conference Proceedings - Midwest Regional Turf Foundation. Purdue University (February/March): pages 28,29,30.
  - Roberts, E.C. 1983. The Lawn Institute. Proceedings 1983 Arizona Turf and Landscape Conference. Tucson AZ (May): pages 1,2.
  - Roberts, E.C. 1983. The Politics of Space Age Turfgrass.\* The Florida Turf-Grass Association 31st Annual Conference and Show. Orlando FL(October).
  - Roberts, E.C. 1983. New Low Maintenance Turfgrasses.\* National Institute on Park and Grounds Management. Birmingham AL (November).
  - Roberts, E.C. 1983. A Turfgrass Cultivar Clinic.\* 14th Annual Turfgrass Conference. University of Georgia, Athens GA (December).
  - Roberts, E.C. 1983. The Living Soil. \* 14th Annual Turfgrass Conference. University of Georgia, Athens GA (December).
- \* Not published to date.

#### EXECUTIVE COMMITTEE MEETING

November 2,1983; Orlando, Florida -

Strategy for Membership Expansion: Following discussion, it was agreed that a five point strategy should be in force:

- First - Classify membership in five categories;
- Second - Describe benefits and dues structure for each category;
- Third - Identify prospective members in each category;
- Fourth - Contact each regarding membership;
- Fifth - Follow-up with service to assure continued support.

Note: logo and seal of approval are important benefits of membership.

Before these five steps can be taken, the Executive Committee must present a formal proposal to the Board of Directors for approval. This proposal should be presented at the June 1984 meeting of the Board.

Necessary ByLaw changes must be considered by the Executive Committee prior to consideration by the Board of Directors. At such time as the Executive Committee is ready to make a recommendation to the Board of Directors, such will be forwarded. An attempt will be made to have all parties informed prior to the June 1984 meeting.

Membership Classification: Following discussion, five membership classifications were proposed:

1. Proprietary Owner;
2. Equipment, Fertilizer and Chemical Sponsors;
3. Affiliate Lawn and Turf Interests;
4. International;
5. Complimentary Educators, Researchers and Extension Specialists/Agents.

Following discussion, it was proposed that Director Roberts work up proposals concerning benefits and dues structure for each membership classification.

Proprietary Owner -I : Following discussion it was agreed that this category remain much as it is now but with possible changes in the limit of assessment for any given cultivar.

Equipment, Fertilizer and Chemical Sponsors -II : Director Roberts reported on efforts to date to expand membership in classification II. The following points were noted:

- The Lawn Institute is considered a Seed Trade organization;
- Equipment, fertilizer and chemical sponsors are interested in the organization and its program, but do not see justification for major support when that is being provided by the seed trade;
- Equipment, fertilizer and chemical sponsors are supportive of the goals of The Lawn Institute and would likely contribute under some other fee structure than that currently listed in the Constitution and ByLaws.

Affiliate Lawn and Turf Interests - III: Lawn care firms, both large and small, should be considered good prospects for membership in The Lawn Institute.

The Institute is not staffed adequately to investigate or monitor unethical business practices. This is considered outside the purpose of the organization. Thus, membership implies only that there is support for the public relations/education goals of the Institute and that access to the best in technical information is provided.

Complimentary Educators, Researchers, Extension Specialists -V: Following discussion it was agreed that educators, researchers and extension specialists and agents should receive complimentary membership in The Lawn Institute. They should receive Harvests and Press Kits.

Membership Restrictions: Following discussion it was agreed that membership applies to the named firm or organization and not to branches, affiliates or individual subdivisions. In situations where the parent firm is a Proprietary Member, it would be appropriate for affiliate firms to be Affiliate Members.



New Members: Panda Lawn Inc, Fairfax Station VA; Franklin C Broadwell, Pres. Western Seed Co, Albany OR; Thomas R Skogley, Vice Pres.

Corporate Seal-Logo: Following discussion it was agreed that the Corporate Seal be made available to all members.

Seal of Approval: Following discussion it was agreed that the Seal of Approval be limited to use by category I and II members. The Seal is also available to formulators and packagers of lawn seed mixtures that consist of Approved Cultivars in proportions eminently suited to the area of distribution.

Warm Season Grass Region : At present, The Lawn Institute is not active in the warm season regions of the country. Potential for membership support in this region should be great. Assuming this is so, a public relations/education effort should be considered. Dick Morey, Brantwood Publications (Southern Landscape and Turf) has expressed interest in having The Lawn Institute work with him.

It was concluded that funds from cool season regions were not available for program expansion into warm season regions and thus this new effort would have to be developed with caution, using funds generated from southern region memberships and/or grants-in-aid.

Variety Review Board: Propose that as of June 30, 1983 Proprietary Members, being aware of the requirement of a one year notice prior to withdrawal of a cultivar from the Variety Review Board list, should continue all current listings through 1984-1985. Because this is a new regulation, Director Roberts shall inform all Proprietary Members that they have 30 days from receipt of notice to inform the office of intent to drop a cultivar after July 1, 1984.

Current Variety Review Board Listings: 1983-1984 revised LISTS include the following cultivars:

Bluegrasses	17
Fine fescues	7
Perennial ryegrasses	12
Turf type tall fescues	5
Specialty grasses	5
Total	46

#### Bluegrasses:

Adelphi  
J & L Adikes  
America  
Pickseed West  
Arboretum  
Mangelsdorf  
Eclipse  
Turf Cultivars Asso  
Enmundi  
International Seeds

Merion  
Merion Bluegrass sso  
Merit  
Full Circle Inc  
Monopoly  
Pioneer HiBred; Turf & Forage Div  
Nassau  
Jacklin Seeds  
Nugget  
Pickseed West

## Bluegrasses cont:

<u>Fylking</u>	<u>Sydsport</u>
Jacklin Seeds	E F Burlingham
<u>Glade</u>	<u>Touchdown</u>
Jacklin Seeds	Pickseed West
<u>Ram I</u>	<u>Vantage</u>
Lofts Seed	International Seed
<u>Rugby</u>	
Seed Prod & Intro Corp	

## Fine fescues:

Agram - Chewings type - Pickseed West  
Banner - Chewings type - E F Burlingham  
Ensylva - creeping type - International Seeds  
Koket - Chewings type - E F Burlingham  
Ruby - creeping type - Northrup King  
Waldorf - Chewings type - Pioneer HiBred; Turf & Forage Div  
Reliant - hard fescue - Lofts Seed

## Perennial ryegrasses:

<u>All*Star</u>	<u>Manhattan II</u>
J & L Adikes	Whitney-Dickinson
<u>Blazer</u>	<u>N K-200</u>
Pickseed West	Northrup King
<u>Citation</u>	<u>Omega</u>
Turf-Seed	Turf-Seed
<u>Derby</u>	<u>Pennant</u>
International Seeds	E F Burlingham
<u>Elka</u>	<u>Regal</u>
International Seeds	International Seeds
<u>Fiesta</u>	<u>Yorktown II</u>
Pickseed West	Lofts Seed

## Turf type tall fescues:

<u>Clemfine</u>	<u>Mustang</u>
Lofts Seed	Pickseed West
<u>Falcon</u>	<u>Rebel</u>
E F Burlingham	Lofts Seed
<u>Houndog</u>	
International Seed	

## Specialty grasses:

Exeter - colonial bentgrass - Pickseed West  
Highland - colonial bentgrass - OR Highland Bentgrass Comm  
Emerald - creeping bentgrass - International Seeds  
Prominent - creeping bentgrass - Rothwell Seeds  
Sabre - Poa trivialis - International Seeds



Limits for Assessment on Proprietary Grasses: A committee was formed to study the pros and cons of putting a poundage limit on proprietary grasses that generate funds for The Lawn Institute. A recommendation to the Executive Committee for consideration at its June 1984 meeting is called for. It has been suggested that high volume types carry low volume types in the support of The Lawn Institute program. Committee members: Richard Hurley, Doyle Jacklin, Chairman, Howard Schuler, Harry Stalford.

Harvests/Press Kit Relationship: A future objective for consideration would involve sending Harvests 4 times a year and Press Kits 2 times a year to all communicators. This would increase influence of The Lawn Institute with all lawn and garden communicators.

As a first step in this direction, that portion of Harvests that relates to The Lawn Institute activities will be eliminated starting with the Volume 30 Number 4 (January 1984) issue. This material will be sent to members only four times a year in a new release called Lawn-O-Gram (LOG). This will present a new look for Harvests that will feature lawn and turfgrass information from a wide range of sources and with emphasis on varying interpretations.

All members will receive Harvests, Lawn-O-Gram, and Press Kits. All communicators will receive Harvests and Press Kits in time. Selected prospective members will receive Harvests and Press Kits as an introductory limited offer.

Membership entitles holder to receipt of one copy of Harvests, Lawn-O-Gram and Press Kit. Additional copies may be received at cost upon request. Director Roberts will work up a cost schedule for 25, 50, 100, 1000 copies, including delivery charges.

Published Articles with Lawn Institute Byline: As in other discussions related to published articles, the topic of photograph use and listing of cultivar names was brought forward. In the past this has caused membership concern. When a particular cultivar is identified, it may be viewed as unfair to the others.

Dr Roberts reported on the editorial policy of trade journals and magazines relative to subject coverage. The following points were noted: (1) Material in Lawn Institute articles must not be considered as advertisements or soon we will be expected to pay for the space obtained; (2) Material in Lawn Institute articles may be mostly concerned with VRB listings, but it helps our image as a non-profit educational organization to also include material on other cultivars from time to time as appropriate; (3) The lawn care professional, as does the consumer, wants answers to questions. This includes the names of cultivars to use. Most often these are listed in VRB groupings. At times, this may not be appropriate and other techniques must be used. (4) Pictures are worth thousands of words. A good picture of a Kentucky bluegrass with a note that others are just as good has a more favorable impact than a poorer picture of one with a note that others are just as good. Not always is the best illustrative material of a cultivar

on the VRB list; (5) It is recognized that competition between cultivars is great and that this competition carries through to the individual firms that have the proprietaries. However, this competition is insignificant in comparison to that between seed and seed related consumer expenditures (The Green Industry) and those expenditures for items having nothing to do with landscape gardening (Other outlets for expendable income); (6) To be certain, there is a fine line that is most difficult to walk. For The Lawn Institute to have maximum impact in behalf of member firms, we must try to walk it and be exceedingly careful in so doing.

1983-1984 Conferences and Speaking Schedule: The following revised and updated conference and speaking schedule is presented:

June 26-30 - ASTA-SanFrancisco CA (Lawn Institute Annual Meeting);  
July 31-August 3 - Soil Conservation Society of Am, Hartford CT;  
August 14-19 - American Society of Agronomy, Washington DC;  
October 10-12 - Florida Turf-Grass Association, Orlando FL;  
November 2-4 - Atlantic Seedsmens Asso, Orlando FL (Lawn Institute Executive Committee);  
November 6-10 - National Institute on Park & Grounds Mgt, Birmingham AL;  
December 14-15 - Georgia Turf Conference, Athens GA;  
January 9-11 - Tennessee Turf Conference, Nashville TN;  
January 18-19 - Michigan Turf Conference, East Lansing MI;  
January 29-February 4 - Golf Course Superintendents Asso of Am, Las Vegas NV;  
February 28-March 1 - Massachusetts Turf Conference, Springfield MA;  
March 28-29 - New Brunswick Turf Conference, Saint John, Canada.

Time and Place of Next Executive Committee Meeting: With ASTA, Denver, Colorado, June 24-28, 1984; Marriott Hotel. Tuesday June 26 11:00am-1:00pm (Luncheon meeting to be listed in the program). Membership and Board of Directors meetings will follow at 1:00pm - 3:00 pm.

#### TRAVEL - MEETINGS/VISITS WITH TURF SPECIALISTS

Florida Turf-Grass Association Conference and Show was held in Orlando October 10-12. Keynote speech "The Politics of Space Age Turfgrass" by Director Roberts. Contacts for Lawn Institute involvement with warm season turfgrasses were made.

University of Florida Turfgrass Research: A stop at the University of Florida in Gainesville resulted in an afternoon with Dr Dudeck at his Turfgrass Research Plots. Warm season grass evaluations were reviewed; salt tolerance plots of bahiagrass, bermudagrass, St Augustinegrass and centipedegrass were inspected and relationships between research at Gainesville and research at other stations in Florida discussed.

Atlantic Seedsmens Association met in Orlando Florida November 2 and 3. Topics of special note were: Lawnseed Labeling-discussion; Disneyworld Landscapes -by Katy Warner; The Latest on Fine Leaf Tall Fescues - by Rich Hurley.



ASTA Lawnseed Division of ASTA met in Orlando Florida on November 4. Tom Mascaro of Turf-Tech International spoke on "Growing Grass the Hard Way".

National Institute of Parks Convention was held in Birmingham Alabama November 7-10. Three divisions - Parks, Campus Grounds and Sports Turf were featured. A paper, "New Low Maintenance Turfgrasses" was presented to the Sports Turf group. An informal discussion on Campus Lawns was held with the Campus Grounds group when a scheduled speaker had to cancel. These groups use grass seed and seemed receptive to the information provided. Several names have been added to our mailing list.

Georgia Turf Conference: The fourteenth Annual Turfgrass Conference held at the University of Georgia, December 14 and 15 attracted close to 350 people. The Lawn Institute had responsibility for the following two topics: A Turfgrass Cultivar Clinic; The Living Soil. Contacts made at this conference have provided leads to articles for use in Harvests and Press Kits.

#### OTHER ITEMS

New Member Application Received: A completed membership application form has been received from Ampac Seed Company, Tangent OR, John Glattly, General Manager. Membership is in the Supporting category.

Variety Review Board Activity: Galway turf type tall fescue and Delray perennial ryegrass have been submitted to the Variety Review Board by Northrup King Company.

Update on Proprietary Listings for 1984-1985: Seventeen proprietary members were contacted via letter of December 5, 1983 regarding plans to continue listing of forty six proprietary cultivars after July 1 1984. Prior to making this mailing the following drop notices were received: Yorktown II perennial ryegrass; Ruby fine fescue; NK-200 perennial ryegrass. To date the following additional drops have been received: Merion bluegrass; Highland bentgrass; Agram Chewings fescue.

Lawn Care Professional: is scheduled to publish the following eight articles during 1984; February - Seeds, Seedlings, Sprigs, Sod and the Soil; March - Seeding Techniques and Equipment; April- Seed Germination; May- Weed Seeds -What, Where, Why and When; June - Summer Seed Alert; September - Fall Seeding Payoff; October - Seed Storage; November - 1985 Seed Situation. These topics along with several alternatives have been developed in consultation with Tim Weidner, Managing Editor.

Sports Turf Managers Association is about five years old. It was started to bring together the grounds superintendents of the country's major football, baseball, and soccer fields. Dr Bill Daniel of Purdue University has been and continues to be a leader in this effort. The Lawn

Ranger Award recognizes outstanding effort each year. The 1982-83 award went to Harry Gill of Milwaukee Stadium. The 1983-84 award went to Dr Daniel of Purdue University. Sixty some members are listed. To date, not all of the twenty six major league ball clubs (baseball) are represented. There would seem to be potential for The Lawn Institute to work closely with this group. Several names have been added to our mailing list.

#### LOOKING AHEAD

During the first quarter of 1984 (January, February and March) the following conferences and presentations are scheduled:

- Tennessee Turfgrass Conference, January 9-11, Nashville TN  
Sponsor: Tennessee Turfgrass Association, University of Tennessee  
Participation: Member Board of Directors; Editor Newsletter;  
Chairman Research Committee
- Fifty fourth Annual Michigan Turfgrass Conference, January 17-18  
Lansing MI  
Sponsor: Michigan Turfgrass Foundation, Michigan State University  
Participation: "Roots and Soil";  
"Dealing with the Grass Variety Dilemma"
- Fifty fifth International Turfgrass Conference and Show, January  
28-February 3, Las Vegas NV  
Sponsor: Golf Course Superintendents Association of America  
Participation: "Update on the Lawn Industry"
- Fifty third Massachusetts Turfgrass Conference and Eighth Industrial  
Show, February 28-March 1, Springfield MA  
Sponsor: Massachusetts Turf and Lawn Grass Council, Golf Course  
Superintendents Association of New England, University of Massachusetts  
Participation: "The Politics of Landscape Horticulture"
- Sixth Annual New Brunswick Turf Seminar, March 28-29, Saint John  
Canada  
Sponsor: Recreation and Parks Department Saint John, Recreation and  
Regional Development Branch, New Brunswick Department  
of Youth, Recreation and Cultural Resources  
Participation: "Turfgrass Cultivars- Recognizing Real Differences"

#### SPRING PRESS KIT

In past years, the Lawns, Gardens and Pools release to lawn and garden communicators has carried material contributed by The Lawn Institute. This effort has been discontinued and funds formerly expended with The William C Pflaum Company are being used to update and computerize our Press Kit mailing list. The Spring 1984 Press Kit is scheduled for mailing the first week in February.