

Lawn-O-Gram



LOG - Quarterly Newsletter for Members of
THE LAWN INSTITUTE

JULY 1986

VOLUME 3 NUMBER 3

Annual meetings of The Lawn Institute Membership and Board of Directors were held June 24 at the Del Coronado Hotel in San Diego, California. Minutes for these meetings are enclosed with this issue of Lawn-O-Gram.

A new subscription policy for Harvests is now in place. Lawn and Turfgrass Management communicators as well as members of The Institute receive Harvests without need for a subscription. In recent months interest in Harvests by non-members has increased. We are pleased to be able to accomodate this new need.

Articles in trade journals and in newspapers across the country continue to keep our message on lawn and sports turf before the public. Response has been favorable both by professional turf managers and by home gardeners.

The Autumn 1986 Press Kit will be mailed in early August. It will feature material in response to early summer media presentations concerning hazards associated with chemical lawn care. Emphasis is placed on use of improved lawngrasses with more resistance to insects and diseases. Like most summers, some parts of the country are too wet and others too dry. Fall renovation of lawns will be an important practice this year. We wish you much success in handling these opportunities in your area.

Executive Director

Office Manager

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Annual Membership Meeting

The Annual Membership Meeting was held at the Del Coronado Hotel, San Diego, California on June 24. A copy of the minutes is enclosed.

Annual Board of Directors Meeting

The Annual Board of Directors Meeting was held at the Del Coronado Hotel, San Diego, California on June 24. A copy of the minutes is enclosed.

Congratulations Norm

A plaque in recognition of Norm Rothwell's service to The Lawn Institute as President for five years from 1980 to 1985 was presented by Robert Peterson at the ASTA Lawnseed Division meeting on June 24. We count on Norm's continued interest in and support of The Institute as a member of the Executive Committee. Congratulations, Norm.

New Members

The following four applications for Affiliate Membership were received this past quarter. We welcome these new members.

Robert A Moore, President
Aquatrois Corporation of America
1432 Union Ave
Pennsauken NJ 08110

Richard Christ
A & L Agricultural Laboratories
411 N Third St
Memphis TN 38105

John McShane
Stover Seed Company
P O Box 21488
Los Angeles CA 90021

Barzen International Inc
Larry E Wogensen, Pres
P O Box 51
Stacy MN 55079

Lawn-O-Gram April Issue

The April issue of LOG was mailed April 17. It contained 7 sheets printed on 14 sides and included an addendum of 18 sheets printed on 32 sides. Seventy copies were mailed to member firms.

Costs included:

Paper	\$14.83
Envelopes	9.10
Postage	66.36
	\$90.29

Delivered cost was \$1.29 down from \$1.50 for the January 1986 issue.

Harvests - April Issue

April issue of Harvests was mailed on April 2. The mailing list was divided as follows:

I. Communicators and Members:

United States	848
Canada	40
Foreign	11
	899

II. Seed Firms (non members):

United States	47
Canada	1
Foreign	0
	48

III. Potential Subscribers:

United States	304
Canada	22
Foreign	4
	330
	1277

Distribution by zip code was as follows:

	Without letter	With letter	Total	States
	-----	-----	-----	-----
Zip 0 -	75	35	110	ME,NH,VT,CT,RI,MA,NJ
1 -	92	31	123	NY,PA,DE
2 -	78	20	98	MD,DC,VA,WV,NC,SC
3 -	134	87	221	TN,MS,AL,GA,FL
4 -	65	38	103	MI,IN,OH,KY
5 -	67	30	97	MT,ND,SD,MN,IA,WI
6 -	79	41	120	NE,KS,MO,IL
7 -	36	16	52	TX,OK,AR,LA
8 -	58	16	74	ID,WY,CO,NM,AZ,UT,NV
9 -	164	37	201	CA,OR,WA,AK,HI
	-----	-----	-----	
	848	351	1199	
	40	23	63	CANADA
	11	4	15	OVERSEAS
	-----	-----	-----	
	899	378	1277	

Production and Distribution costs were:

Envelopes	\$ 29.17
Printing	312.09
Labels,string	20.00
Postage	231.34

	\$592.60

This amounted to \$7.43 under budget. Unit cost delivered was down to \$.53 from \$.70 for the January issue.

Harvests Subscriptions

With April issue of Harvests, we mailed one of three letters to explain new subscription policy. Response to these letters has not been overwhelming, however we have obtained:

1 new member
68 Harvests subscriptions

to date. This has amounted to a 2 % response for new memberships and a 20 % response for Harvests subscriptions.

As of the end of May, a total of 327 names have been deleted from the Harvests mailing list. These individuals have not been sufficiently interested in Harvests to pay for a subscription. To date subscriptions cover about 25 % of the yearly publication costs. With members and communicators, the Harvests mailing list stands at 963. This is sufficient to make printing and mailing cost effective.

Seed World Cover and Article

The April issue of Seed World had a color cover picture of The Opryland Hotel in Nashville supplied by The Lawn Institute [see copy of cover attached]. Articles "Variety Review Board Recognizes Lawngrass Performance" and "Seed Considered Bargain in Lawn Establishment" were included in this issue [see copy of articles attached].

Sports Turf - Part III

The April issue of Park Maintenance contained "Sports Turf-Part III - Cultivars for Hard Use Sports Turf". This was concerned with wintergrass [see copy of article attached].

Grass Seed Fit for a Global Market

An article entitled "Grass Seed Fit for a Global Market" was published in the May/June 1986 issue of Southern Golf Landscape and Resort Management. This was prepared from information presented in 1982 at The Oregon Seed Growers League 42nd Annual Convention in Portland, Oregon [see copy attached].

Turf Related Injuries

Conference Proceedings for the Fifty-seventh International Golf Course Conference and Show held January 27-February 4 in San Francisco were released the last of April. The paper "Turf Related Injuries" was included [see copy of paper attached].

Article - Bluefield [West Virginia] Daily Telegraph

The April 6 issue of the Bluefield Daily Telegraph contained an article entitled "From Fertilizer to Ryegrass..." Material for the article came from The Lawn Institute 1986 Spring Press Kit [see copy of article attached].

Article - The Evening News [Harrisburg Pennsylvania]

On April 11 the Harrisburg Evening News carried an article entitled "Common Problems Relating to Proper Care of Lawn Are Discussed". This utilized several Questions and Answers from the 1986 Spring Press Kit [see copy of article attached].

Article - Foster's Daily Democrat [Dover New Hampshire]

The April 11 issue of Foster's Daily Democrat contained a Home Ideas Section that featured several releases from the Spring 1986 Press Kit [see copy attached, including letter of April 11 from Richard Hayward].

Article -The Alexandria Virginia Gazette

The Alexandria Gazette in its Spotlight Section featured an article entitled "Questions About Lawns Answered". Material was obtained from The Lawn Institute 1986 Press Kit [see copy of article attached].

Article - The Chronicle-Willimantic, Connecticut

"Which End of Lawngrass Seed Goes Up" was included in the April 17 issue of The Chronicle - Willimantic, Connecticut. Attached is a copy of the news release.

Article-Washington Post - September 1985

A letter dated May 20, 1986 from Edward K Davis of Richmond, Virginia refers back to a Washington Post article of September 1985. We have gotten a lot of milage from this piece done nearly a year ago.

Handling Anti-Lawn Correspondence

A postcard from James Higgins and Laurie M Hanson of Cambridge, Vermont [see copy attached] presents some common negative concerns about lawns. These questions were answered in a letter of June 11 [see copy attached]. It's difficult to change the views of people like this but it is necessary to set the record straight.

National Garden Week

The June 1986 issue of Seedsmens Digest contained a listing of organizations co-sponsoring National Garden Week scheduled for April 12 through April 18, 1987. The attached copy provides more information on this event.

Sports Turf Forum III

On April 7 and 8 Sports Turf Forum III was held at USDA in Beltsville, Maryland. Fred Grau, Jack Murray, Tom Turner, Kent Kurtz and Eliot Roberts were elected to the first Executive Committee of the National Sports Turf Council. Organizational details concerning the Council will be finalized by this committee. Attached is a report from this meeting.

VRB Grasses Hard to Find

Increasing numbers of phone calls and letters indicate difficulty in obtaining Lawn Institute listed grasses. One caller said that in their area of Illinois, the only named brands were in a mixture of 29 % Highlight, 28 % Ensylva, 14 1/2 % Derby and 23 1/2 % fescue [total 95 %]. Shouldn't we be more aggressive in encouraging blends and mixtures that would carry the Seal of Approval and thus would be easier to identify ?

Crop Seed with K-31 Fescue Seed

The consumer is becoming more aware of the amount of crop seed in tall fescue seed. Attached is a letter of May 14 from Ms Reeve with my reply of May 21. The weed sent in for identification was orchardgrass. Letters like this give us an excellent opportunity

to promote proprietary turf type tall fescues.

National Referral Center

The Lawn Institute is listed by the National Referral Center - Library of Congress, Washington, DC. Attached is a letter from Lloyd W Shipley, Head Resources Analysis Section.

Encyclopedia of Associations

Association Periodicals has requested more information on Lawn Institute Press Kits, Harvests and Lawn-O-Gram. They will use this information in their Encyclopedia of Associations.

Public Affairs - USDA Radio

On April 29 three radio tapes were made for USDA Radio-Public Affairs in Washington DC. George Holmes did the interview by phone. We have scheduled other tapes for this spring and summer. This is a new contact for us and an excellent opportunity to work with USDA.