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large sums on building the fields but do not provide the resources necessary to keep them healthy and high performing.

What advice do you have for green industry professionals who want to become influential leaders themselves?

Schattinger: I have never had the goal of becoming an influential leader. My objectives were largely focused internally. How could we redefine our small part of the world in a way that would provide our customers new, better and healthier alternatives? How can we build a team that is willing to focus long-term and resist convenient compromise? What independent organization can we partner with to push us to meet ever higher standards? What suppliers can we work with that share our vision and our passion?



How do you feel that you influence other industry professionals?

Gardner: As trite as it sounds, actions always speak louder than words. First, I'm humbled that people in the Green Industry believe I'm influential. That being said, when you run any non-profit like Project EverGreen or the Turf & Ornamental Communicators Association (TOCA), you have to take the passion you have and instill it in others. Having been involved in non-profits for more than 25 years, you learn in a hurry that to compel people who are extremely busy in their own careers and businesses (especially today) to take those steps above and beyond for the good of the industry takes extraordinary diligence. I've always said it's not about me, but about how the people I work with every day react and innovate positively to today's challenges. That's the measuring stick by which I like to look at influence.

What do you feel has been your biggest contribution to the green industry so far? And what do you see as your role in the future of the industry?

Gardner: I'm from the Midwest. We don't spend a lot of time thinking about our biggest contributions. I'm too busy paying the mort-

gage, helping my adult-age kids (and grandkids) survive in this economy and finding the right door that leads to retirement at the right time. I'd suggest starting organizations like TOCA and Project EverGreen from scratch and seeing the hundreds of volunteers believe in the missions of those groups has made it all worthwhile. It's as simple as that.

Who has influenced you both personally and professionally?

Gardner: If I begin to recite that people in the Green Industry who influenced me, we'd run out of space. So I'm going to make this personal, which is how it should be from my perspective. Four people: My parents, who taught me that humor and smart work and a never-ending drive to be the best I could be left an indelible mark on my entire life. My brother, Dan, oftentimes known to my friends in this industry as my evil twin, for teaching me to always to look for the good in people, even when it's at its most difficult moments. And my wife, Sandy, who constantly reminds me through her words and actions that there is nothing you can't do with the right attitude and belief in yourself.

Tell us something about yourself outside of work (hobby, sport or other personal interest) that influences your approach in your professional career.

Gardner: My hobbies are golf and music. I'm a bogey golfer who's always looking for that first hole in one and breaking 80. It's the most humbling, yet exhilarating sport I can imagine. It's like life: one good shot, one bad shot, two good shots, three bad ones—you get the picture. Every golf shot isn't the best, but as long as you try to make it your best, that's all that matters. And that goes for life's challenges as well.

And then there's music. I've been playing in a rock/blues/jazz band since high school. We wanted to start a band in high school, so we did. We needed a drummer so I said I'd be it. As an adult, a group of us decided to start another band (about 15 years ago). So we did. We did a Christmas CD to raise money for Project EverGreen and raised more than \$8,000 of clear profit for the organization. Thank goodness I have lots of friends who bought the CD. If you ever see the band play, I'm the schmuck in the back trying to keep the beat on my drum set. This also is similar to my goals in life: keep the beat and don't let anything get you too jazzed up that you miss the good notes.

What dreams do you have for the industry? What change(s) are necessary to make those dreams a reality?

Gardner: Dreams for the industry and changes needed to make it a reality? That's simple. Quit running your companies and organizations and associations with blinders on and look for the greater good of the Green Industry. Yes, that's very simplistic. A good friend of mine from a major Green Industry company likes to say that when Project EverGreen gets together for a board meeting, 35 people leave their "hats" at the door. We frankly don't have enough of that today. Many people wear their own hat and don't take it off unless absolutely necessary. That's got to stop.

We live in a great country with great resources and green spaces that are the envy of the world. Let's take all that's good in this industry and channel it to consumers with one positive voice. None of us has all the answers for what ails us. We can, however, turn the tide in our favor by using end-users throughout the green industry to be a conduit to consumers to show the professionalism of the industry.

I'm almost 60 years old. I've seen it all—well, at least quite a bit. And the best part is the brightest people in our industry have the wherewithal to shape consumer attitudes in a positive way. Will it happen overnight? Impossible. But you have to start somewhere and without starting we'll never get it done.

What advice do you have for green industry professionals who want to become influential leaders themselves?

Gardner: On my desk is a sign that reads "You can accomplish anything." Let's face it. I can't. But I can sure as heck try. I try to run about 15 miles per week; I use the word "run" loosely. If I get up at 5 a.m. each morning and run two or three miles, I've accomplished something for the day. My day's complete no matter what else I do. I'm only half-kidding.

My dad worked 7 days a week his whole adult life; he owned two businesses at once and had a 6th grade education. Boy, did he accomplish something every day. He had no choice. But he taught me you can accomplish anything every day. So whether it's something fairly insignificant like jogging a couple miles a day or creating a new product to revolutionize the industry, go for it. Failure's not an option and is overrated anyway, folks. Define your life each day and get after it.

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You were nominated by your peers as one of the “Most Influential People in the Green Industry.” How do you feel that you influence other industry professionals?

Yelverton: It is humbling to receive such recognition from my peers. To be nominated by my peers is the greatest of all compliments. Hopefully, in some small way, I have simply helped industry professionals do their jobs in a way that helps their business or career.

What do you feel has been your biggest contribution to the green industry so far? And what do you see as your role in the future of the industry?

Yelverton: Hopefully, I have helped with managing weeds and turfgrasses in a way that is environmentally sound and economically viable. I continue to see my role in the industry as someone who can help the green industry effectively manage weeds with no adverse environmental consequences. In essence, I see my role as helping to provide turfgrass managers with tools that help them be more successful. Along the way, through my research program, I want to contribute to the science and help my colleagues move turfgrass science forward.

Who has influenced you both personally and professionally?

Yelverton: Professionally, I would have to say it is Dr. Harold Coble. He was my advisor on my Masters degree and he encouraged me to pursue what I am doing now. Harold is a weed scientist with tremendous insight into the agricultural industry as well as advising people on career choices. His advice has certainly served me well over the years.

Personally, it would have to be my parents. My father was a farmer who certainly instilled a work ethic in me that still is with me today. His message to me was, you work hard and good things will happen. My mother was an elementary school teacher for more than 30 years. She was very gifted intellectually and taught me the importance of an

education at a very young age. So the combination of having parents that stressed hard work and the importance of an education eventually led me to pursue and obtain a PhD. To obtain a PhD, you can be the smartest person in the world but if you lack the work ethic, it will never happen. A PhD is an exercise in determination and endurance.

Tell us something about yourself outside of work (hobby, sport or other personal interest) that influences your approach in your professional career.

Yelverton: I have lots of interests outside of work. I really enjoy saltwater fishing including both inshore and offshore. I am an avid runner and run 25 miles/week and participate in multiple races each year. I also enjoy playing golf. But most importantly, I love to spend time with my family. I have an 11-year-old son and we do lots of things together.

What dreams do you have for the industry? What change(s) are necessary to make those dreams a reality?

Yelverton: It is great to see the green industry continue to grow. The green industry has become so large that we now are a major player in the agricultural industry. As the green industry continues to grow, we must do a good job of documenting our financial impact. This will give us greater political clout in the future.

What advice do you have for green industry professionals who want to become influential leaders themselves?

Yelverton: Green industry professionals that want to be leaders must be highly visible in the industry. This includes service to the industry, including, but not limited to, various boards, writing articles, opinions, etc. We are all busy but leadership requires that we take leadership roles.



Bob has been an innovator and leader in the sports turf industry for almost 40 years. He has been an active member and supporter

of the sports turf, golf, stadium managers and educational facility managers throughout the world.

How do you feel that you influence other industry professionals?

Curry: I feel my involvement with the Sports Turf Managers Association has made people more aware of our industry. And, equally important, what the benefits a safer playing surface means to all levels of turf sports. Since my early involvement in the industry, I see more individuals stepping up as volunteers to help the industry move forward.

What do you feel has been your biggest contribution to the green industry so far? And what do you see as your role in the future of the industry?

Curry: Helping out wherever I could, getting involved in various committees and giving back in terms of time and travel. As more and more people get involved in the industry, and offering to help, I see my role a little less active but still my primary goal is to gain the recognition our turf managers deserve for the important role they play in producing top notch and safe turf surfaces—often at times when budgets are tight and with lack of supplies and personnel.

Who has influenced you both personally and professionally?

Curry: My biggest influence in this industry is the people I have met. All the friends I have made through the years are the most rewarding thing a person could ask for. You will never find a more dedicated group then turf groundskeepers willing to learn and improve their trade.

What dreams do you have for the industry? What change(s) are necessary to make those dreams a reality?

Curry: As a member of the STMA, I want to see it grow in membership. Easier said than done but, if one was to look closely into what the association offers in terms of education, certification programs and sharing knowledge, it is one of the best bargains for anyone in the turf industry.

The STMA is constantly improving the services they provide members. It is truly a source of knowledge to the sports turf industry. For this reason, the growth in membership will be achieved. Reaching out to the international markets throughout the world through chapter affiliations will help grow the association in the future.

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Another important part of growth in the future is helping sports turf managers gain the recognition they deserve for the job they do. People watching turf sporting events assume that's the way the turf should be; they do not realize the time, work and effort that go into creating that safe playing surface. The STMA is helping gain this recognition but it will be a never ending process.

What advice do you have for green industry professionals who want to become influential leaders themselves?

Curry: Get involved. It's as simple as that.

Here are the other 2010 Green Media's "Most Influential People in the Green Industry" winners:

- John Gibson, president, Swingle Lawn, Tree & Landscape
- Judson Griggs, ASLA, CLP, director of garden development, Lambert Landscape Company
- Karen McKie, co-owner, of Green Oak Nursery
- Scott Prophett, president, North American Training Solutions, Inc.
- Tobe Sherrill, CEO of SherrillTree
- Harold Spiegel, president, Preservation Tree Services, Inc.
- Mark Stennes, plant pathologist at S&S Tree Specialists, Inc.
- Mickey Strauss, president of MSM Landscape Services, Inc.
- James Urban, author of "Up By Roots"
- Arthur L. Evans, founder and chairman of the board of Dixie Chopper
- Ed Nelson, president and CEO, Rotary Corporation
- Dane Scag, former owner, Scag Power Equipment, Inc. and Great Dane Power Equipment, Inc.
- Jim Starmer, executive director, Dixie Sales Company
- Fred Whyte, CEO, Stihl ■

**green
media** 

JOHN MASCARO'S PHOTO QUIZ

John Mascaro is President of Turf-Tec International

Can you identify this sports turf problem?

Problem: Holes on soccer field sidelines

Turfgrass area: Resort soccer field

Location: Banff, Alberta, Canada

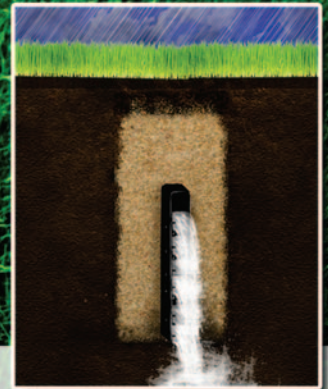
Grass Variety: Bluegrass/Ryegrass Blend

Answer to John Mascaro's Photo Quiz on Page 33



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Pesticide ban impacts:

Three perspectives from Canada

THE REVISED REGULATIONS under Canada's Pesticides Act that eliminated the "cosmetic" use of pesticides in Ontario came into effect on Earth Day 2009. Municipalities have now had one full season to adapt to the changes in operations which have resulted from the new legislation. This article provides perspectives from three different municipalities as to the impacts and costs of these changes.

CITY OF WATERLOO

For Waterloo, what are the true costs of the pesticide ban? This is an interesting question for a city that has a strong knowledge and service-based economy. Waterloo is a community of 120,000 people that has 814 hectares of green space. If you have visited Waterloo, you may have experienced RIM Park that offers a major indoor recreation facility, a mix of multi-use fields and baseball diamonds, a golf course and an abundance of natural areas along the Grand River.

Understanding and investigating the questions surrounding pesticide use began for Waterloo some 30 years ago when both citizens and staff recognized that routine grounds maintenance practices were both fiscally and environmentally undesirable. Alternatives were explored and researched. The result was a Plant Health Care Program designed to work with nature, not against it. It encouraged creative deployment of horticultural practices and recognized that we are working with living plants/organisms, not sterile mechanical products. The program included the same elements that so many communities are now using today: monitoring/scheduling, mowing, fertilizing, aerating, topdressing, overseeding, irrigating, dethatching, alternatives, and education and training.

The outcome of Waterloo's efforts can be demonstrated by the fact in 1979 we sprayed 36% of our green spaces. By the year 1993 it was down to 0.5%, and today, of course, we do not spray at all in accordance with the ban.

Table 1 summarizes the base program costs (excluding overheads) for the City of Waterloo in 2008 on non-irrigated and irrigated multi-use fields and on an irrigated baseball field. The pesticide ban has had minimal impact on our most recent years operating budgets as we have programmed the cost into our operations since the 1980s.

We continually monitor, inspect and renovate our turf. We look for alternative ways of doing things including sand injection, utilizing a Blec Sandmaster, building fields to

recommended standards, and investing in artificial turf fields.

The Plant Health Care Program at the City of Waterloo has been successful as a result of the involvement and commitment of staff, redefining how we work, political will, citizen involvement, and requesting the necessary budget when opportunities were available. In doing so, the pesticide ban has had a minimal effect on City of Waterloo operations.

CITY OF OSHAWA

Oshawa has 150,000 residents. The city maintains 126 parks comprising 953 acres (maintained parkland), 50 rectangular fields, 54 ball diamonds, 7,766 linear meters of landscape buffer

The outcome of Waterloo's efforts can be demonstrated by the fact in **1979 we sprayed 36%** of our green spaces. By the year **1993 it was down to 0.5%**, and **today, of course, we do not spray at all** in accordance with the ban.

Table 1. A summary of base program costs (excluding overheads) for the City of Waterloo in 2008 on irrigated and non-irrigated multi-use fields and on an irrigated baseball field.

Maintenance Activity	Non-Irrigated Multi-Use Field	Irrigated Multi-Use Field	Irrigated Baseball Field
Inspections	\$100	\$100	\$100
Spring Repairs & Divot Overseeding	\$525	\$650*	\$400
Aerating	\$275	\$400	\$300
Fertilizer & Soil Amend.	\$800	\$800	\$600
Topdressing & Overseeding	\$3,500	\$3,500	\$600
Mowing	\$400	\$800	\$1,000
Irrigation	-	\$500	\$500
TOTAL	\$5,600	\$6,750	\$3,500

*Includes crease overseeding and turf blanket



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Table 2. Additional costs incurred by the City of Oshawa due to alternative practices under Ontario's Cosmetic Pesticides Ban.

2009	Cost	Items
Agricultural & Botanical	\$57,500	seed, fertilizer, topdressing
Alternatives	\$50,000	mycorrhizae, corn gluten, alfalfa, worm castings, kelp, gypsum ...
Vegetation Control	\$62,400	vinegar, mulch

Table 3. Costs for cultural practices, labour and equipment, City of Oshawa.

Year	Core Aer.	Slit Aer.	Overseed	Topdress	Fertilize	Alternatives	TOTAL
2006	\$8,270	\$15,537	\$11,402	\$4,400	\$27,132	\$32,863	\$99,640
2007	\$3,237	\$10,252	\$25,137	\$14,474	\$25,620	\$24,310	\$103,030
2008	\$3,336	\$11,827	\$25,248	\$6,142	\$42,892	\$12,206	\$101,651
2009	\$6,597	\$12,000	\$17,695	\$2,500	\$20,414	\$23,410	\$82,616

strips, 67 shrub/perennial beds and 91 annual beds.

Oshawa instituted a Pest Management Program, approved by Council, in 2003. This was put in place as an alternative to a pesticide ban and had the goal of reducing or eliminating the use of pesticides while maintaining quality turf. As a direct result of this program, an additional \$400,000 was added to the base budget to cover equipment, facilities, three additional staff, materials, and education and outreach. Because of this, Oshawa was well prepared for the 2009 pesticide legislation and the impacts were less than they may have been otherwise.

The new pesticide legislation resulted in some additional costs to Oshawa related to alternate practices. These are summarized in Table 2.

In order to better focus efforts to promote healthy turf, Oshawa engaged the Guelph Turfgrass Institute to carry out a \$50,000 study. This provided for a comprehensive report and included recommendations for:

- Procedures

- Monitoring techniques
- Fertilizing schedule based on soil tests
- Maintenance schedule for compaction, overseeding and topdressing
- Field use (open/close dates)
- Education and outreach programs
- Equipment purchases
- Drainage improvements
- Development standards
- Provision for skilled staff
- Staff training

A summarized report was provided for user groups.

The City of Oshawa has implemented use of a number of alternative products to replace traditional pesticides. These include:

- Calcium powder for compaction
- Corn gluten to prevent weed germination
- Compost: nutrients, bacteria, fungi
- Worm castings: nutrients, bacteria, fungi
- Crumb rubber to prevent damage
- Granular and liquid fertilizers
- Gypsum to prevent salt damage, compaction
- Kelp for nutrients

- Seed: endophytic, sun/shade, rhizomes, perennial rye (fast germination but clumps)
- Topdressing to match native soil
- Horticultural vinegar (hard surfaces)

In addition a number of cultural practices have been used: 3" cutting height, overseeding and topdressing, fertilizing (granular and liquid), aerating (core and solid tine), soil tests, and monitoring of fields and customized maintenance based on conditions.

Costs for these cultural practices are shown in Table 3. Because of the previous Pest Management Program, the pesticide ban did not significantly change these costs. Table 4 illustrates the practices and costs for a typical high end grass field in Oshawa.

While overall implications and costs have been minimal, the pesticide ban has had major impacts on how Oshawa treats hard surfaces. Standard practices include the use of horticultural vinegar for downtown areas every two weeks, including treatment of warning tracks, tennis courts, intersections, walkways and sidewalks. Monthly newspaper ads were used in place of posting signs. Incremental costs for hard surface treatments were \$1,875 monthly ads, \$11,000/year product and \$12,800/yr wages, equipment for a total of \$25,675. Cost comparisons are provided in Table 5.

CITY OF MISSISSAUGA

Mississauga Parks and Forestry serves 700,000 residents. The city has 500 parks (includes greenbelts and woodlands), 253 sports fields, 138 ball diamonds and 250,000 street trees. In 1995, Mississauga Council approved a policy which resulted in a 95% reduction in pesticide use. The policy included:

- No pesticide use for general parkland
- Spot spraying only for sports fields
- Use for high end horticulture
- Use for hard surfaces and boulevards
- Use for harmful/invasive plants

In addition, Mississauga proactively initiated increased development of artificial fields (currently have six). The 1995 changes also resulted in increased hand weeding of beds, more mulching, and the institution of cultural practices similar to those used in Oshawa. As a result of the 2009 provincial legislation, some operational practices have been modified. These are summarized in Table 6.