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March 2013 - Expires August 2013 - RS1303

1 What is your company's primary business? (check ONLY ONE)

- F ☐ Sports Complex G ☐ Athletic Field and/or Park Architect/Designer
T ☐ School, College or University P ☐ Park
H ☐ Other (please specify) _____

2 Which of the following best describes your title? (check ONLY ONE)

- A ☐ EXECUTIVE/ADMINISTRATOR — President, Owner, Partner, Director, General Manager, Chairman of the Board, Purchasing Agent, Athletic Director
B ☐ MANAGER/SUPERINTENDENT — Superintendent, Landscape/Ground Maintenance Manager, Foreman, Supervisor
C ☐ GOVERNMENT OFFICIAL — Government Commissioner, Agent, Other Government Official
D ☐ SPECIALIST — Architect, Designer, Consultant, Agronomist, Horticulturist, Certified Specialist
F ☐ COACH E ☐ Other (please specify) _____

3 Do you have the authority to buy, specify or recommend products and/or services for your business or organization?

- Y ☐ Yes N ☐ No

4 Yearly operating expenditures (excluding salaries)

- F ☐ Over \$1 million C ☐ \$50,001 - \$100,000
E ☐ \$500,001 - \$1 million B ☐ \$25,001 - \$50,000
D ☐ \$100,001 - \$500,000 A ☐ \$25,000 and under

5 Please also send a free subscription to the following people at the same location

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Hydraway Drainage Systems	33	www.hydraway.net
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The Toro Company	44	www.toro.com
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TurfTime Equipment, LLC	44	www.TurfTimeEq.com
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Continued from page 32

the field. By collecting this data we can use the information to concentrate cultural practices, such as aeration if needed and watch how the soil changes over time with traffic and organic matter build up, i.e., be most efficient with our time and resources.

Another area of interest in regards to the use of moisture sensors would be in our softball and baseball infield skins. Is it really necessary to flood your infields before a game or to apply smaller amounts building up to game day? Is it possible to obtain optimum playing conditions for your infield while maintaining consistent moisture content? This consistent moisture content would be based around infield materials, evaporation rates, weather and the optimum conditions you've established for your infield.

We have always felt it was important to continue to use as many "tools in the tool box" as possible. Expectations for field use go up each year and finding balance between usage time and down time becomes more challenging each season. Any edge we can find to become more efficient with time, resources, and staff is needed for use to continue to be successful in our business.

We have been very fortunate in the Midwest to have an ample supply of fresh irrigation water through lakes, river, and groundwater supplies. Many areas of the country have not been so fortunate, and over the next 2 decades fresh water will inevitably become a precious resource. As professionals we must prepare for the future by incorpo-

rating the technology available to us today in our best management practices. Though these programs and equipment can be a little intimidating at first, it will save you money, time, and resources in the long run if we take the time to use them. Whether it is a home yard, fairway, tee, green, or athletic field the investment in the future should be made today. ■

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