



Who took the worst pounding? The Tigers? The Bears? Your turf?



Playing fields that take a bruising can tolerate stress better and recover faster when they're treated regularly with Launch[®] or Focus[®] biostimulants as part of their routine field care regimen.

The precise ratios of biostimulant components in our formulations are designed for quick germination, vigorous establishment and rapid recovery of healthy turf grasses.

Give your team the home field advantage. Contact your distributor or visit our website to devise your best game plan to boost turf performance with Launch and Focus biostimulants.

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www.pbigordon.com/biostimulant_main.htm

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critical. After one color is dry that piece can be placed over it and the next piece removed and painted.

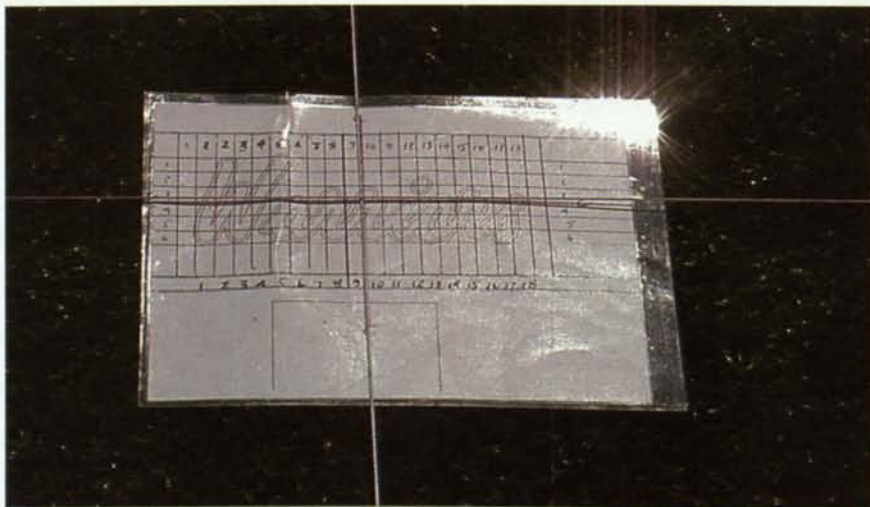
If painting that perfect straight line is your goal, try using the sled method. Aluminum works best for constructing the sled because it is lightweight. I have even seen used bleacher seat parts used because they are inexpensive or free.

Bolt the sled "runners" 4 inches apart and attach a "T" handle to each end. Simply have one person pull the sled and another one push it, while another person pushes the painter and the fourth person sprays the paint between the stencil.

At Qualcomm Stadium, Steve Wightman's crew rotates every couple of lines, so everyone pushes, paints and rests. This method takes a lot of labor power and can be very strenuous if your crew members aren't in shape. But for that big TV game or special event, it can be worth the effort.

The sled method also is very effective if the grass is wet or it is raining. I use inverted aerosol cans in these situations. You'll at least have some lines when no one else can imagine how you were able to paint.

My most famous logo painting might be painting on dirt for the State High School Softball Championship for Oregon. The OSAA sponsors the event along with corporate sponsors that want to advertise their affiliation with the event. Because the softball complex does not have any grass close



We Now Have 3 Levels of Great ZAP Field Marking Paint!



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✓ Lasting opacity

✓ Safe, non-toxic

✓ Bright distinct color

✓ Cost effective

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orders of 20-5 gallon
buckets or more.**

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(good)
ZAP PRO
(better)
ZAP Super White
(best)**

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to the stands, I paint on the dirt near the coaches boxes and dugouts.

The key to painting dirt is to have it moist enough to take the paint, much like staining wood. If it is too wet, the paint will bleed into the other colors. If it is too dry, the paint will not be very bright and will wear off quickly. Placement is a big key, as the State of Oregon has all three levels of play at

the same site one after another.

This also works in painting lines. Wet down the line area, let it air dry and paint. It will look nice and bright for the big game.

Most importantly, take lots of pictures to remind yourself how talented you really are. Now, I do have a brother in law that is turning 40 next

month, and I do have those 6-foot number stencils at the football field. I wonder if I have any black paint left.

Mike Hebrard is owner of Athletic Field Design of Clackamas, Oregon. The company provides products and consultation on athletic field improvement. Mike is a frequent speaker at turfgrass conferences and contributor to turfgrass publications.



When Lou Gehrig's

widow chose an agency to lead the fight against amyotrophic lateral sclerosis — the muscle-wasting disease that killed her husband — she selected the Muscular Dystrophy Association.

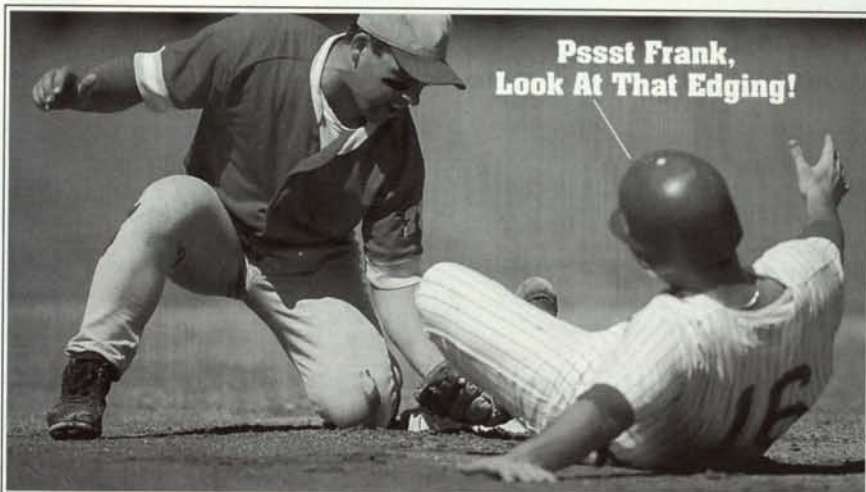
Since the time she served as MDA national campaign chairman, the Association has consistently led the battle against ALS. MDA maintains the world's largest nongovernmental ALS research and patient services program.

Join our rally for a cure.

MDA

Muscular Dystrophy Association
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www.mdausa.org

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Because MDA Helps People



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Turfco offers you a strong team of turf building equipment. They're the fastest and most versatile equipment to let you build hardier and healthier turf. Your sports fields become safer to play on and become easier to maintain. Originators of Mete-R-Matic® top dressers in 1961, Turfco's professional equipment gives your field a look that gets noticed.

Pro Turf Edger

Special design makes it easy to follow any edge. Eliminates spade work around the diamond. Oscillating blade action cuts fast and clean. Leaves no mess or no thrown debris to clean up.



Economy Aerator

Now you can afford to breathe life into any sports field. This low cost, 62" aerator has no hydraulics or mechanical linkages for easy use and low maintenance. Hooks up to any vehicle in seconds.



Precision Top Dresser

Fast, uniform, versatile. Patented chevron belt lets you handle top dressing, lime, crumb rubber, gypsum, calcine clay, compost and even overseeding with precision. Level fields and amend soil consistently.



For details and the name of your local dealer, call

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Lo-cost, Hi-impact Ideas

25 ways your computer can help you build your business



by Rix Quinn

Here's a story you can tell your friends at lunch...and it's absolutely true.

I come from a big high school. A few months ago—in a semi-annual newsletter—we asked classmates to send in their e-mail addresses. I volunteered my e-mailbox to receive the information.

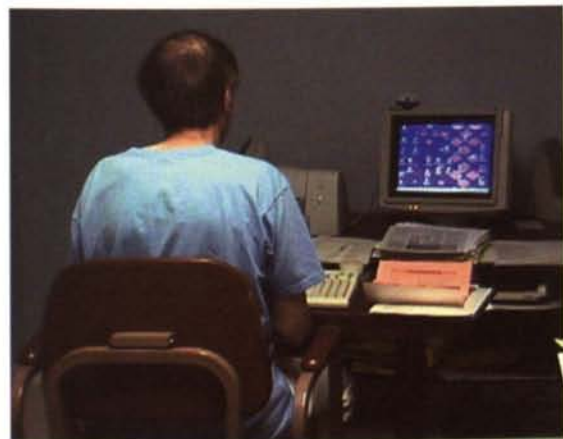
Bad idea, because...

When the newsletter came out, I got FLOODED! In the few days, I got maybe 100 responses. And today - three months later - data's still trickling in.

Why do I tell you this? Because the E-Mail Revolution could mean MAJOR NEW INCOME for you and other turf professionals!

Three gigantic benefits of the Internet

Most business folks agree the Internet represents surprising opportunity. And some say its impact will rival that of the Industrial Revolution a century ago. But three factors make Internet communications a vital tool:



The Internet makes it possible to maintain almost instant contact with your customers, so gathering their e-mail addresses is a good idea.

1. It's **INTERACTIVE**. You can contact customers or potential clients, and they can respond to you.

2. It's **INSTANT**. You can share turf data, sales or advertising ideas, and your readers can give you feedback right away.

3. It's **QUANTIFI-ABLE**. You can build a database easily, track in constantly and update it momentarily.

How to share your skills with current (and future) clients

Believe me when I tell you I'm a computer amateur. As a business writer, I fought the Revolution as long as I could. But today, I can't do without it!

In the next few paragraphs, I'll offer you 25 ideas you can implement almost immediately. And the more customer data you've already captured—the more e-mail addresses you've got in your Address Book—the faster you can start.

25 keys to unlock the Internet profit door

1. Computerize your database: Beginning today, you or your employees can start gathering e-mail addresses of customers, suppliers and manufacturers. And that customer list may become the most valuable asset of your business.

2. Think like a reporter: I know there are hundreds of turf issues you must "file" in your brain. How



Pre-test your e-mail communication by sending it to only a few customers first, then calling them to get their opinions and ideas before sending to a larger audience. Photos courtesy: Rix Quinn.

many of those are "newsworthy?" How would these facts help your customers?

3. Focus on customer problems: There must be several common problems your customers share...and for which your business offers SOLUTIONS. Those problems are the key to continuous communication.

4. Consider E-MAIL over WEB SITE: Why? Recent research shows that when folks visit a Web site, only 10 percent scroll past the first page! That means they might not sign the "guest book" so you can record their e-mail addresses. Instead...think about sending e-mails to customers, and ask them to "link" back to your e-mail address.

5. Simplify! Simplify!: Oftentimes the most effective e-mail message is a brief one. Reason? Long e-mail letters look daunting...and may discourage "down-loading." If you can get your recipient to read your short message on-screen AND download it

continued on page 26

Available in Limited Quantities in the Summer of 2001
Only From Authorized Certified
SeaIsle1 Seashore Paspalum Growers

SeaIsle1

Certified Seashore Paspalum



This new fine-bladed seashore paspalum cultivar, developed by Dr. R.R. Duncan at the University of Georgia's Griffin Experiment Station, is ideal for athletic fields. It also makes a fine choice for golf course fairways, tees, and roughs, as well as home lawns and commercial landscaping. It's a grass that thrives on salt water. With the right management practices, you can irrigate SeaIsle1 using a seawater blend, or even straight ocean water. It also grows quite well when watered from recycled or effluent sources. As drinking water becomes more and more scarce, ocean water and other alternate low-quality sources are going to be the only option for most lawns. The fact is, turfgrass management is going to center on water quality and water conservation, and grasses of the future are going to have to be bred to withstand multiple environmental stresses. If you've got salt or water quality problems, SeaIsle1 may be right for you.

- Most Salt Tolerant Turfgrass – Can Be Irrigated with Ocean-Level Salt Water with Proper Management
- Tolerates Gray Water & Effluent Regardless of Contaminant Levels
- Helps Clean Up Contaminated Soils & Water
- Handles Wide Range of Soil pH Levels: 4.0-9.8
- High Tolerance to Salt Spray, Water Logging and Periodic Inundations
- Low Fertilization Requirements
- Minimal Pesticide Requirements
- Good Rooting in Sandy, Clay or Muck-Type Soils
- Darker Green Color Than Bermudagrass
- Can Be Overseeded with Bentgrass-Ryegrass-Alkaligrass Blends
- Excellent Low Light Intensity Tolerance (Cloudy, Foggy, Smoggy Conditions)
- Root Growth & Functionality Still Maintained in 40-55°F Soil Temperature Range
- Low Tree-Shade Tolerance

For Technical Information Contact:
Dr. R. R. Duncan – UGA Griffin Ga Experiment Station
770 228-7326 770 229-3215(Fax)
rduncan@gaes.griffin.peachnet.edu

For Grower & Marketing Information Contact:
Dr. Earl Elsner – Georgia Seed Development Commission
706 542-5640 706 227-7150(Fax)
eelsner@gwins.campuswix.net

For International Licensing Information Contact:
John Hope – Manderley Turfgrass International, Inc.
877 411-8748 613 225-7752(Fax)
info@manderley.com

www.seaisle1.com

for future reference, you've made TWO impressions!

6. Reader habits: Mouser's Retail Advertising Report says "While readers of print newspapers direct their eyes first toward art elements on a page, on-line news readers first notice HEADLINES and NEWS BRIEFS, according to early returns from joint research by Stanford University and the St. Petersburg, Fla.-based Poynter Institute."

7. More headline helpers: Says Lee Iacocca: "As the layout editor (of my college newspaper), I figured out pretty quickly that most people don't read the stories. Instead, they rely on the headlines and subheads. That means that whoever writes those has a heluva lot of influence on people's perceptions of the news."

Hint: Can you point out a customer problem—or offer a solution—in a two or three line e-mail "headline" of 10-15 words?

"What satisfied customers say about you makes a powerful statement. Can you get a client's permission to use a positive quote in your e-mail letter?"

8. Scannability: What's that? Well, if you type long lines, some computers will "line-wrap," leaving stand-alone words or phrases than hinders readership. To avoid that, make sure each

text line is no more than 70 characters. (Blank spaces also count one character.)

9. The "Subject" line: Use the

AERA-vator®



I've been in the Grounds Maintenance business for 20 years. In my opinion, the Aera-vator is the greatest invention since the power mower. I came to the city of Brentwood as the Grounds Foreman and noticed right off the compaction problem in all of the public parks and athletic fields. Since we purchased the Aera-vator it has made a dramatic difference in all our parks and athletic fields. This unit has allowed us to apply water, seed and fertilizer into previously bare areas with excellent results.



Dan Vehlewald
Grounds Foreman
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Recommended by Perfectionists Everywhere



The Super GradeMaster
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At LaserLeveling, we realize the importance of perfection, this is why we design box scrapers specifically for the sports turf industry. The Super GradeMaster allows you to push and pull material, giving you more flexibility and control than ever before. If you're looking to take your grading to a new level, look to LaserLeveling.

LaserLeveling

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Because of its "interactivity" potential, the Internet gives you a way to connect with your clients...almost as if they were sitting in the same room.

place in your e-mail where you describe your message-make it "shout," like: "Attention: Turf Professionals."

10. Consumer vs. business reading: It's said that consumers read for fun...business folks for information. Will your product make them money, save them money or time, or enhance their work environment?

11. Think "contrarian." What sets your business apart? What differentiates you from your competition?

12. New customers or current customers? Experts tell us it's easier to sell more to a current, satisfied customer than it is to acquire a new one. That's why...

13. You must communicate REGULARLY: Frequent newsletters or personalized e-mail letters make sense.

14. Simple concepts: Many professionals want concepts presented simply. Said Woody Guthrie: "Any damn fool can make something complex. It takes a genius to make something simple."

15. Testimonials: What satisfied customers say about you makes a powerful statement. Can you get a client's permission to use a positive quote in your e-mail letter?

16. Eye-catchers: Often, direct mail folks make liberal use of keyboard signs (#, *, +, =, -, etc.), white space, or all-capital-letter headlines. These should also work well in e-mail correspondence, which brings us to...

17. Asterisks: These symbols (*) are often used to identify major points of a mailing, or identify benefits of a product.

18. Another way to make things "stand out": Number them (just like we're doing here)!

19. Gain vs. loss: Studies tell us that customers want to avoiding LOSING something more than they want to GAIN something. So...what sorts of loss can you help your customers avoid?

20. "People will do much to cure a trouble," said ad genius Claude Hopkins, "but people in general will do little to prevent it." What can you help your customer cure TODAY?

21. "Free": It's one of advertising's most powerful words. What free product, service or bonus can you offer customers to get their attention?

22. Headline "starter" ideas: You fill in the following blanks with

specifics about what you do: "The secret of _____"..."Advice to _____"..."How to _____"..."17 (or 15, etc.) ways to _____"..."How to improve your _____."

23. Possible things to discuss in your e-mail letters: legislation...customer-of-the-month...predictions (usually a hot topic!)...this week (or month) in history...service schools or training.

24. Great books to inspire e-mail ideas: Ogilvy on Advertising by David Ogilvy...Positioning: The Battle for Your Mind by Al Ries and Jack Trout...101 Ways to Promote Yourself by Raleigh Pinskey.

25. Web sites to visit for more inspiration: wdfm.com and writersdigest.com.

For details on how to launch a customer newsletter, request *The Rix Report*—# 103. Send a check for \$3—plus your e-mail address—to Rix QuinnCommunications, 4212 Inwood, Ft. Worth, TX 76109.

CYGNET TURF travels the country stripping and installing sportsfields with its patented equipment. In addition, we've also supplied the following teams with our sand-based sports turf:

- CHICAGO BEARS PRACTICE FACILITY
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- BALTIMORE RAVENS PRACTICE FACILITY
- SOLDIER FIELD
- KANSAS CITY ROYALS

Our patented machines carry the rolls, turn them at ground speed, and install down a controllable slide, for tighter seams.

NO ONE ELSE
CAN MAKE THIS CLAIM.

U.S. Pat.#5, 215, 248, & 5,307,880



So whether it's your turf or ours,
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**Model RS-500
"Spray Boom"**

tional with its own gas engine, air compressor and 2.5-gallon paint tank. The spray gun quickly dismounts for hand spray use.

These stainless steel units are compatible with both conventional and new technology marking materials, including high solids and acrylic latex paints, as well as alkyd and rubber-based traffic paints.

For more information, contact EZ-Liner Industries, P.O. Box 140, Orange City, IA 51041; Tel: 712-737-4016; Toll Free: 800-373-4016.

Field-Marking Equipment

Tru Mark is offering two new options for their line up of field marking equipment. The E-100 Paint Boom is an efficient tool for painting of hash marks. A calibrated marking wheel gauges distance accurately, while the spray box sizes a perfect hash mark. The unit is capable of reducing man hours up to 70 percent. Use for block out painting, logo design and more.

Tru Mark now offers the RS-500 Spray Boom, a quick-attach accessory to the RS-500 for any spray application. Use for herbicides, fertilizer iron applications. May be used for "block out" painting of end zones. The quick-attach feature makes mounting easy. Booms fold up and lock. Spray Boom has a 10-foot bandwidth.

For more information, contact Wagner Industries, P.O. Box 347, Norfolk, NE 68702; Tel: 800-553-6275; sales@trumarkafm.com.



The Stripe Is Right

Model 583 air spray striper is ideal for athletic field marking for track, baseball, soccer and football fields. This single-gun striper is fully func-



Line Driver

The Jaydee Model 7000 Drive Liner is a self-propelled, riding line marker which can be set up for center-marking or side-marking. Powered by an electric start engine coupled to a hydrostatic transmission, the electric pump and 35-gallon paint tank allow marking a complete game field or several practice fields per fill.

For more information, contact Jaydee Equipment Co., 202 E. Joliet Hwy., New Lenox, IL 60451; Tel: 815-485-6146.

Broyhill Fastliner and Kombi Line Marking Systems

Broyhill's Fastliner is a sports facilities line marking system that slides easily into the cargo box of turf utility vehicles or mounts to Broyhill's Highlander Sport infield finisher. The Fastline paint solution is pumped from a 14-gallon poly tank through an anti-drip nozzle, which is attached to a patented marking shoe designed to



follow the contour of the ground, no matter how rough the terrain. Line applications are precise and clear at speeds of up to 20 mph. The marking shoe is spring loaded for fast, on the go retraction and swings up and parks on the vehicle when not in use. Line widths are adjustable from 1 1/2 to 4 inches. A 12-volt electric diaphragm pumping system provides years of dependable service. Fastliner is completely self-cleaning and can be installed or removed in just a few minutes, freeing up the vehicle to be used for other tasks.

For smaller line marking tasks, Broyhill also provides the Kombi walk behind machine. This unit is also self cleaning and is equipped with a rechargeable battery pack that will paint lines for up to 8 hours on a single charge. The adjustable width-marking shoe can be mounted to the left, right or front of the Kombi.

The Fastline paint concentrate is

specially designed for the Fastliner and Kombi marking systems. This high quality marking material provides brilliant white lines soon any surface conditions. Fastline solution can be mixed as much as five parts water to one part concentrate, and will stay in suspension in the applicator tank for up to 10 days. Simply stir solution and begin painting again.

For more information, contact The Broyhill Company, 1 North Market Square, Dakota City, NE 68731; Tel: 800-228-1003 ext. 34; broyhilsal@aol.com.



Bannerman Pre-Line Mower

Save up to 50 percent of wet lining paints and dry lining materials by pre-mowing boundaries and foul lines to a recommended height of 1-inch or lower, prior to lining sports fields. Bannerman's Pre-Line Mower features open side guards that allow clippings to be evenly spread to either side, leaving a clear path to accept lining materials. All wheels are within the width of the cut and leave no wheel marks on the grassed area. Ideal from the sports field perspective, the mower features a 12-inch width of cut to establish or highlight 2-, 3- or 4-inch lines.

The unit is powered by a 4 cycle Briggs & Stratton Sprint II engine with 3.75 horsepower. The mower runs smooth and quietly and weighs 55 lbs.

For more information, contact

Bannerman, 41 Kelfield St., Rexdale, ON, Canada M9W 5A3; Tel (USA): 800-665-2696; Tel (CANADA): 800-325-4871.



Game Day

Game Day Athletic Field Marking Paint, a specially formulated latex product, dries quickly and provides a bright weather resistant finish. Game Day is easy to apply, and equipment

cleans up easily with soap and water. Non-toxic and environmentally friendly, the paint contains no ingredients that are harmful to grass. Grass grows back easily and quickly after each use, allowing the field to remain vibrant and healthy.

Free of toxic substances such as lead and mercury, Game Day will not hinder the growth of grass. It leaves no harmful residue in the soil or ground water, and is VOC compliant. It is available in 5-gallon containers for easy handling. Custom colors are available upon request.

For more information, contact Game Day, P.O. Box 2278, Gainesville, FL 32602-2278; Tel: 800-333-1104.

Field Marking Stencils

Newstripe Polytough Stencils are perfect for the marking and re-marking of athletic fields. Cut from 1/8-inch high-grade plastic material, these stencils are virtually indestructible. Newstripe's stencils for field and facility marking include: NCAA Football



For Good Looking Sports Turf . . . Choose Broyhill

- Broyhill FastLiner®, Starliner®, and Kombi® line markers feature Broyhill's exclusive FastLiner® non-clogging, rain-resistant paint.
- Broyhill Stadium Vac®, Stadium Blade®, and Ball Field Finisher® utility vehicle accessories ensure top-of-the-line surface maintenance.
- Plus a full line of the industry's best sprayers, aerators, and other turf-grooming equipment.

Broyhill

Making you look good

For more information on Broyhill's broad line of turf care equipment, call 800.228.1003 or visit www.Broyhill.com

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marking kits; 6-foot-by-3-foot Football marking kits; bold, block letters for team names; standard emblems and symbols (handicap, no parking, exit); mascot stencils for field, press box, etc. (Ram, Warrior, Trojan, Wildcats, etc.); and custom stencils for logos and names.

Newstripe, Inc. also manufactures a complete line of marking equipment and stencils for turf or pavement. For more information, contact Newstripe Inc., 1700 Jasper St. Unit F, Aurora, CO 80011; Tel: 800-624-6706.



Green Industry Marking Flags

Both custom printed and plain marking flags are offered by Blackburn Flags and Marking Products in weather-resistant plastic. Choose from traditional flag style, bent staff banner flags and rigid markers to comply with pesticide marking regulations in your area. Flag sizes include 2 1/2-by-3 1/2-inches; 4-by-5-inches; 5-by-6-inches; and 5-by-8-inches. Staff lengths range from 15 to 36 inches in wire, plastic or fiberglass. The 14 flag colors available include all APWA colors for marking underground utility lines and four fluorescent colors. Turnaround, even for custom printed flags, is completed within 10 days of order.

For more information, contact Blackburn Mfg. Co., P.O. Box 86, Neligh, NE 68756-0086; Tel: 800-942-5816.

PRODUCT SHOWCASE

On-Deck Circle Pads



On-Deck Circle Pads with team logos used by Major and Minor League teams and for Olympic, World Series and All-Star Games. Dura-Pads® are tough and normally do not need resurfacing for 3-5 years. Great for team logos, league logos, sponsors or special events. Econo "Home" and "Visitor" pads also available. One of the over 200 baseball products available from "Your One-Stop Source for America's leading baseball surfaces and supplies:"

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Stripe Like A Pro

Pro-Stripe Athletic Field Marking Paint

- Long lasting Great Coverage.
- Easily applied by brush, roller, airless spray for line marking machines.
- OPTIWHITE™ used for high reflectance under artificial lighting and for low angle viewing.
- Will not harm grass, uniforms or players.
- Dilutable up to 3:1 (water/paint) for additional savings of 50%-75%.
- Free shipping w/50 gallon purchase.



- "EZ-100" Striper®**
- Quiet, clean, Environmentally friendly.
 - Long life, battery operated.
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(800)321-8358
Contact: Dale Forester

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