

# On the Grow

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Volume 20 No. 6

December 2010

## Raccoon River Watershed Expert Panel

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by Jeff Wendel, CGCS, Executive/Communications Director, Iowa Turfgrass Office



In mid September, Tom Buman of Agren in Carroll invited me to participate in the Raccoon River Watershed Expert Panel. The charge to Agren was to evaluate and develop Best Management Practices (BMP's) for the Raccoon River Watershed based on promise to restore & maintain an environmentally and economically stable watershed.

Agren adopted an 'expert driven participatory approach' to addressing the problems of the Raccoon River Watershed. A panel convened in June to evaluate the agricultural component of the water quality issue. That effort concluded that for the Raccoon River Watershed, 95% of inputs over the 3,652 square miles of watershed were attributable to agriculture.

The October panel was charged with determining the 'Top 10' components of the other non-ag 5% of the pollutant inputs. We convened on October 18th at Walnut Woods in West Des Moines.

Participants included people from Iowa DNR, the Raccoon River Watershed Association, cities, counties and municipal utilities, IDALS and Des Moines Waterworks. After introductions & presenting information about our respective interests the panel selected the 'Top 10' non-ag challenges to the Raccoon River Watershed. The final

report is not yet released but the panel did NOT choose lawn chemicals/fertilizer as one of the 'Top 10.'

This is obviously great news for our industry, but we need to remain committed to water quality and make sure that BMP's for lawns and turfgrasses become part of our public education effort. The following best practices are very important:

- Clean up fertilizers from hard surfaces; sidewalks, driveways, etc.
- Keep leaves and lawn clippings out of the street and away from storm drains
- Slow down water to allow infiltration into soil
- Spread the message that grasses hold nutrients in place

It is also important to make certain that people know most nutrient movement from lawns and turf areas happens in winter when ground is frozen. Consequently, applications of fertilizer should NEVER be made to frozen ground.

The complete report is due for release in June of 2011, look for an update next summer. A draft of the Ag sector report is available at:

<http://www.agren-inc.com/raccoon/audio/Binder%20Ag%20EP%20Final%20Report.pdf>

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## 7th Annual Iowa Turfgrass Conference & Trade Show

### January 18-20, 2011

### Polk County Convention Complex - Des Moines, IA

### Sponsored by ITI, Iowa GCSA, ISTMA, IPLCA

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<http://www.iowaturfgrass.org/iticonference.htm>

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## 2011 Electronic On the Grow

by Terry Griffith, Agrium Advanced Technologies

We are nearing the end of 2010, and one of the big changes we made with the IPLCA this year was to send out our bi-monthly newsletter in a paperless email format. We were able to substantially reduce the newsletter costs and include 4-color graphics that really added to the articles. In this world of paperless documents, this email format can be neatly filed in our computers and easily recalled with the click of a mouse.

The last newsletter sent out in October featured an article from Dr. Minner discussing the tremendous summer stresses that caused most turfgrass in Iowa to be negatively affected. In the email format this article can be easily sent to customers that have asked what went wrong with my lawn this year.

On the Grow can be a useful tool in communicating to clients as well as an educational device. Printing the newsletter out and leaving on tables in your employee break rooms or pinning on the break room bulletin board can provide information for your employees to help them keep up on the current turfgrass pests and challenges.

We would like to know what you think about the electronic On the Grow. Please email me at [tgriffith@agriumat.com](mailto:tgriffith@agriumat.com) with your inputs. We welcome Ideas to make it better and would love to have input from our members.



On the Grow Newsletter Editor  
Nicol Jones  
welcomed the arrival of her  
first daughter  
November 19, 2010

Gianna Brielle Jones  
Born 2:43 am  
7 lbs, 11.5 ounces  
20.5 inches

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## 2nd Annual Lawn Care Summit Draws Over 200 Attendees

Reprinted from PLANET, <http://www.landcarenetwork.org>

More than 200 attendees recently gathered in Atlanta, Georgia, for the second annual Lawn Care Summit. This national lawn care forum was jointly hosted by the Professional Landcare Network (PLANET) and the National Pest Management Association (NPMA).

Dual educational tracks covered both technical and management topics of interest, such as how to plan your company's marketing from infancy to maturity, employment issues, weed management programs for lawns, the future of turfgrass in the landscape, and debugging the myths, to name just a few.

The opening session, "Lawn Care Lessons to Share" was led by a panel of lawn care experts who spoke about several of their most valued business and life lessons. They shared what they have discovered as "best practices" when it comes to hiring, training, marketing, management, motivation, customer retention, and business development, as well as mistakes they have made and the important lessons that resulted.

Evening receptions and daytime gatherings provided ample time for peer networking and the opportunity to

learn about products and services available to the lawn care industry. Networking Lounges, where products and services were showcased, were sponsored by Agrium Advanced Technologies, Dow AgroSciences, DuPont Professional Products, EverGreen Software by Marathon Data Systems, Holganix, Quali-Pro®, Real Green Systems, and Spring Valley.

"This was a great opportunity to network with colleagues out of my service area. Despite my 30 plus years in the business, I have learned something new that I have implemented in my business in both years attending the Lawn Care Summit, both agronomic and business-wise," says attendee Mark Schlossberg, Landscape Industry Certified Manager, of Pro-Lawn-Plus, Inc., Baltimore, Maryland. "All lawn care and pest control operators should make it a priority to attend the Summit in 2011."

PLANET is the association of members who create and maintain the QUALITY OF LIFE in communities across America. With nearly 3,500 member companies and affiliates, these firms and their employees represent more than 100,000 green industry professionals.

## SMARTER WAYS TO GROW™

**Agrium Inc. improved business operations by recently reorganizing its professional products division, known as CPS Professional Products, a national distributor in the United States and is now operating as Agrium Advanced Technologies Distribution.**

*Agrium Advanced Technologies (AAT) Distribution is a national distributor of green industry products of all the key manufacturers that supply fine products to the golf course, lawn care, and sports turf, and ornamental markets throughout Iowa and the United States. Supported by unsurpassed customer service, AAT Distribution offers access to an extensive proprietary line of premium quality plant protection and fertilizer products, as well as proudly continue to distribute for: Arysta, BASF, Bayer Crop Science, Cleary Chemical, Diamond Pro, Dow AgroSciences, DuPont, FMC, Loveland Products, NuFarm, PBI Gordon, Seed Research, Syngenta, Valent and many more. For additional information on Agrium Advanced Technologies and its full line of products and services, call a AAT Distribution sales representative or visit [www.AgriumAT.com](http://www.AgriumAT.com).*

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# Legislative Update: 2011 Session Will Have Some Changes

by Mona Bond, Executive Director, Iowa Alliance of Environmental Concerns

It is anticipated that the 2011 session will see many changes. Issues that will see debated include social issues (gay rights – abortion), tax issues (property), reduced government spending and economic development opportunities to help create more jobs in Iowa.

What I don't expect to see are many anti-business bills and or overzealous environmental legislation. With 29 new legislators and a large number of new people in the Iowa House, there are many agendas that must come together and Rep. Paulsen will be crafting an agenda that will help to move the economy forward.

I have not heard of any negative legislation with regards to the turfgrass industry. I will be sending letters to all legislators welcoming them to the Iowa Legislature and encouraging them to contact you at your business. Likewise I would strongly encourage you to contact your newly elected legislators and offer your expertise in the event that an issues comes before them related to our industry.

One final note: Doug Struyk has been appointed as Chief of Staff for Secretary of State Matt Schultz. He will be working daily at the statehouse and has graciously consented to advise me on issues related to our industry. That will be a good thing for IaAEC.

Please contact me if you have any questions or concerns and have a good holiday season.

## **Iowa retains US Senate and Congressional Leaders – Iowa Legislature Changes!**

Iowan's voted to retain the current slate of congressmen and Senator Chuck Grassley while making many changes in state legislative races.

With the 2011 session on the drawing board, many changes will occur with 29 new state legislators being elected in addition to a new Governor and Secretary of State. Republicans now control the Iowa House 60-40 and the Democrats retained control of the Iowa Senate 26-24.

Governor Terry Branstad won a fifth term, defeating incumbent Governor Chet Culver (52.9% - 43%). A special election will be January 4 to fill Senator Kim Reynolds Senate seat (48).

Republicans gained control of the Iowa House with 60 seats, defeating 13 Democratic incumbents (Bailey, Beard, Kelley, Ficken, Schueller, Zirkelbach, Don Olson, Huser,

Palmer, Reichert, Marak, Reasoner & Shomshor) and picking up four open seats previously held by Democrats (1-Whitehead, 8- Mertz, 14-Kuhn and 84-Gayman).

Only two House races were won by less than 100 votes (Rep. Wenthe by a 28 vote margin and Chip Baltimore, over Rep. Don Olson, by 28 votes).

Democrats picked up one seat previously held by Republicans (51-Roberts).

In the Senate, 5 Democratic incumbents lost (Olive, Heckroth, Schmitz, Appel, and Kreiman. Senator Kreiman lost by 13 votes, and so the vote may be subject to a recount.) Republicans also picked up one open seat previously held by a Democrat (1-Warnstadt). No Republican incumbents lost in the general election, but Senator Hartsuch lost in the primary. Republicans held the seat.

## **Secretary Bill Northey was re-elected for a second term and released the following statement outlining his priorities for his second, four-year term in office:**

Northey said he'll continue to work hard on priorities outlined during his first campaign, including taking advantage of opportunities available through renewable energy, the need to promote conservation and stewardship both in town and on the farm, and his commitment to helping share the story of Iowa agriculture.

He also outlined three new priorities for his second term:

- Providing a strong voice for farmers and Iowa agriculture and helping defend agriculture from activist groups that oppose modern agriculture.
- Using science and new technologies to respond to environmental challenges, rather than heavy-handed government regulation.
- Continuing to provide efficient, effective and transparent leadership to the Iowa Department of Agriculture and Land Stewardship. For example, the department's budget has been put online so taxpayers can know where their money is going.

"The Iowa Department of Agriculture and Land Stewardship's budget has been cut 23% over the last 2 years, and that means we need to continue to do things smarter and more efficiently," Northey said. "Individuals, families and private businesses have been cutting back and doing

- "Legislative Update" continued on page 8

# Iowa Turfgrass Office Update

by Jeff Wendel, CGCS, Executive/Communications Director, Iowa Turfgrass Office



## Avecra Launch – New software for IPLCA

Iowa Turfgrass Institute, in concert with IPLCA and the other affiliates, purchased a new software package midsummer. The product is called Net Forum and will replace our current MS Access

database as the data source for Iowa Turfgrass Institute and the affiliates. Some of the advantages of this type of software solution are:

- Members can manage their own contact info – address, contact and employment information
- Members will set their own password
- Members will have access to an online membership directory, available to members only

The greatest advantage is that with NetForum our database will benefit from the collective ‘brain’ of all our members.

Net Forum will give us a number of new capabilities, and will improve a number of existing programs and processes:

- Sign up and pay for dues, meetings and merchandise online through a secure payment gateway
- Check the status of your membership anytime
- Find other members by name, city or other parameters such as phone number or member type

- Improve the Quicknotes and electronic newsletter system
- Allow online events marketing and sponsorship
- Allow ‘members only’ restrictions to specific web pages and information

## Growing Pains

Launching the new NetForum software will be a little bit like a grow-in. Most of the summer was spent entering data and setting up the software. When the live launch occurs, you will get a welcome message that asks you to login to your account, set up a new password and update your personal info. At that point you will have access to all the functionality we have working at that time. The grow-in part comes when your feedback helps us to ‘fine-tune’ the application and ‘fill-in’ the bare spots that show up when we start using the application and its modules.

We ask your patience as we get everything up and working. Please just let us know if there are problems and inconsistencies and we will work to resolve them. It could take some time to get this working perfectly, but we believe the end result will save significant time and expense, make your membership more valuable and improve communication.

Watch your email for the upcoming announcement. Please call me anytime with your comments, suggestions and ideas.



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# Iowa Turfgrass Conference & Trade Show

## January 19-21, 2011

### Polk County Convention Complex

Below is all pertinent information on the Iowa Turfgrass Conference sessions related to Lawn Care & Landscape. Visit [www.iowaturfgrass.org/iticonference.htm](http://www.iowaturfgrass.org/iticonference.htm) for complete details.

#### Lawn Care Workshop

Time	Topic	Speaker
8:30	Training the Next Generation of Lawn Care Operators	Troy McQuillen, Kirkwood CC
9:15	Selecting Cool Season Grasses – NTEP Update	Dave Minner, PhD, ISU
10:00	Break	-----
10:15	Irrigation Audits	Marcus Jones, ISU
11:00	The Toughest Weeds in Turf	Jeremy Buhl, CCA, PBI/Gordon
11:45	Lunch	-----
12:45	“Working Safe” – and OSHA Compliance	Ken Arp, Iowa OSHA Consultation
1:30	Climate Change in Iowa: Implications for Lawn Care	Gene Takle, PhD, CCM, ISU
2:15	Break	-----
2:30	Moles	Neric Smith, Indian Hills CC
3:15	IPLCA Annual Meeting	IPLCA Board
4:00	Trade Show Opens	-----

#### Landscape Workshop

Time	Topic	Speaker
8:30 am	Compost Materials for Iowa Turf & Landscapes	Kapil Aurora
9:15	The Green Roof	Jennifer Boussetot, PhD, Iowa State University
10:00	Break	-----
10:15	Flood Problems: Ornamentals for Saturated Sites	Paul Saladin, PhD, Kirkwood CC
11:45	Lunch	-----
12:45	Garden Thugs	Cindy Haynes, PhD, Iowa State University
1:30	Ornamental Grasses	Richard Jauron, Iowa State University
2:15	Break	-----
2:30	The Latest in Computer Application for Designing & Representing Landscapes	Mike Reinert, PhD, ISU
3:15	Diagnosing Tree Problems	Dr. Jeff Iles, PhD, ISU
4:00	Trade Show Opens	-----

The Headquarters Hotel for the 2011 event is the Downtown Des Moines Marriott. All the Tuesday Workshops will be held in the Marriott. You can call (515) 245-5500 or 800-514-4681 to make your reservation. Make certain to mention you are booking your room for the Iowa Turfgrass Conference when making your room reservation. You can also book online, visit: [www.iowaturfgrass.org/iticonference.htm](http://www.iowaturfgrass.org/iticonference.htm) and click on the Marriott Hotel link.

# Gallo to Deliver Keynote at 2011 PLANET Executive Forum

Reprinted from PLANET, <http://www.landcarenetwork.org>

Green industry business owners and managers are encouraged to attend the 2011 Professional Landcare Network (PLANET) Executive Forum and Leadership Meeting, scheduled for February 16–20 at The Ritz-Carlton, Amelia Island, Amelia Island, Florida. Innovation & Technology will be the theme woven throughout the various educational opportunities, and business leaders will also have the opportunity to be involved in shaping the agenda for the immediate as well as long-term goals of the association. PLANET thanks the event's sponsors, particularly Platinum Sponsor Caterpillar Inc., Gold Sponsor Vermeer, and Silver Sponsor JOHN DEERE, for making this all possible. Be sure to register by the early-bird deadline, January 19, 2011, to save!

In an engaging multimedia presentation, The Innovation Secrets of Steve Jobs: Insanely Different Principles for Breakthrough Success, keynote speaker Carmine Gallo will share about the effective communication skills he has learned directly from the men and women who run such admired companies as Google, Starbucks, Cisco, The Ritz-Carlton, and many other global brands. Gallo, a communications coach, columnist, and author of several books, will share exciting new ways to unlock your creative potential

and to foster an environment that encourages innovation and allows it to flourish. Attendees will learn how to match — and beat — the most powerful competitors, develop the most revolutionary products, attract the most loyal customers, and thrive in the most challenging times.

For more details about the 2011 Executive Forum and Leadership Meeting, go online to Events/Education section of LandcareNetwork.org, check out the event brochure, e-mail Joan Haller, or call the PLANET office at (800) 395-2522. For hotel reservations, either call The Ritz-Carlton at (904) 277-1100 and ask for the PLANET rate of \$229 or visit [ritzcarlton.com](http://ritzcarlton.com), select Amelia Island as the location, and use the group block code of PLN-PLNA to receive the group rate.

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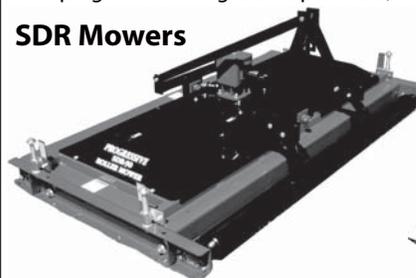
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# “Legislative Update” continued from page 4

by Mona Bond, Executive Director, Iowa Alliance of Environmental Concerns

with less during the current recession, and government can, and must, do the same. With a significant budget shortfall projected for the next fiscal year, it is going to continue to be critically important that we make the department as efficient and effective as possible.”

See press release:

<http://www.iowapolitics.com/index.iml?Article=219729>

## House & Senate Committee Chairs Named

The following will be key leaders for IaAEC to work with during session.

### *Senate Standing Committees*

Senate Agriculture: Joe Seng- Chair

Senate Natural Resources & Enviro: Dick Dearden, Chair

Senate Local Government: Mary Jo Wilhelm—Chair

### *House Standing Committees*

House Agriculture: Annette Sweeney-Chair

House Environmental: Steve Olson- Chair

House Local Government: Nick Wagner - Chair

## Natural Resources Amendment Passes

Voters approved an Amendment to Iowa’s Constitution to dedicate 3/8 of any future sales tax increase to natural resources and recreation purposes. Although an increase in Iowa’s sales tax is not expected when and if that occurs the following is law and constitutionally protected.

Allocations:

- Natural Resources Account: (23% for state parks and lands for river improvements, outreach, etc.)
- Soil Conservation and Water Protection Account: (20% for soil/water protection to be used by DALS)
- Watershed Protection Account: (14% for watershed projects to be used by DALS and DNR)
- REAP (13%)
- Local Conservation Partnership Account: (13% for DNR to allocate to local groups for conservation projects)
- Trails Account: (10% for DOT and DNR for trail projects)
- Lake Restoration Account: (7% to DNR for lake restoration)

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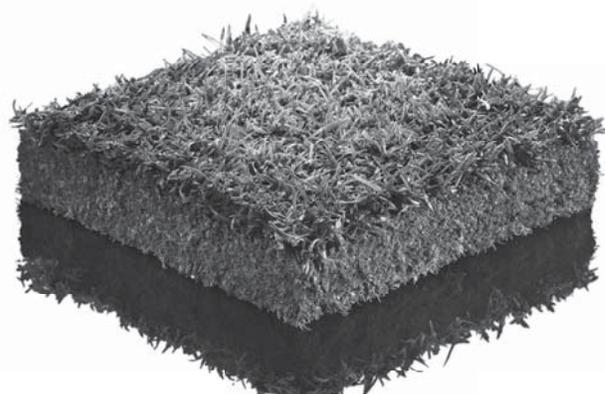
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