

On the Grow

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February/ March 2013



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For more information regarding articles and advertising
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February / March Presidents Message

Mike Meiers, IPLCA President



As the 2012 season ends and the 2013 season begins, I would like to announce that I am very pleased to take the reigns as the new IPLCA president. I am very excited to take on the challenges and responsibilities accompanied

by this new title. A big thanks goes to Terry Griffith for all the hard work he has done for this organization as the Past President. Also thanks to all the members of the board for their contributions over the last year.

As most IPLCA members know, the 79th Iowa Turfgrass Conference and Trade Show was held again this year in Des Moines. The conference was a great success. All of the presenters and speakers were top notch, and the information presented was very helpful to all those in our industry. For those that missed the conference due to the inclement weather or other reasons, the 80th Iowa Turfgrass Conference and Trade Show is scheduled for January 28-30, 2014 again at the Des Moines Marriott Downtown. Don't forget to mark your calendars!

I would like to talk a little about the opportunities that lawn care companies are presented with, and challenges associated with them. The keynote speaker at this year's conference, Greg Bennick, used his amazing juggling skills to present ideas about business potential and personal power. Quite a few times he talked about taking risks with business opportunities. I think this is something that hits home with most people in our industry. We have to take risks and invest in new concepts in order to (potentially) make money.

Most lawn care companies have dabbled in all the different outdoor jobs including landscaping, chemical application, tree work, mowing, irrigation, etc. I work for Struyk Turf in Council Bluffs, IA. We are a granular company -- we have a granular fertilizer program like most other lawn companies. We also do some tree work, pest control, and we have a mole program. The owner, Garry Struyk who has been in business now for over 40 years, has done it all. This includes mowing, trimming, irrigation, chemical work, and even cleaning gutters.

At this point you're probably asking yourself, where is he going with this? My biggest point is you have to have your hands in everything in order to find your niche and make some money. Struyk Turf has committed to chemical programs because that's what we do best. We have two relatively new programs that have exploded in the last couple of years – mole control and chemical tree applications - which I will be writing about in upcoming articles. All this being said, I would encourage you all to take a leap and dive into new opportunities. Get educated on new programs and ideas. Use the IPLCA and ITI to your advantage. Network with other companies and extension programs to get some new ideas, start some new programs, or streamline your business to save some money.

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Iowa Turfgrass Office Update

Jeff Wendel, CGCS, Iowa Turfgrass Institute

2013 Iowa Turfgrass Conference & Trade Show

A huge thank you goes to all Attendees and Exhibitors who attended the 2013 Iowa Turfgrass Conference & Trade Show. Very special thanks to all the people who moved snow all night and then made it to the 'show.' Your extra effort is what makes our industry great. Thanks to all the speakers for traveling to Iowa in January, and sincere gratitude to all the session moderators for making speakers feel welcome and taking care of all the details inside the sessions.

The 2014 Conference is planned for the Downtown Marriott, updates on future years will follow in this space. If you have feedback about the show, please call the office at 515-635-0306 or email to jeff@iowaturfgrass.org. We are working on the 2014 program now and we appreciate every suggestion regarding speakers and topics.

2013 Event Schedule

All 2013 Events are listed on the ITI Events page at: <http://www.iowaturfgrass.org/events.htm> Details of each event will be added as they become available.

IPLCA Web pages

Keeping web content current and relevant is one of the greatest challenges for a part time webmaster. If you find broken links, outdated information or missing items on the IPLCA Web pages please email jeff@iowaturfgrass.org or call the office at 515-635-0306.

IPLCA Advertisers

The IPLCA 'On the Grow' newsletter could not exist without the support of our Advertisers. Please view the list in the sidebar and support the Industry Partners that support IPLCA.



Thanks to Agrium Advanced Technologies for sponsoring the Lawn Care Workshop

Below: Carlos Stimson & Brad Jakubowski assist Keynote Greg Bennick



Thanks to these IPLCA Advertisers!

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2013 Iowa Turfgrass Conference & Trade Show Picture Review

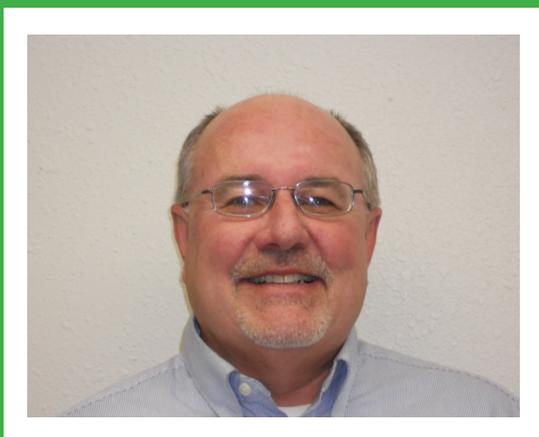
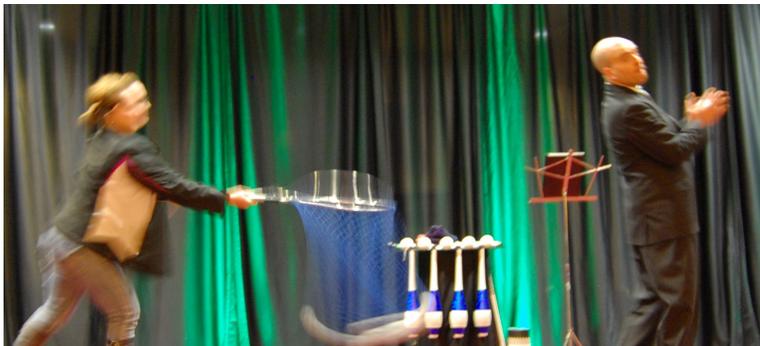


**Congratulations to
Joyce Hamilton!**

**2012 IPLCA
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Keynote Greg Bennick



Congratulations to Kevin Shawgo

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Special Message from Keynote Greg Bennick

Hi everyone!

Thank you so much for having me out to speak at the Iowa Turfgrass Conference! Here is a review of the ideas we covered in the keynote and the breakout sessions afterwards.

We opened the keynote with the idea that the impossible is often presented to us as being in the form of epic events and achievements. I explained that what interests me most is the core of those experiences, the moments where we decide to engage (or to disengage) with even trying. For example: that moment when I felt that pinch in my hip today and thought “I can’t do it.” THAT, is the moment that matters.

So how do we deal with those moments? Especially when they are the result of things that have come up unexpectedly? I mentioned in my breakout sessions not being afraid to drop the ball: a life lesson from the art of juggling. That is a very important first step. If we are afraid of trying, nothing will happen. If we decide to disengage, nothing will happen. Risk taking means saying yes to the unknown.

The five points we made today were:

CONNECTION: Connect with ourselves to find the inspiration we need, and then with others to work as a team. We don’t have to go it alone! Staff and friends can be a resource for us.

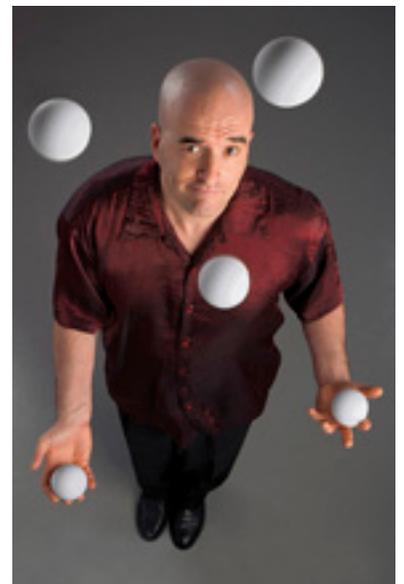
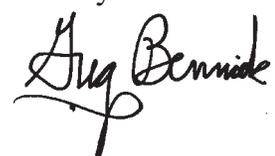
COLLABORATION: As we work together as a team, we face the challenge of giving up our sense of control, and of “my way or the highway” type thinking. Being willing to really work together can yield great results. But it might mean a loss of our ego or power for a moment!

CREATIVITY: We hold onto ideas of what we can and can’t do based on our patterns. So when the unexpected arises, we have with an opportunity to break out of patterns and create new ones. Juggling is a perfect metaphor for that.

THE MEANING OF IMPOSSIBLE: - How do we define impossible? We are responsible for what we declare to be impossible or not. If we say it is, then it is. We made it so. The same goes for “*possible*” too.

INNOVATION: We have incredible resources in our peers and colleagues. Advances in business and technology can mirror advances in our ways of thinking and make the impossible seem more accessible.

Let me know if you have any questions! I appreciate your time and hope to see you in the future. Thanks again to **Syngenta** for sponsoring me!



Iowa Is In a Drought - Manage Your Water Resources Carefully

Mona Bond, IaAEC

Current Issues before the Legislature:

Water Use & Resources: Iowa is in a critical drought situation according to state climatologists.

NOW is the time to get those water use permits out and take a look at them! If your operation has a permit – check to see how much you are allowed and then go talk to your local supplier about the status of their supply for next year. If you buy from a local community, have that discussion. Now is the time to plan ahead before restrictions shut off your supply.

I spent time recently with the IDNR and they are reviewing the water situation in Iowa. The legislature is looking at the current prioritization list for water. I will continue to monitor this issue and have plead the case of our industry with regards to our need for water but we are low on the priority list.

Current state priorities include:

1. Self supplied domestic – non-regulated. – no other source of water
2. Domestic part of rural water and municipal systems for human life and welfare
3. Livestock
4. Power
5. Industrial – for commercial and industrial facilities
6. Non-traditional irrigation – water for fruits, vegetables and other newly introduced crops
7. Irrigation for soybeans, corn, alfalfa
8. Recreational use–lawns, golf courses, car washing etc.
9. Out of state export.

The latest U.S. Drought Monitor shows that through Tuesday, Feb. 12 much of the northwest quadrant of Iowa is still gripped by exceptional or extreme drought while the rest of the state is in at least a moderate drought category.

The latest U.S. Department of Agriculture survey of Iowa soils showed that even after recent rains and snowstorms that 90 percent of Iowa's 24 million acres were moisture-deficient.

Water Quality: The Iowa legislature is currently working on a water quality bill that will address nutrients. While no bill has been formally introduced there

is a report from Iowa State University, IDALS and the IDNR specific to that issue and their report and recommendations available. The recommendations are quite controversial with regards to the voluntary efforts to reduce runoff and virtually no teeth for compliance. IaAEC will monitor this issue closely and Mike Loan, Blue Grass Enterprises recently gave a report on the benefits of turfgrass to the Senate Ag Committee.

A broad based, statewide and strategic plan to reduce nutrients in Iowa's waters and the Gulf of Mexico has been unveiled for public The much-anticipated Iowa Nutrient Reduction Strategy proposes a first-of-its-kind framework for reducing nutrients loads discharged from the state's largest wastewater treatment facilities in combination with targeted practices to reduce loads from non-point sources, including agriculture. The plan establishes a goal of at least a 45 percent reduction each in total riverine nitrogen and phosphorous loadings.

The study can be found at: www.nutrientstrategy.iastate.edu.



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Iowa Alliance of Environmental Concerns Report

Mona Bond, IaAEC

The Iowa Alliance has been quite busy recently in reviewing the goals of the organization. Over the last 20+ years IaAEC has successfully lobbied for turf industry and maintained a strong presence with legislators and state policy makers.

Current IaAEC Board members are: Garry Struyk, President; John Ausen, Vice President; Daryle Johnson and John Temme (vacant – ISTMA representative)

IaAEC will continue with that effort and will be requesting financial support from the various turf associations for the future, something that had been discontinued in 2008. A member of the IaAEC board will be discussing that with Iowa GCSA, ISTMA and IPLCA in the near future. The following article reviews this issue.

Iowa Alliance of Environmental Concerns History

Mona Bond was hired in November 1990 to manage/ establish and set a course of direction for the Iowa Alliance of Environmental Concerns.

The Alliance has gone through a few battles and some change over the past few years as the association worked to represent its members and their specific interests. Initially, the Alliance board had a broad scope of perspectives. Their objective was to represent all entities that use pesticides and fertilizers. The need was evident. Many groups were organized as non-profit associations, which did not allow them to lobby government for issues of importance to their organizations. Over the next couple of years, it became evident that some of the groups represented were working with other agendas and were already in the business to protect their interests in other ways. Initial membership included the Agribusiness Association of Iowa and the Iowa Pest Control Association with invitations extended to many other horticulture groups. Although synergy existed between the groups, their specific interests were not to come together immediately.

The Turf Industry became the dominate group of the organization. Membership was sought from individual members who were already paying dues to their re-

spective associations. We were supported by the basic manufacturers of pesticides but had little support from the fertilizer manufacturer industry, which continues to be the case. In 1997, member groups looked at the relationship between the Alliance and their groups and determined that all individual members were represented by the lobby efforts of the Alliance but only a few were paying. It was then that the Golf Course Superintendents and Lawn Care Association determined to pay one fee which would cover all of their members and ask the Alliance to not bill competitively within their membership. Since that time, the Alliance has billed the member associations based upon a negotiated rate. Individual memberships are no longer requested from basic manufacturers and sod growers who have no formal organization membership. Additional revenues were acquired from a Silent Auction held at the Iowa Turfgrass Institute January show but that too has been discontinued

The Alliance has proven its effectiveness and value many times with legislation being either modified or defeated once it's introduced without ever coming to a vote. Additionally, IaAEC has a strong grassroots program that is recognized by legislators as effective, efficient and honest.

In 1995, Mona Bond, the IaAEC Executive Director, who was doing multiple client lobbying and management, was asked to become the in-house lobbyist for the Agribusiness Association of Iowa. After discussions with the board, it was determined that an annual contract would be established with the Agribusiness Association for numerous prospective services and lobbying. In 2004, Bond was appointed CEO of the Agribusiness Association of Iowa. She continued her work for the Alliance. Bond stepped down as CEO of the Agribusiness Association at the end of 2008 but will continue to lobby and work regulatory issues on behalf of the specialty and agricultural industry. The AAI contract ceased in 2008 with Bond's departure from AAI and Bond has received no compensation from IaAEC since that time.

Continued on Page 10...

Iowa Alliance of Environmental Concerns Report Continued

Over the last 22 years, the industry has grown, flourished and changed. With IaAEC working for you, we have successfully fended off adverse legislation that would significantly impact the businesses represented by the association.

Bond continues to be the Environmental Coordinator for Manatts Inc., a position she has held since 1992. Additionally she holds a monitoring contract with Syngenta and the Iowa Drainage Districts Association where she reports on legislative and regulatory issues.

IaAEC continues to serve the membership. Communications are currently done primarily through member association magazines with a bi-annual legislative directory distributed to all members. Additionally, members with e-mail access may receive updates during the legislative session regarding issues affecting the industry.

IaAEC receives no financial support at this time from the various groups it represents. IaAEC seeks to re-establish financial support from the members it represents in 2013.

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Iowa Turfgrass Log-In Information

If you have not done so yet, it is very important to check out the new online Membership Database.

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- Online Event Registration
- Online Store
- IPLCA Membership Renewal
- Iowa Turfgrass Membership Directory
- Exclusive 'Member Only' webpages

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Your Primary email is the same one you receive your Monthly Quicknotes and Electronic 'On the Grow' Newsletter. **Note: If you do not receive 'Quicknotes' or the Electronic Newsletter and you are a current member of the IPLCA please do not make a 'Visitor Profile'. You have an existing profile but not a valid email address, contact Sarah: sarah@iowaturfgrass.org or 515-635-0306.**

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Please contact Sarah in the Iowa Turfgrass Office if you have any questions or problems. 515-635-0306 or sarah@iowaturfgrass.org