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RESEARCH

Perspectives on Paspalum seminar yields new research & insights. PowerPoints, videos now available online

Nearly 100 turfgrass professionals from all around the globe traveled to South Carolina in September to attend a seminar on Seashore Paspalum. But there is no need to fret if you couldn't make it to the event. Thanks to the internet, you can still attend... virtually.

Perspectives on Paspalum, a seminar that focused on management issues of warm-season Seashore Paspalum grass, was held September 9, 2009, at Pine Lakes Country Club in Myrtle Beach, South Carolina. The event was video taped and the speaker's presentations were recorded. By logging on to <http://www.turfnet.com/commercial/environmentalturf> you can participate in a webinar where you'll hear the speaker's voices and watch the slides of their PowerPoint presentations. Access to the presentations is FREE and available 24 hours a day.

Details of the PowerPoint webinars:

- Dr. J. Bryan Unruh of the University of Florida, provided an overview of paspalum and a research update on disease control in the grass.
- Randy Allen with course owner Burroughs & Chapin, and Alan Jarvis, superintendent at event host club Pine Lakes, offered their insights in renovating their course and regrassing from bermudagrass to SeaDwarf® Seashore Paspalum. Jarvis said he achieved 90% coverage after only seven weeks into his grow-in process.

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Overheard at Perspectives on Paspalum

"It retains its color in the fall much longer than bermudagrass... this stuff is just a prolific root producer. It's amazing."

Alan Jarivs, Superintendent, Pine Lakes Country Club, SeaDwarf® wall-to-wall

"Overall, I've never had so many great compliments coming from golfers... it really touches me that we've got something here that people are noticing."

John Shaver, Superintendent at Rivers Edge GC in Shalotte, NC, SeaDwarf® greens

"Early on, they said 'the grass is sticky, the grass grabs your club'. It's all in the way you maintain it. Everybody has a different perspective. We love the grass and we won't change, that's for sure."

Kevin Shields, Tuscany Reserve, Naples, FL, SeaDwarf® tee-to-green

"It's a neat grass. It's the only turfgrass I know that alters its morphology with mowing height."

Dr. J. Bryan Unruh, University of Florida, Seashore Paspalum researcher



Perspectives on Paspalum seminar at Pine Lakes



Alan Jarvis



- John Shaver, superintendent at Rivers Edge GC in Shalotte, North Carolina, shared his experience as the first club to do a No-Till conversion from Bentgrass to Seashore Paspalum greens, specifically SeaDwarf®.
- Consultant Stewart T. Bennett, CGCS, of SaltScape Solutions, discussed the importance of soil testing to manage the soil when using salt for weed control or salty water as an irrigation source.
- Dr. Dennis Shepard of Syngenta talked about how using plant growth regulators (PGRs) on Paspalum could further help improve drought tolerance and reduce the amount of irrigation required.



John Shaver

Two videos from the event are also available for viewing online.

- A quick 4-minute summary video of the event features interviews with speakers and attendees.
- One of the highlights of the event was the panel discussion featuring four respected paspalum superintendents discussing their personal experience with the grass. The panelists were: Billy Harkins of Sterling Links in Richmond Hill, GA.; Kevin Shields of Tuscany Reserve in Naples, FL; along with Alan Jarvis and John Shaver. Questions from the audience and the speaker's comments offered invaluable insights into managing and using Seashore Paspalum. This runs 40 minutes.



Kevin Shields

To watch the videos, [Click Here](#)

Marketed and licensed world-wide by Environmental Turf, SeaDwarf® Seashore Paspalum is the only true dwarf variety of all commercially available Seashore Paspalum turfgrasses. It may be used on athletic fields, on golf courses from tee-to-green, on lawns and parks. SeaDwarf® is an environmentally friendly turfgrass in that it requires up to 50% less water and up to 75% less nitrogen fertilizer than bermudagrass. Alternative water sources such as effluent or brackish water may be used as an irrigation source. SeaDwarf® tolerates high levels of salt from salt spray or irrigation. Salt may be used on SeaDwarf® as an herbicide to kill weeds.



Billy Harkins

Perspectives on Paspalum was sponsored by: Environmental Turf, Modern Turf, Viveros de Pastos Finos and SeaDwarf® Holdings International, LLC. If you'd like an invitation to next year's event, location to be determined, please send us an email at: info@environmentalturf.com

Did You Know?

12% of all US 18-hole golf course facilities use reclaimed/effluent water as an irrigation source, according to a recent study by The Environmental Institute for Golf published in the June 2009 issue of Golf Course Management magazine

Become a Fan on 

Industry Insights

"All of us at Arnold Palmer Design congratulate Rivers Edge on their 10th anniversary. We are very excited to hear about the re-grassing of the greens and switch to paspalum grass. All the courses that we have designed that use paspalum grass are very pleased with the results and we think everyone at Rivers Edge will enjoy the new greens."

Golf Legend Arnold Palmer, as quoted Tuesday, October 6, 2009 WorldGolf.com

"But thanks in part to desalination, a less water-hungry paspalum turf for warm weather courses and some developers' persistence, there is golf in La Paz now - and more on the way."

Brandon Tucker, on his July 9, 2009, blog on TravelGolf.com



ON TV

UltimateFlora® Zoysia featured on the TODAY Show & DIY's Desperate Landscapes

UltimateFlora® Zoysia grass from Environmental Turf was spotlighted before a nationwide audience on NBC's TODAY Show this past summer. In partnership with DIY Cable Network's Desperate Landscapes home improvement television show, the TODAY Show held a national contest to find America's Most Desperate Landscape and offered a free home exterior and lawn makeover to a lucky homeowner. Cliff and Kimberly Dees of Fort Lauderdale, Florida, whose home was considered an eyesore in their neighborhood, were the winners of the contest. UltimateFlora® Zoysia grass was chosen as the state-of-the-art lawn that capped off the project that also included a new driveway, paint, trees, plants, water feature and shutters on the house.

During the live broadcast on NBC, TODAY Show Host Ann Curry, along with Desperate Landscapes Host Jason Cameron, discussed the many benefits of the grass. They touted UltimateFlora® Zoysia's low water requirements, resistance to the chinch bug insect and its drought tolerance. Homeowner Cliff Dees even took his shoes off to demonstrate how soft the grass feels underfoot.

Curry said of the grass, "It's stunning, really stunning."

In addition to the TODAY Show coverage, more footage of the home and landscape makeover was shown on Desperate Landscapes on the DIY Cable Network.

To see more pictures of the home renovation featuring UltimateFlora® Zoysia, [Click here](#).



The Desperate Landscapes TV crew tapes the arrival of the UltimateFlora® Zoysia sod



The TV crew & homeowners lay the UltimateFlora® Zoysia sod



The finished product

INTERNATIONAL SPOTLIGHT

FIFA World Cup: SeaDwarf® Playing Surface Called "World Class Pitch"

For the first time ever, a FIFA World Cup will be played on pitches grassed with SeaDwarf® Seashore Paspalum. The FIFA World Club UAE 2009 will be played on all new SeaDwarf® surfaces at two stadiums in Abu Dhabi.

The FIFA World Cup is one of the most prestigious football (called soccer in the USA) events in the world. Information

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Progress at the Emirates Palace and Mohammed Bin Zayed Stadiums shows SeaDwarf striped up for competition, courtesy FIFA Club World Cup UAE 2009 Facebook page

Industry Insights

"I can report that our grow-in last year was successful both with SeaDwarf on our research green and Aloha on native soil. We had an average winter in Starkville and they all survived well and greened up about 2 weeks ahead of our bermudagrass."

Dr. Barry Stewart, Assistant Professor of Plant and Soil Science (Sports Turf), discussing research he's doing on Paspalum at Mississippi State University in Starkville, MS, via email, April 22, 2009

"Everyone is keeping a close eye on this grass as it just might be the best thing to hit the strand golf courses in a long while."

Joe "Average Joe Golfer" Derus writing for NorthMyrtleBeachOnline.com about the renovation at Pine Lakes Golf Club in Myrtle Beach, SC, using SeaDwarf®

"The one thing about this paspalum, it's called SeaDwarf, and it has a lot of characteristics of Bermuda, but it's a little finer blade so it doesn't have as much grain as a lot of the grasses here on the islands."

General Manager Mike Biscotti, Hoakalei Country Club, Ewa Beach, O'ahu, Hawaii, interviewed on KGMB-TV 9 Sunrise morning news show, September 3, 2009



provided on the FIFA World Cup Facebook page reports that “a major part of the (stadium renovation) projects has been the construction of a new playing surface which uses the most advanced technology available. The natural grass surface has undergone a series of rigorous tests to ensure it is ready for competitive action, measuring factors ranging from the bounce of the ball to the gradient of the pitch.”



Mohammed Bin Zayed Stadium, Abu Dhabi, Photo courtesy FIFA Club World Cup UAE's 2009 Facebook page

At the first training session on the new SeaDwarf® surface, the response was positive.

“The pitch held up really well, the surface is even and the bounce is right. For us as players, it makes a huge difference to play on a world-class pitch like this. Having played all over the world, from South America to Europe, I know how important a quality pitch is and this will be a tremendous benefit for the club,” said Brazilian star Ricardo Oliveira of the Al Jazira team.

Abel Braga, Al Jazira team coach, commented on how the upgrades will benefit his club.

“This is the first time the players have had the chance to train on the new pitch and it has given everyone at the club a huge boost. The stadium upgrades mean we can continue to develop as a team, whilst delivering an experience to players and fans alike that is of an international standard,” Braga said.

Zayed Sports City Stadium and Mohammed Bin Zayed Stadium will stage all eight matches of the competition that runs from December 9 – 19, 2009.

To read the full story from FIFA's Facebook page, [Click Here](#).

LANDSCAPER PERSPECTIVE

Upscale landscape company chooses PristineFlora® Zoysia & UltimateFlora® Zoysia for Florida estates

Steve Goodridge of Land Designs of Southern Florida, Inc., has learned a thing or two about keeping his customers happy. With more than 20 years in business, he has 45 employees servicing some of South Florida's most exclusive homes that range from \$5 million to \$25 million in value.



PristineFlora® Zoysia lawn

(Continued...)

Industry Insights

“Bermuda grass and its different breeds are predominant on the courses in Puerto Rico, but also other grasses such as Zoysia and Seashore Paspalum are being used more often to make courses look as green as possible. Paspalum, which is not a niche grass anymore, displays a very important characteristic that makes it suitable for our weather and location by being tolerant to salt water and shade. It also produces a tight lie, whereby the ball sits up high in the turf grass canopy, which often displays a bright green color.”

In the article titled “Another kind of Green,” Reporter Julio Soto writing in the 2009 Puerto Rico Golf Review, the Official Publication of the Puerto Rico Golf Association

“The new is better than the old on the SeaDwarf paspalum greens, which are smooth as silk and nearly plastic in their perfection.”

Lisa Allen, contributor to WorldGolf.com in a review of the newly renovated SeaDwarf® golf course at Pine Lake Country Club in Myrtle Beach, SC, published Monday, October 12, 2009



"My client base is different than most. They want their places to look like the Ritz Carlton and they're leaving it up to me to make that happen," Goodridge said.

To do that, he not only offers a full range of design, installation and maintenance services to his customers. He offers innovative turfgrasses for their lawns such as PristineFlora® Zoysia and UltimateFlora® Zoysia.

Goodridge said he's used fine-textured PristineFlora® Zoysia at many of his customer's oceanfront homes because of its salt tolerance. For other upscale residential lawns, he's planted medium-textured UltimateFlora® Zoysia because of its soft feel underfoot.

"A lot of my clients are looking for a more refined look which," Goodridge said, PristineFlora® Zoysia and UltimateFlora® Zoysia, "accomplishes versus St. Augustine."

Dealing with high-end homes, Goodridge said using grasses like UltimateFlora® Zoysia and PristineFlora® Zoysia "sets us apart... they put the finishing touch on the job."

AWARDS & HONORS

Environmental Turf Named Turf & Ornamental Company of the Year... Again!!!

For the second year in a row, Environmental Turf, Inc., was named Turf & Ornamental Company of the Year at the BoardRoom "Excellence in Achievement" Awards. ET President Stacie Zinn is featured on the cover of The Boardroom magazine's September/October 2009 issue along with winners in other categories.

ESPN's Jim Kelly, standing in front of Zinn in the cover photo, served as Master of Ceremonies at the awards ceremony and presented her with the crystal trophy.

"The focus for Environmental Turf last year was in helping to educate the golf and private club industry, including golf course architects, superintendents, managers and PGA Professionals at private clubs all over the world, about the innovative ways they can help the environment by grassing or regrassing their golf courses with low water use grasses such as SeaDwarf Seashore Paspalum," said Zinn. "Winning this award based on those efforts is

(Continued...)



Sept/Oct '09 issue of The Boardroom, ET President Stacie Zinn in red suit, photo by Bob Malone

Grasses from Environmental Turf

GOLF & SPORTS GRASSES

Premium SeaDwarf® Seashore Paspalum

- Only TRUE DWARF Paspalum
- Greens put true, virtually no grain
- Use tee-to-green
- Drought Tolerant
- Salt Tolerant
- Less Water
- Less Fertilizer
- Irrigate with varied water sources

Aloha® Seashore Paspalum

- Heals Fast
- Wear Tolerant Sports Fields
- Longer Roughs
- Deeper Green Color
- Drought Tolerant
- Salt Tolerant
- Less Water
- Less Fertilizer
- Irrigate with varied water sources

PristineFlora® Zoysia

- Shade Tolerant
- Golf tees, fairways, greens
- Croquet Lawns
- High-end lawns
- Less Water
- Chinch Bug Resistant

LAWN GRASSES

UltimateFlora® Zoysia

- Less Water
- Less Fertilizer
- Chinch Bug Resistant
- Soft Underfoot
- Luxurious Look & Feel

Hammock® Centipede

- Extremely Low Maintenance
- Less Mowing
- Less Fertilizer
- Less Water

DeltaShade® St. Augustine

- Shade Tolerant
- Cold Tolerant
- Semi-Dwarf



extremely gratifying. We're very honored to be chosen as the recipient of this award for the second year running."

BoardRoom magazine is the official publication of the Association of Private Clubs & Directors. BoardRoom's "Excellence in Achievement" Awards recognize both vendors and educators for their impact, achievements and contributions to the private club industry. All award entries are reviewed by an independent panel of industry experts representing various aspects of golf course and club operations. Winners are selected for overall excellence in their respective fields, innovation, vision for future growth and continued impact on private club operations.

Environmental Turf Wins 5 National Marketing Awards

Environmental Turf won five national marketing awards at the 20th Annual Turf and Ornamental Communicators Association (TOCA) award ceremony & conference held in Puerto Rico.

From a field of more than 400 entries from leading manufacturers, companies and public relations agencies in the green industry, Environmental Turf won a total of two First-place awards and three Merit awards. Of those, the company swept the "Writing for Electronic Newsletter" category, winning both the First-place and Merit trophies.

TOCA is comprised of editors, writers, publishers, photographers, public relations/advertising practitioners, industry association leaders and others involved in golf course maintenance and other green industry communications.



ET's 5 Awards, TOCA

GOING GREEN

Green Credits Logo Unveiled

UltimateFlora® Zoysia, a drought resistant grass developed by the University of Florida and marketed by Environmental Turf, was the first grass in Florida to meet Green Building standards. To further publicize the grasses' green credits eligibility, Environmental Turf unveiled a new version of the UltimateFlora® Zoysia logo incorporating the "Green Credits" message.

The grasses' environmentally friendly qualities helped it to earn the certification status. Environmentally friendly attributes of UltimateFlora® Zoysia include:

(Continued...)



About Us

WHO WE ARE, WHAT WE DO AT ENVIRONMENTAL TURF

Environmental Turf is an award-winning firm dedicated to the research, development, marketing and distribution of environmentally friendly warm-season turfgrasses.

Research, Development & Education

Environmental Turf funds research at universities and with private researchers all over the world to find and develop environmentally friendly grasses for use on lawns, golf courses and sports fields. Drought tolerance, the ability to be irrigated with non-potable water and low maintenance characteristics are what we look for in a new turf variety. Currently, Environmental Turf owns and/or has marketing rights to six turfgrass varieties that meet our strict environmentally friendly criteria.

The research doesn't stop in the development stage. Environmental Turf supports continuing research on our existing varieties. We also work to educate the industry and consumers about our grasses. Environmental Turf hosts educational seminars, offers speakers for interested groups and associations, as well as creates educational manuals and materials, such as our book, "Suggestions for the Care of Seashore Paspalum" that make using our grasses easier and more accessible.



- Less water required for irrigation
- Built-in mechanisms to withstand drought conditions
- Less fertilizer required
- Resists a major pest insect called the chinch bug

The green credits program is coordinated by the Florida Green Building Coalition. UltimateFlora® Zoysia's low water use attributes qualify for the certification under Category 2 for 'Water', part 16 for 'drought tolerant turf in the installed landscape'. Florida homeowners and homebuilders seeking Green Home Certification receive two certifying credits toward their whole house certification when they specify UltimateFlora® Zoysia for use in their lawn.

GOLF COURSE UPDATE

SeaDwarf® at Trump International in Puerto Rico

"I love this grass. The Tour players raved about SeaDwarf," said Dave Russell, superintendent at Trump International Golf Club in Puerto Rico. He made those comments a few months after his course was the site of the very first PGA Tour event held in Puerto Rico, the Puerto Rico Open hosted by Banco Popular.

"We had not one negative comment. In fact, (PGA Tour Player) Jay Delsing said 'we haven't seen greens this nice in 6 weeks' ... The SeaDwarf grew in so fast... We sprigged at the worst time of the year here to plant. It amazed us," Russell said.

The course also made an impression on the Puerto Rican golf industry. The Puerto Rico Golf Review, the Official Publication of the Puerto Rico Golf Association, recently named Trump International as The Club of the Year. Congratulations to Dave and his staff!!!

Take a video tour of Trump International: [Click Here](#)



Trump International Golf Club, Puerto Rico

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About Us

Licensed Producers

Environmental Turf is not a sod farm. Rather, Environmental Turf licenses experienced, high quality sod farms all over the world to grow our proprietary turfgrasses. We support our licensees with agronomic expertise and marketing programs that help them to succeed.

Marketing

Environmental Turf creates extensive marketing, advertising and publicity campaigns that educate and inform the industry and consumers about our environmentally friendly grasses. We attend numerous conventions and trade shows all over the world in order to meet with friends, colleagues and future customers face-to-face in order to spread the word about Our Mission.

Our Mission

We do all of this to make a positive impact on the planet. We bring turfgrasses to the marketplace that will help sustain the environment, reduce the amount of water used for turfgrass irrigation, and curb the amount of chemicals and fertilizers released into the ecosystem while also creating an esthetically pleasing landscape. We're proud of our company, our licensed producers and our wide network of friends whom we've helped or who have helped us along the way. We operate as a team, a family. If you'd like to join us, please give us a call or drop us an email today: info@environmentalturf.com or 863-452-6595.