



## In this Issue

In this issue of the quarterly Environmental Turf, Inc. newsletter you will find:

- Disney Chooses Two Environmental Turf Grasses
- SeaDwarf™ Settlement News
- ET Wins 6 National Awards
- UltimateFlora™ Chosen for Showcase Home
- Industry Insights
- Maintenance Tips for Hammock™ Centipede
- How to Book a Seminar for Your Group

## Testimonial

### Disney World Chooses Two Grasses From Environmental Turf

UltimateFlora™ Zoysia and DeltaShade™ St. Augustine, two new grasses from Environmental Turf, were selected for use at Walt Disney World's Wide World of Sports® complex in Orlando, Florida.

DeltaShade™ St. Augustine was installed at the main entrance to the 220-acre sport complex, located in the heart of Walt Disney World® Resort. DeltaShade™ is a semi-dwarf St. Augustinegrass that offers superior cold tolerance. Research conducted by the University of Florida also showed DeltaShade™ performed better in up to 70% shade in weekly quality shade scores than other leading St. Augustinegrasses.

UltimateFlora™ Zoysia was installed in a shaded area adjacent to the Town Green, a focal point of the Wide World of Sports® complex. Developed by the University of Florida, along with excellent shade tolerance UltimateFlora™ Zoysia has better color, fewer seed heads, a faster grow-in rate and a finer texture than other leading Zoysiagrasses.

B.H. Fraser of Quality Turf worked directly with Mitch Lucas, sportscape manager at Disney's Wide World of Sports, to specify UltimateFlora™ and DeltaShade™ for use at the Disney facility.

Fraser said both grasses have performed well at Walt Disney World, especially the UltimateFlora™ Zoysia.

"We're so satisfied with it," Fraser said, "we've got some more shade areas and we're thinking of putting in more Ultimate here at Disney."



B.H. Fraser



UltimateFlora™ Zoysia at Disney



DeltaShade™ St. Augustine at Disney

## Industry Insights

**"With paspalum, the big thing is the 'WOW' factor right now. It's a pretty grass. Members have seen this grass and that's what they want..."**

**"Paspalum in the winter time has much better color than bermudagrass..."**

**"Paspalum tolerates low light intensity better than bermudagrass..."**

**"Paspalum absolutely has a place and will be used more."**

John H. Foy  
Director, FL Region  
USGA Green Section

**"Seashore Paspalum is very nutrient efficient. Not much moves past it in terms of nutrients, specifically nitrogen."**

Dr. Robert Carrow  
Professor of Turfgrass Science  
University of Georgia

**"Nobody mowing lower than 1/8th-inch will have a strong root structure, unless you've got paspalum."**

Mr. Gary Grigg, CGCS, MG  
V.P./Agronomist  
Grigg Brothers

These expert opinions were voiced at the Spring Symposium, Everglades Chapter of the Golf Course Superintendents Association, held Thursday, April 6, 2006, in Naples, Florida.



## News

### Settlement Reached In Seadwarf™ Case

A settlement has been reached in the question of the patent, marketing and licensing rights to SeaDwarf™ Seashore Paspalum, the golf and sports turf industry's premium environmentally friendly and salt-tolerant turfgrass.

In a joint statement, Environmental Turf Inc., based in Fort Pierce, Florida, and SFR Holding Company Inc., based in Colorado, announced that the two companies have reached an agreement as to the patent, marketing and licensing rights to SeaDwarf™. The agreement seeks to clear up any confusion that might have existed in the marketplace. The agreement is significant in that SeaDwarf™ has become the go-to grass for warm-season golf courses and sports fields world-wide.

The dispute over the patent, marketing and licensing rights to SeaDwarf™ arose from a dispute among the original developers of SeaDwarf™ as to whom had the authority to license the grass and sell the right to SeaDwarf™ to a third party. SeaDwarf™ was developed by Stewart T. Bennett, Michael Depew and Paul Tillman. In the early days of SeaDwarf's development, Bennett, as president of the original company, granted a master domestic license and master worldwide license to Environmental Turf, while Depew and Tillman, as majority shareholders and the majority of the Board of Directors, sold SeaDwarf's patent and trademark to a precursor of SFR Holdings. Subsequently, a dispute arose among the stakeholders as to which company had the patent, marketing and licensing rights to SeaDwarf™.

The terms of the agreement, in summary, are as follows:

- SFR Holdings holds the trademark and the exclusive patent on SeaDwarf™ with Environmental Turf Inc. having all rights to the trademark and patent as the Master Licensor. SFR retains the rights to sublicense, propagate, distribute, market and sell SeaDwarf™ in Mexico. SFR is currently developing a network of licensed SeaDwarf™ sod producers in Mexico.
- Environmental Turf Inc. holds the exclusive patent rights and marketing rights as Master Licensor to sublicense sod growers to propagate, distribute,

(Continued...)



Tee-to-green SeaDwarf™ golf course at Tuscany Reserve



SeaDwarf™ at Old Palm

## Maintenance Tips For Hammock™ Centipede

- **Infrequent Mowing:** Hammock™ Centipede's vertical growth is so slow that it may be mowed as little as six times a year, with the majority of those mowings occurring in the summer. When mowing, it is important to remove no more than 1/3 of the leaf blade at one time.
- **Low Fertilization:** Hammock™ Centipede in general requires no more than 2 lbs. of nitrogen per 1,000 sq. ft. annually. At least 50% of the fertilizer should be in a slow-release form.
- **Low Irrigation:** Hammock™ Centipede is fairly drought tolerant. Although it should be maintained under irrigation, once the grass is established the University of Florida recommends that water need not be applied until the leaf blade folds up and begins to wilt.
- **Heat Tolerant:** Hammock™ Centipede was developed to be more heat tolerant than other leading Centipedegrasses. It is especially well-suited for use in South Florida, South Texas and the Caribbean.
- **Improved Color:** Hammock™ Centipede offers an improved deeper green color than other commercially available Centipedes.
- **University Tested:** Hammock™ Centipede was developed by the University of Florida.



market and sell SeaDwarf™ both domestically and internationally. This means that Environmental Turf is the central source and marketing company for SeaDwarf™ in the U.S. and worldwide, with SFR acting as the licensing agent for growers in Mexico in cooperation with Environmental Turf. The status of all sod producers currently licensed in the U.S. and internationally by Environmental Turf remains unchanged. Going forward, Environmental Turf will support SFR and all SeaDwarf™ producers in Mexico. Environmental Turf licensees may sell/import SeaDwarf™ into any country.

“We look forward to working with SFR in a relationship that will not only benefit both of our companies, but most importantly, all of our customers,” said Wiley McCall, CEO of Environmental Turf. “This settlement puts to rest any questions in the marketplace as to whom has the rights to market and license SeaDwarf™. Our customers can rest assured that their investments are secure and that they’ve purchased the highest-quality Seashore Paspalum grass out there from certified, approved sources.”

SFR Holdings principal Pat Butler agreed.

“We are eager to work together with Environmental Turf as proponents of SeaDwarf™, the most sought-after Seashore Paspalum turfgrass available on the market,” Butler said.



SeaDwarf™ soccer field at Miami Lakes

## Grasses from Environmental Turf

### Golf & Sports Grasses

- SeaDwarf™ Seashore Paspalum
- Aloha® Seashore Paspalum
- PristineFlora™ Zoysia

### Lawn Grasses

- UltimateFlora™ Zoysia
- Hammock™ Centipede
- DeltaShade™ St. Augustine

## Where to Buy SeaDwarf™

### Our Growers Ship World-Wide!

- South Carolina:** Modern Turf
- Georgia:** Phillip Jennings Turf, Pike Creek Turf, Lucks Sales Group
- Florida:** Emerald Island Turf
- California:** Am-Sod Inc.
- Hawaii:** Ali'i Turf

Call 772-460-5575 for more information.

## Awards & Honors

### Environmental Turf Wins 6 National Marketing Awards

Competing against the marketing campaigns of industry powerhouse corporations such as Syngenta, Bayer and John Deere, and out of more than 400 entries from across the United States, Environmental Turf was honored recently with six national awards during the 17th Annual Turf & Ornamental Communicators Association (TOCA) conference held in Napa, California.

Four of Environmental Turf's six awards were for First Place in their category.

Environmental Turf President Stacie Zinn, with Rich Redles and Krush Creative Group, picked up First Place awards for “Digital Design: Web Site Design” and “Electronic Publishing: Overall Company Web Design”



Stacie Zinn, president of Environmental Turf, holds all six awards at the TOCA event



for [www.environmentalturf.com](http://www.environmentalturf.com). Zinn also won a First Place award for "Writing for Company Web Site."

Zinn and Redles earned a First Place award for "Writing a Feature Article." The winning entry, titled "Sod in the Family," was an article that ran in Turf magazine about Am-Sod Inc., a California grower of Environmental Turf's premium SeaDwarf™ Seashore Paspalum turfgrass.

In addition, Environmental Turf won two Merit awards in the competition for "Writing for Electronic Newsletter" and for "Electronic Publishing: Overall Newsletter/Magazine Design" for Environmental Turf's October 2005 edition of E-Turf Update.

TOCA is composed of editors, writers, publishers, photographers, public relations/advertising practitioners, industry association leaders and others involved in green industry communications.



## 🕒 Schedule a Seminar

Environmental Turf provides FREE SEMINARS on Seashore Paspalum for companies and organizations. The presentation covers the evolution, uses, and maintenance practices of Seashore Paspalum. Highlights include the latest research and actual case studies of locations using the grass. Our Seminars are Accredited for CEUs by several national and regional organizations.

If you'd like to schedule a seminar for your group, organization or company, email Mike Vanatta, Vice President/ International Sales today at: [mike@environmentalturf.com](mailto:mike@environmentalturf.com).

## 🕒 Become a Licensed Grower

A limited number of licensing opportunities are available in select regions. If you are a quality sod grower interested in expanding your inventory with some of the world's finest new environmentally friendly varieties, we'd like to speak with you. Please call us directly at: (772) 460-5575 or drop us an email at: [info@environmentalturf.com](mailto:info@environmentalturf.com).

## Showcase

### UltimateFlora™ Zoysia Chosen As Showcase Home Lawn

At this year's New Southern Home, the showcase home constructed as part of the 28th Annual Southeast Building Conference to be held in Orlando, Florida, not all of the home's innovations are in construction or design. In fact, one of the biggest innovations in the home isn't in the home at all. It's in the lawn.

UltimateFlora™ Zoysia, a new and improved environmentally friendly turfgrass from Environmental Turf Inc., has been selected as the lawn for The New Southern Home 2006. Developed by turf breeders at the University of Florida, the grass delivers a lush green color, a medium texture and a soft feel underfoot. It has a much improved appearance over coarse-textured grasses such as St. Augustine.

The benefits of this grass extend not just to its good looks but also to its environmentally friendly characteristics.

UltimateFlora™ Zoysia was developed by the University as an environmentally friendly alternative to the more common varieties of St. Augustine grass often found in southern lawns. UltimateFlora™ Zoysia requires less water and less fertilizer. In addition, UltimateFlora™

(Continued...)





Zoysia is resistant to the chinch bug insect, a common pest that attacks and destroys St. Augustine lawns.

When compared to St. Augustine grass in University tests, UltimateFlora™ Zoysia ranks “better” for drought resistance and “better” for water use efficiency. It also has “better” shade tolerance, “better” wear tolerance and requires less water for irrigation than St. Augustine grass.

University of Florida tests also compared UltimateFlora™ Zoysia to other existing Zoysiagrass lawn varieties. Those tests revealed that UltimateFlora™ Zoysia has better color, fewer seed heads and a finer, more desirable leaf texture than Meyer and Empire Zoysia varieties.

The New Southern Home program began in 1998 to celebrate innovative and creative architecture, building and design. Various ‘cutting-edge’ national companies are joining forces to display the latest technology and ‘must-have’ products in the showcase home. The 2006 home is currently under construction by MWA builders at Stevens Plantation near Orlando in St. Cloud, Florida.

When the home opens during the Southeast Building Conference, 15,000-plus delegates are expected to attend the convention and tour the home. Another 20,000 people are expected to tour the home once it opens to the general public.

The home will be on display at the 28th Annual SEBC at the Orange County Convention Center August 3-5, 2006. The New Southern Home opens for public viewing beginning August 6, 2006.

UltimateFlora™ Zoysia is available through Environmental Turf Inc. and the company’s network of licensed sod producers.



## FREE Book Offer

Yes, you can get a FREE copy of the book “Suggestions for the Care of Seashore Paspalum.”

How?

A) Request a FREE copy be mailed to you. Just call us at 772-460-5575 or email us at [info@environmentalturf.com](mailto:info@environmentalturf.com). Be sure to provide your name, address, plus phone or email. We’ll ship it right out, FREE of charge.

Or

B) Download a FREE copy direct from our website. You can download it at: [www.environmentalturf.com/maintenance.html](http://www.environmentalturf.com/maintenance.html).

IT’S THAT EASY.

## Contact Us: Environmental Turf, Inc.



**Environmental Turf**

[info@environmentalturf.com](mailto:info@environmentalturf.com)

Phone: (772) 460-5575 • Fax: (772) 465-0659

P.O. Box 12369, Fort Pierce, FL 34981-2369