

2 A Message From
Your President

2 OLCA Legislative
Update

6 OLCA Summer
Seminars Were a Success

12 Late-Summer Turf
Establishment

FALL 2013



OLCA
OHIO LAWN CARE ASSOCIATION
Improving the environment through better lawn care

NEWS

OLCA ANNUAL MEETING DECEMBER 3, 2013 AT THE COLUMBUS CONVENTION CENTER

MARK YOUR CALENDAR!

NOVEMBER 9

A Grateful Embrace
Dayton National
Veterans Cemetery
Dayton, OH

Ohio Western Reserve Cemetery
Rittman, OH

DECEMBER 3

OLCA Annual Meeting Greater
Columbus Convention Center
Columbus, OH

The Ohio Lawn Care Association (OLCA) Annual Meeting will take place on Tuesday, December 3 at the Greater Columbus Convention Center, 400 North High Street, Columbus, OH 43215 in conjunction with the Ohio Turfgrass Foundation (OTF) Conference & Show.

OLCA will hold its Annual Meeting from 11:30 am – 1:00 pm and will include lunch, the Annual Business Meeting, Board of Directors elections, and Special Recognition Awards. The Ohio Lawn Care Applicator of the Year Award will be presented. Plus, research grants and scholarships will also be presented during the meeting.

Invitations to the Annual Meeting Event have been mailed. If you have any questions or to register, please contact OLCA at 800-510-5296. You can also register online at www.OhioLawnCare.org.

A GRATEFUL EMBRACE

On November 9, members of OLCA, ONLA and OTF will participate in the annual community service of beautifying the hallowed grounds at the Dayton National Veterans Cemetery in Dayton and the Ohio Western Reserve Cemetery in Rittman. Contact Lori Landry at llandry@offinger.com if you would like to participate.

A MESSAGE FROM YOUR PRESIDENT

..... By Matt Ellis, GrassMaster, Inc.



What a wonderful summer it has been. Most of the folks that I talked to were able to stay very busy this summer. We had some challenges with weather early in the season, but for the most part the mild temperatures gave us a lot of production days. I hope everyone was successful in growing their businesses and adding talent to their production roles.

At OLCA, we also had a very productive summer. We were able to put together two fantastic summer seminars that were well attended.

We were also very happy to get some help at the helm. Mark Bennett, our new Executive Director has stepped up and has begun to help lead our organization on a daily basis.

One of the focuses of our Board this year has been benefits for our membership. We are in the process of using your feedback to make our programs more relevant and our discount programs more competitive. We know that we need to continue to evolve to keep up with the demands of our industry. We want to be a tremendous asset to your businesses. We are committed to that.

Our Board is open to all. If you love what you do and want to get involved with other lawn care professionals, please consider joining us. We have Board Members who have served this organization well for many years, but we also appreciate new perspectives and ideas. If it is something you have thought about and are interested in more information, please call Mark Bennett at the OLCA office at 800-510-5296.

OLCA EXECUTIVE DIRECTOR

..... Mark Bennett, CAE, IOM

I am thrilled to be the new Executive Director for the Ohio Lawn Care Association (OLCA). Even though I have only been on board a few months, I have been working closely with the OLCA Board to strengthen the value the association provides its members. We will continue to explore ways to strengthen your lawn care business.

We have conducted surveys of both OLCA members and non members to gauge what their largest challenges were within their businesses. The Board will continue to discuss the results when they hold a retreat in January to discuss how to better serve the membership and the Ohio lawn care industry.

If you have not visited the OLCA website lately, I encourage you to go to www.OhioLawnCare.org. We've redesigned a number of the pages (and will be continuing the redesign over the next few months) to make it easier for you to navigate.

I invite you take advantage of all of the great benefits OLCA has to offer its members. Did you know that the average OLCA member saves \$2,540 annually on its workers compensation premium? That's a more than \$20 return on investment for every dollar you spend on OLCA membership dues. OLCA offers its members additional discounts on lead generation, plant/pest diagnostics and soil sample analysis. Visit the website or call the office for additional information on any of these member benefits.

I hope you will join us for the Grateful Embrace on Saturday, November 9. Since 1994, OLCA through its generous membership has devoted countless hours and materials to the task of beautifying the hallowed grounds at the Dayton National Veterans Cemetery in Dayton. In 2011, with the help of ONLA, OLCA added the Ohio Western Reserve Cemetery in Rittman. Please contact the OLCA office if you are interested in helping us this year.

If you have any questions or comments, please feel free to contact me at 800-510-5296 x 3187 or mbennett@offinger.com.

OLCA LEGISLATIVE UPDATE

..... By Belinda Jones

You may recall that one of our key issue briefs used during "Green Industry Day at the State House" was our support for HB 5, municipal income tax reform as sponsored by Rep. Cheryl Grossman (R-Grove City). Under the leadership of the Ohio Association of Certified Public Accountants, along with employers of over 350,000 employees in Ohio, formed the Coalition for Municipal Tax Reform, OLCA has been engaged in coalition meetings and conference calls, etc... Since its introduction, HB 5 has been the target of focused opposition from the Ohio Municipal League (OML) who has concerns that any change to the current structure may result in less revenue for the cities. As such, the coalition has been engaged in NUMEROUS interested party meetings, stakeholder negotiations and meetings with legislators.

The bill has been pending in the Ohio House Ways and Means Committee which is chaired by Rep. Peter Beck (R-Mason). At deadline for this article, we are awaiting yet another new draft of the bill as being proposed by Chairman Beck. Rep. Grossman remains "optimistic" that the bill will ultimately pass out of committee and the full House; however, she is reserving the right to make finite predictions until she sees the newest proposal from Rep. Beck. Meanwhile, in a recent public forum, Ohio House Speaker Batchelder (R-Medina) referenced HB 5 as one of the key issues that the House is likely to address before the Christmas break.

As you know, the passage of HB 5 would not mean lower taxes but would mean less of an administrative burden for Ohio businesses that operate across city lines. Cross your fingers and toes and stay tuned!

Continued on page 3

Continued from page 2

“STATE OF THE STATE”

With the Republican Party controlling the Governor’s office, the Ohio House, the Ohio Senate and all statewide offices, one would assume that agreements are fast, frequent and fluent; however, that assumption would be wrong. Although the state house (“capitol square”) is not quite as contentious as “capitol hill” (Congress), there is certainly not harmony in the halls.

Medicaid Expansion

One of the greatest divides centers around Governor Kasich’s desire to expand Medicaid. The Administration touts substantive Medicaid reforms under Kasich’s leadership. Demonstrative reforms such as improvements in quality and efficiency make Ohio poised for expansion. The Administration states that extending coverage to more Ohioans will help keep Ohioans working in jobs, put Ohio’s federal taxes to work and create a ladder up and out of public assistance for low-income residents. To ignore the opportunity for expansion is equivalent to turning down about \$1.6 billion in federal funds and a loss of savings at an estimated at \$1.8 - \$1.9 billion for the period of 2014–2022.

However, the “far right” in the Ohio House and the Ohio Senate are disdain to avail Ohio of anything (dollars or programs) resulting from the Affordable Care Act (“Obamacare”). The General Assembly skinned all Medicaid Expansion language from the budget and has

failed to act on any form of enabling legislation in the alternative. Not wanting to thumb Ohio’s nose at the federal savings and draw down, Gov. Kasich has not given up. At deadline for this article, Gov. Kasich has put the question before the seven member bi-partisan Controlling Board. Pundits are guessing that Controlling Board will pass the measure, much to the chagrin of the far right.

Speaker Succession

Meanwhile, tied up in all of the rancor is an undercurrent of posturing relative to the successor to Speaker Batchelder who is term-limited in 2014. The chess pieces keep moving but at deadline for this article, the two leading contenders are: Rep. Ron Amstutz (R; Wooster) (<http://www.gongwer-oh.com/programming/bio.cfm?nameid=5702&locid=2>) and Rep. Cliff Rosenberger (R; Clarksville) <http://www.gongwer-oh.com/programming/bio.cfm?nameid=133602&locid=2>. Both Amstutz and Rosenberger are working hard to amass a majority of House Republicans to commit to their team. Coincidentally, both Amstutz and Rosenberger also serve on the Controlling Board (see above). There is wide speculation that Speaker Batchelder may replace both members on Controlling Board to keep them from having to make a choice between their Governor and the far right members of their caucus.

In sum, even with one party dominance, all is not well on the state house front. If you want more “scoop” on the Statehouse, contact me at: bjones@capitol-consulting.net

OTHER BILLS WE ARE WATCHING ON YOUR BEHALF:

- HB 140 RESIDENTIAL CONSTRUCTION (Patmon, B.)** To require licensure of residential construction contractors and to create the Residential Builders’ and Maintenance and Alteration Contractors’ Licensing Board to regulate the licensure and performance of residential construction contractors.
Committee Hearing in House (5/8/2013)
Bill Analysis: <http://www.lsc.state.oh.us/analyses130/h0140-i-130.pdf>
- HB 143 BWC PREMIUM RATES (DeVitis, T, Butler, J.)** To require the Administrator of Workers’ Compensation to include in the notice of premium rate that is applicable to an employer for an upcoming policy year the mathematical equation used by the Administrator to determine the employer’s premium rate.
Committee Hearing in House (5/14/2013)
Bill Analysis: <http://www.lsc.state.oh.us/analyses130/h0143-i-130.pdf>
- HB 190 PREVAILING WAGE (Hood, R.)** To increase the threshold to trigger the requirement that prevailing wage be paid for work on vertical public improvement projects and to allow political subdivisions and state institutions of higher education to elect whether to be subject to the Prevailing Wage Law for a public improvement project.
Committee Hearing in House (6/26/2013)
Bill Analysis: <http://www.lsc.state.oh.us/analyses130/h0143-i-130.pdf>
- SB 68 ARCHITECTS LAW (Schaffer, T.)** To eliminate the process for reinstatement of certificates issued by the Architects Board, to allow the Architects Board to deny renewal of, revoke, or suspend certificates issued by the Architects Board without an adjudication hearing when such a hearing is not requested, and to make changes related to the laws governing landscape architects.
Referred in House (6/25/2013)
Bill Analysis: <http://www.lsc.state.oh.us/analyses130/s0068-i-130.pdf>
- SB 78 SPECIALTY CONSTRUCTION (Hughes, J.)** To make changes to the law regulating specialty construction contractors.
Committee Hearing in Senate (6/18/2013; Commerce & Labor)
Bill Analysis: There are no bill analyses available for this bill.
- SB 150 AGRICULTURAL NUTRIENT MANAGEMENT (Hite, C.)** To revise the law governing the abatement of agricultural pollution, to require a person that applies fertilizer for the purposes of agricultural production to be certified to do so by the Director of Agriculture, to provide for an agricultural pesticide-use category on commercial and private pesticide applicator licenses, and to make other changes to the Agricultural Additives, Lime, and Fertilizer Law.
Referred in Senate (6/26/2013; Agriculture)
Bill Analysis: There are no bill analyses available for this bill.

Continued on page 4

OHIO LAWN CARE APPLICATOR OF THE YEAR AWARD

This award will convey and illustrate the mission statement of OLCA and serve the mission of the organization:

“Improving the environment through better lawn care”

Past Recipients include:

2012 – Matt Tyler
Grass Master, Inc., Canal Fulton, OH

2010 – Matt Kingrey
Ever-Green Turf and Landscaping, Troy, OH

2011 – Robert Sobe
Brookside Lawn Services, Inc., Medina, OH

2009 – Christopher Guerra
Highpoint Lawn Service, Stow, OH

OLCA represents nearly 450 professional lawn care companies throughout Ohio, and its mission is demonstrated every day by its members.

Applications will be accepted until November 11, 2013, and the winner will be announced by email prior to the December 3 Ohio Lawn Care Association Annual Meeting.

To apply, you must be a member company of the association, and may only nominate one employee per company. Applicators may only be nominated by a company owner, manager or supervisor. Nominees must have proof of a state of Ohio license with a minimum of 2 years experience. Applications must be received in the OLCA office before November 11.

To submit your nomination, please complete and return the application on page 5. Applications are also available online at www.OhioLawnCare.org or by calling 1-800-510-5296.

OLCA LEGISLATIVE UPDATE

Continued from page 3

With respect to SB 150, this article does not afford space for the finer details but there are two main proposed silos of change in the bill: 1) changes in the ODA law that would, among other provisions, establish a certification program (that would be folded into the pesticide education/licensing program); and, 2) rulemaking authority for ODNR to encourage and in some cases require nutrient management plans in certain watersheds. In general, the bill affects only production agriculture. Restated: as of now, the proposal would not affect landscape and lawn care; however, it is anticipated that down the road, education programs may

include all applicators.

While the bill is a product of input from dozens of stakeholders, SB 150 is far from an “agreed to” measure. Certain commodity groups, including the Ohio Farm Bureau are still grappling with the possible changes.

One thing is certain, this is an important issue for Governor Kasich. The Directors of the tri-agencies have made it clear that “doing nothing” is not an option. As such, hearings are expected in the near future.

IT'S GOOD BUSINESS TO DO BUSINESS WITH OLCA SPONSORS

OLCA offers great annual sponsorship packages to supplier members who are interested in constant visibility while supporting Ohio's lawn care operators. The various levels of sponsorship include promotion in OLCA publications, events, and website throughout the year. Their sponsorship dollars enable OLCA to offer programs at affordable prices to its members. Members are encouraged to support the sponsors who support the organization.

OLCA thanks the following 2013 sponsors:

BRONZE SPONSORS



If you are interested in becoming an OLCA sponsor, please contact headquarters at 800-510-5296.
It's good to do business with businesses that support your industry!



Ohio Lawn Care Applicator of the Year Nomination Form

Mail your completed nomination form and required documentation by November 11, 2013 to:
OLCA Applicator of the Year • 1100-H Brandywine Blvd • Zanesville, OH 43701 • Fax: 740-452-2552

Rules and Regulations:

- Must be a member company of OLCA
- Must be recommended by company owner, manager or supervisor
- Can only win the award one time
- 1 employee submission per company
- Must have proof of State of Ohio License
- Minimum 2 years experience

Nominated By:

Company Name, Person and Title _____

Company Address _____

Company Phone _____

Applicators Name, Years of Experience _____

Applicators License _____

Describe why you think this person deserves the honor and recognition from his/her peers as Ohio Applicator of the Year?

(Leadership, Customer Relations, Knowledge of Job, Job Performance, Problem Solving)

Attach any customer letters if available.

OLCA SUMMER SEMINARS WERE A SUCCESS

OLCA held the 11th Annual Northeast Ohio Lawn Care Seminar and CEO Forum on June 20 at The Ohio State University/OARDC Fisher Auditorium in Wooster with ninety-two attendees receiving two credit hours in Category 8; .5 credit hours in Category 10A and .5 credit hours in Category 6A.

The 19th Annual Ohio Lawn Care Outdoor Summer Seminar was held on August 8 at The Ohio Turfgrass Foundation Research & Education Facility in Columbus with more than 160 attendees earning five credit hours for Commercial Re-Certification Training consisting of one hour of Core credits and ½ in each category; in addition to three credit hours in Private Re-Certification Training consisting of one hour of Core credit.

These events were sponsored by Agrium Advanced Technologies Direct Solutions, CareWorks, Environmental Horticultural Services (EHS), Nufarm and Syngenta. Thank you for your continued support!

11th Annual Northeast Ohio Lawn Care Seminar and CEO Forum, June 20.



19th Annual Ohio Lawn Care Outdoor Summer Seminar, August.



2013 OLCA SCHOLARSHIP APPLICATION

OLCA is committed to serving lawn care professionals by educating, promoting, protecting our environment and the lawn care industry. One of the best ways to foster this commitment is by providing scholarships to students pursuing a career in the green industry. OLCA will award \$2000 in scholarships to highly-deserving students around Ohio.

OLCA members are asked to recommend any of their student employees, interns, friends, or family who are qualified. The deadline to apply for a 2013 scholarship is November 1, 2013.

2013 OHIO LAWN CARE ASSOCIATION SCHOLARSHIP APPLICATION



Name _____

Social Security Number _____ Birth Date _____

Home Address _____

Phone Number _____

Local Mailing Address _____

Local Phone Number _____ E- mail address _____ @ _____

University or College _____

Curricula: Science Agriculture Industry

Class (beginning of current quarter):
 Freshman Sophomore
 Junior Senior

Hours completed: _____

Academic Record (you must include a copy of an official transcript or most recent grade report):

Accumulative point-hour ratio:
All Subjects: _____ Major: _____

All Subjects for the last two quarters: _____

ACTIVITIES

Membership and committee work in student organizations: _____

Offices held: _____

Other student activities: _____

BIOGRAPHICAL SKETCH

Work Experience (list chronologically; attach separate sheet if necessary): _____

Please state personal and educational objectives for your future: _____

Indicate other assistance and/or scholarships received: _____

I PLEDGE THAT THE ABOVE STATEMENTS AND INFORMATION IS TRUE TO THE BEST OF MY KNOWLEDGE.

Signature of Parent or Guardian

Signature of Candidate

PLEASE NOTE: RETURN APPLICATION ON OR BEFORE FRIDAY, NOVEMBER 1, 2013. ALL 2013 OLCA SCHOLARSHIP RECIPIENTS SHOULD PLAN TO ATTEND THE OLCA ANNUAL MEETING.

Return to: OLCA Scholarship Committee
1100-H Brandywine Blvd.
Zanesville OH 43701-7303
Fax: 740-452-2552
Phone: 800-510-5296

BWC GROUP RATING ACCOUNTABILITY LETTER AND ANNOUNCES MANDATORY GROUP SPONSOR TRAINING DATES

Each year Ohio employers have the opportunity to participate in BWC's Group-Experience-Rating Program or Group-Retrospective-Rating Program. While these programs are not required, they do provide you with an opportunity to significantly reduce your workers' compensation premiums, while increasing your awareness of safety and risk-management strategies.

Workplace safety is an important component of these programs. To succeed in accident prevention, we encourage you to use the many resources available to you. We believe a group-rating program is a partnership that includes you and your employees, your sponsoring organization or third-party administrator (TPA) and BWC. Each has specific roles and responsibilities, all designed to assist in preventing workplace accidents. This letter outlines the safety services expectations you should have as an employer enrolled in a group-rating program.

The employer will:

- Maintain a safe workplace;
- Attend safety training to enhance workplace safety;
- Use BWC's safety services as needed;
- Fulfill the required two-hour training requirement and provide proof of attendance to sponsor for claim(s) occurring within the last year.

The certified primary and affiliated sponsoring organizations will:

- Sponsor eight hours of safety training (this may be done at one time or may be provided incrementally as long as the total is at least eight hours);
- Provide information regarding safety resources to group members;
- Possibly assist an employer in achieving its safety needs;
- Manage employer fulfillment of the two-hour training requirement, where applicable;
- Publish this letter to group members.

The TPA may:

- Assist sponsoring organizations with fulfilling the group-rating safety requirements;
- Assist an employer with its safety needs;
- Work in conjunction with sponsors to develop safety training and deliver safety resources;
- Provide resources for claims handling.

BWC will:

- Monitor all group-rating safety activities to confirm requirements are met;
- Remain in communication with sponsoring organizations to provide recommendations for fulfilling safety requirements;
- Provide safety training through Ohio's Center for Occupational Safety & Health;
- Offer on-site safety consultation (hazard assessments, air and noise monitoring, ergonomics evaluation, training) by a BWC safety

professional;

- Offer publications and videos for safety program support;
- Conduct employer visits to confirm the employer is meeting group-rating requirements, when appropriate.

The goal of this collaborative effort is to make sure all your safety needs are met. Using these resources will assist you in preventing accidents, reducing claims costs and achieving the highest discounts possible. Below you'll find contact information for various resources.

Group sponsor: OLCA

TPA: CareWorks Consultants

BWC: <http://www.ohiobwc.com/employer/services/safetyhygiene.asp>, groupratingsafety@bwc.state.oh.us

BWC 2013 Group Rating Annual Safety Training

As a group-experience or group-retrospective rating program sponsor for the January 1, 2013 public rating year or July 1, 2013 private rating year, your organization is required to attend annual training as per OAC 4123-17-68.

You may select the one training date most convenient to you. The training will be presented from the BWC Auditorium at 30 W. Spring Street in Columbus (2:00 to 4:00 pm) and broadcast to BWC service offices in Canton, Garfield Heights, Governor's Hill, Toledo, Lima, Mansfield, Youngstown, Cambridge, Dayton and Portsmouth.

Training dates are:

- Monday, November 4, 2013

There will be no make-up training dates. Failure to attend one of these two training dates may result in sponsor decertification. Please make every effort to have a staff or board member in attendance to represent your organization.

Advanced registration is requested. Questions regarding the training may be directed to safetygrouprating@bwc.state.oh.us.

To register:

1. Go to <https://www.bwclearningcenter.com>.
2. Enter your Login ID and Password**, Click Log In.
3. Click here for Course Catalog.
4. Enter keyword 'Group 2012' for your desired training date and location and Click Search.
5. Click the course title in which you would like to enroll.
6. Click the location for the date you wish to attend.
7. Click Enroll.
8. Mouse up and click on Home to return to your Homepage

Continued on page 10

Continued from page 9

First-time users**:

1. Select Create New Account at the bottom of the Learning Center homepage.
2. Enter a login id and password, then confirm password.
3. Add email address.
4. Click Create, and then return to registration instructions above.

For assistance with registering please contact BWC at 1-800-OHIOBWC. If you any have further questions please contact your CareWorks Consultants Program Manager toll-free at, 1-800-837-3200.

THE BENEFITS OF OLCA MEMBERSHIP

- **Home Advisor**

With 7 million consumers generating highly targeted leads every five seconds, HomeAdvisor is one of the most powerful lead generation tools around. Since 1998, HomeAdvisor has been helping home improvement professionals generate new business by delivering highly targeted, real-time leads. Combine that with the expertise and resources of HomeAdvisor's industry-leading service marketing department and you've got an ally that will put your business in front of the consumers who will help you achieve the results you demand.

- **Workers' Compensation Group Rating Program**

CareWorks Consultants Inc. (CCI) is proud to be the administrator of the Ohio Lawn Care Association workers' compensation program. The association's group participants are projected to **save over \$350,000** in 2012 due to program stability and comprehensive quality services.

- **Discount Pricing on Pest Evaluation and Suppression Techniques (P.E.S.T.) Newsletter through the Ohio Nursery & Landscape Association**

- **Fleet Fuel Program**

• No Monthly Fees • Driver Convenience • Volume Rebate Program • Individual Limits
• Detailed Reporting • Added Security • Online • Fleet Maintenance • Free Access to SuperFleet® Manager Online

- **Plant/Pest Diagnostics**

OLCA members receive free diagnostic services (limit 3 per company per year) at the C. Wayne Ellett Plant & Pest Diagnostic Clinic, a leading diagnostic service at The Ohio State University, with state-of-the-art diagnostic skills, testing and procedures.

- **Legislative Representation**

Ohio lawn care operators are represented at the Ohio Statehouse by Capitol Consulting Group - protecting our industry from harmful legislation.

- **Applicator/Technician Training Programs**

Educational programs specifically geared to lawn and landscape

professionals are offered year-round throughout the state. ODA Pesticide Applicators License Re-Certification credit is available.

- **Newsletter and Website**

OLCA keeps you informed about the industry on a state and national level. News regarding environmental regulations, legislation, research, cultural practices, business operations, safety, and green industry news and events are covered in our newsletter.

- **Research**

OLCA recommends and provides funding support for research specific to the lawn care industry. This information is shared at educational events, in the newsletter and on the website. Grants are provided to universities, community colleges and technical schools throughout the state for special projects, research and educational programs benefiting the lawn care industry.

- **Scholarships**

OLCA offers an annual Scholarship Fund. This financial aid is awarded to qualifying children of OLCA members and/or outstanding Ohio students who desire a career in the green industry. More than \$2000 is awarded each year to students around Ohio.

- **Marketing Materials**

Members who order marketing and print promotional materials from Focal Point Communications, receive up to 10% discounts.

- **Soil Sampling**

Through an arrangement with CLC LABS, OLCA members receive 10% discounts on soil samples.

- **Safety Manual**

All members of the OLCA Workers Compensation Group Rating Program receive a complete safety manual at no charge. Members not in the group may purchase a safety manual for just \$149.99 (normally \$300!). RiskControl360 also offers safety training events, risk management assessments and unlimited telephonic consultations.

- **Discounts at Industry Events**

OLCA members pay less when registering for OLCA events, including field days and training sessions.

CALENDAR OF EVENTS

November 1 Scholarship Application Deadline

November 9 A Grateful Embrace, *Dayton National Cemetery, Dayton and Ohio*
Western Reserve National Cemetery, Rittman

November 11 OLCA Applicator of the Year

December 3 OLCA Annual Meeting, *Greater Columbus Convention Center, Columbus, Ohio*



Ohio Lawn Care Association 2014 Sponsorship Program

Company Name _____

Main Contact: Name _____

Gold Level Sponsorship - PRICE = \$1,200 (total value = \$1755+)

Includes:

- Full Page Ad (black & white or color) in 2 newsletters (\$300 value)
- 3-5 minutes upfront face time with attendees at both field days and annual meeting to promote company and new products.
- Event Sponsor of 2 Field Days. Sponsorship includes logo placement on promotional materials, signage, handouts and equipment/product display space (\$600 value)
- Main Sponsor for podcast.
- Complimentary Registration to 2 Summer Seminars (\$80 value)
- Annual Meeting Sponsor – Includes table display space (\$125 value)
- Website logo and link to sponsor site (\$500+)
- Constant visibility in front of 500+ members (priceless!)
- One-year Supplier Membership (\$150)

Silver Level Sponsorship - PRICE = \$900 (total value = \$1605+)

Includes:

- Half Page Ad (black & white or color) in 2 newsletters (\$150 value)
- Event Sponsor of 2 Field Days. Sponsorship includes logo placement on promotional materials, signage, handouts, 5 minutes to talk about your product at lunch and equipment demonstration space (\$600 value)
- Complimentary Registration to 2 Summer Seminars (\$80 value)
- Annual Meeting Sponsors – Includes table display space (\$125 value)
- Website logo and link to sponsor site (\$500+)
- Constant visibility in front of 500+ members (priceless!)
- One-year Supplier Membership (\$150)

Bronze Level Sponsorship - PRICE = \$500 (total value = \$1405+)

Includes:

- Event Sponsor of 2 Field Days. Sponsorship includes logo placement on promotional materials, signage, handouts, 5 minutes to talk about your product at lunch and equipment demonstration space (\$600 value)
- Annual Meeting Sponsors – Includes table display space (\$125 value)
- Website logo and link to sponsor site (\$500+)
- Constant visibility in front of 500+ members (priceless!)
- One-year Supplier Membership (\$150)

To confirm your participation as a 2014 OLCA sponsor, please check the appropriate box above and return to:

OLCA
1100-H Brandywine Blvd
Zanesville, OH 43701
Fax: 740-452-2552 Phone: 800-510-5296
www.OhioLawnCare.org

PAYMENT:

- Check (make check payable to OLCA)
 American Express Discover MasterCard VISA
All payments in US funds drawn on US banks. \$25 fee charged for returned checks.

Credit Card Account # _____

Exp. Date _____ Security Code _____ Amt to be charged \$ _____

Cardholder's Name (Print) _____

Billing Address _____

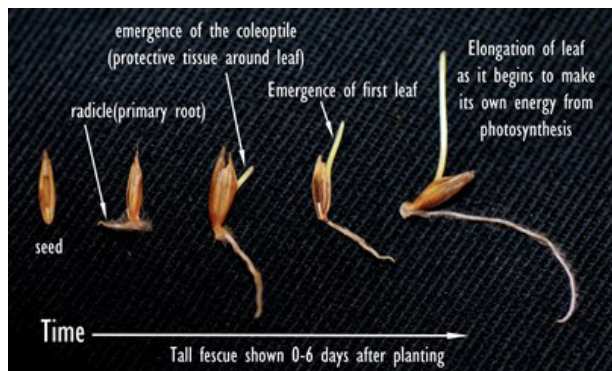
City _____ State _____ Zip _____

Authorized Signature _____

OFFICE USE ONLY	
Rcvd.	_____
Amt.	_____
Ck #	_____
Ackd.	_____

LATE-SUMMER TURF ESTABLISHMENT STRATEGIES FOR SEED SELECTION, WATERING, FERTILIZATION AND POST-GERMINATION CARE

The following article was written by Aaron Patton, Ph.D., Associate Professor/Turfgrass Extension Specialist with Purdue University, Department of Agronomy



Pictured is the order of the germination process are a newly planted seed, a seed with the radicle emerging, the coleoptile emerging, the leaf emerging through the coleoptile, and the leaf and root elongating. *Photos courtesy of Dr. Aaron Patton.*

For northern turf and overseeded areas in the southern United States, late summer/early fall is the most opportune time for seeding cool-season turfgrasses. Whether you're improving a thin stand of turf, seeding into bare ground, or (assuming you're managing warm-season lawns) overseeding bermudagrass many of the establishment principles are the same. However, to ensure successful establishment, you must first understand what and when to seed and how to care for the seeds after planting. Following proper establishment procedures lays the groundwork for producing a healthy turf for many years to come.

There are many species of turf commonly used for lawns, sports fields, parks and golf courses. Each species has its strengths and weaknesses and no one grass is perfect for all locations. As such, it can be difficult to determine which turf species is right for your application. However, choosing the right grass species (or mixture of species), along with an improved cultivar (variety), significantly impacts the future performance and maintenance of your turf.

Various resources can help you make this decision. State extension publications at land grant university websites contain recommendations on specific turf species. Cultivar (variety) selection can be trickier as there are so many cultivars. University research reports, National Turfgrass Evaluation Program data (<http://www.ntep.org>), as well as the Turfgrass Water Conservation Alliance website (<http://www.tgwca.org/qualified>) are just some of the locations where you can find the latest information on cultivar performance. The good news is that most companies that sell professional turf products carry many of these improved cultivars.

In addition to choosing improved cultivars, it's wise to plant a seed blend or a seed mixture rather than a single cultivar to take advantage of the unique performance of different cultivars and species. Each

species and each cultivar has its own unique strengths and weaknesses. A seed blend is when several cultivars of the same species are combined together to enhance the performance of the turf (i.e. improved disease, drought or heat resistance or improved color, texture, density, etc.). A mixture is when two or more species are mixed together in a seed lot to take advantage of the different growth characteristics of each species.



A close-up of a straw erosion blanket is shown here. This and many other types of erosion blankets reduce erosion and increase soil temperature and moisture which favors establishment.

Planting blends or mixtures is advisable to improve the overall performance of the turf.

When to seed

The best time to seed a cool-season lawn is in the late summer to early fall. Adequate soil moisture, soil warmth and limited weed pressure allow for excellent seedling growth. The seeding window extending from August 15 to September 15 is the best time for seeding cool-season turf in the northern-half of the United States. Seed as early as possible within this window. Waiting even a week later into the fall to seed may mean the turf will take two more weeks to mature as germination and subsequent growth slows later in the season as temperatures cool.

The second best time to seed turf is as a dormant seeding. Dormant seeding is the practice of planting seed when soil temperatures are below the normal range needed for germination. Depending on your location, dormant seeding can be done as early as Thanksgiving and as late as March. The benefit of dormant seeding is that as the soil freezes and thaws during winter, crevices are created for the seeds, which provide ideal germination conditions, and moisture is plentiful in late winter and early spring to enhance germination. Additionally, dormant seeding is easier to schedule than spring seeding, because spring rains make it difficult to seed.

Continued on page 13

Continued from page 11

Spring and summer seeding

Seeding in spring is difficult and often unsuccessful with slowly germinating turf species like Kentucky bluegrass. If a spring seeding is necessary, consider doing it before the ground thaws from winter. If you can't seed until late April or May, you'll need to seed with one of the faster germinating turf species such as tall fescue to be successful. Kentucky bluegrass planted in the spring almost always fails due to its slower establishment rate and competition from weeds.

Avoid summer seeding if possible. Areas seeded in summer will succumb to heat and drought stress because of the limited root system of the turf seedlings. Additionally, seedling turf will be out-competed by summer annual weeds resulting in a poor lawn.



Tall fescue seedlings emerging in a hydroseeded area. As new seedlings germinate they need to be watered frequently enough to avoid drying. Once desiccated, new turf roots wither and die.

Immediately after seeding bare areas lightly rake the soil surface with the back side of a leaf rake or drag the surface with a piece of chain link fence to incorporate the seed into about a quarter inch of soil. After raking or dragging, you can also roll the area with a water ballast roller one-third to one-half full to bring the seed into contact with the soil. A light rolling is optional but it can help.

When using slit seeders that drop the seed into or adjacent to the slits, this raking is not needed. When seeding into a freshly aerified area, it is a good idea to drag the site afterwards to break-up the soil plugs. This will help incorporate the seed into the aerification holes, and also the broken plugs will provide a light soil topdressing over some of the seed.

Mulching bare soil areas after seeding will prevent erosion and conserve water. One to 1.5 bales of clean (weed-free) wheat straw per thousand square feet will give a light covering that will not have to be removed after germination. Apply the mulch lightly so you can still see 25 to 50 percent of the soil through the mulch layer. There are many other erosion blankets available to help prevent erosion and increase soil temperature and moisture, which favors establishment. These materials are often constructed out of jute, coconut fiber, excelsior, polypropylene, and paper based products. Some blankets are permanent, while others are to be removed after seedling germination. Hydroseeding is another method of mulching where seed is applied in a water, fertilizer and mulch slurry.

Choosing the right grass species (or mixture of species), along with an improved cultivar (variety), is an important decision as it will have a significant impact on the future performance and maintenance of your turf.

Post-seeding care

Seeds need water to germinate. As the seed takes up water, enzymatic reactions within the seed trigger germination. Enzymes break down the energy stored inside the seed endosperm; the seed embryo needs this energy to grow.

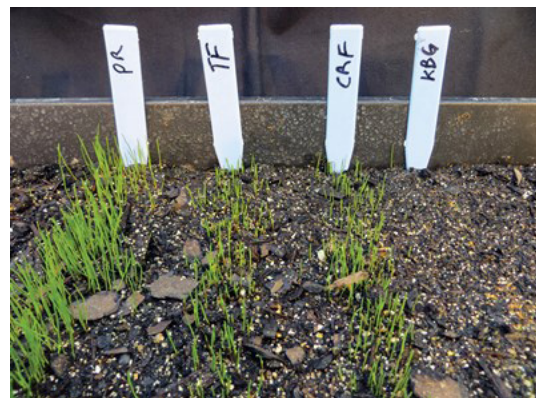
The emergence of the radicle (the first root) signals germination. Next, the coleoptile (an opaque protective sheath) emerges. The coleoptile functions to protect the emerging leaf. Lastly, the green color of the first leaf can be seen as it emerges through the coleoptile. Once the first green leaf emerges, the plant can begin to make its own energy through photosynthesis and it no longer relies on the energy that was stored in the endosperm.

Keep watering. Seedlings are very susceptible to moisture stress during the first few weeks after seeding. Keep the upper inch of soil moist with frequent irrigations for the first two or three weeks after planting. Germination will occur in five to 14 days depending on the temperature and the species planted.

After the seed germinates and seedlings develop roots into the soil, the lawn can be watered less often. Once established, the lawn should be watered deeply and infrequently only when the plant shows signs of water stress.

Mowing a new lawn will encourage the turf to fill in quickly. Begin mowing when the first few seedlings are tall enough to mow. Mow only a small portion of the plants in the first mowing. Most people wait too long to mow a newly seeded lawn, so you should mow early and often.

Initially, mow Kentucky bluegrass, perennial rye, and fine fescues at 1.5 inches and tall fescue at 2 inches. To allow the soil to firm up enough to allow mowing, you may need to turn the irrigation off for one to two days before the first mowing. Use a push mower for the first few mowings as a heavy ride-on mower can compact soil in newly planted areas as well as easily tear out seedlings when making turns. Make sure the blade on the mower is sharp to avoid injuring the seedlings. After the first few cuts, adjust your mower to the permanent mowing height, which is 2.5 to 3.5 inches for Kentucky bluegrass, perennial rye and fine fescues and 3 to 4 inches for tall fescue. Never remove more than one-third of the grass blade at any one mowing to avoid scalping the turf. Frequent mowing of seedlings will help with weed control in newly seeded areas, increase turf tillering and limit clipping accumulation.



Note the difference in seed germination. Perennial ryegrass, far left, is up and growing faster than tall fescue, creeping red fescue and Kentucky bluegrass, far right, which as yet to emerge. Photo taken six days after planting. Start early in fall in planting Kentucky bluegrass.

Continued on page 14

Fertility

A starter fertilizer (which is high in phosphorus but low in nitrogen and potassium) application is recommended prior to or immediately following seeding. This application should contain about 0.5 to 1 pound of nitrogen per 1,000 square feet of lawn and at least 1 pound of phosphorus (usually listed as P₂O₅ or phosphate on the fertilizer analysis) per 1,000 square feet of lawn. An example of a starter fertilizer that might deliver that ratio of nutrients is one with analysis of 16-25-12. Although soil phosphorus is measured as P, recommendations are given as P²O⁵ as this is the common form in fertilizers and the standard form by which it is listed on the fertilizer bag. Phosphorus is important in newly seeded areas as it is critical for the initial development of roots in the soil. Potassium application at seeding are not needed unless soil tests indicate a need.

Following the starter fertilizer application at seeding, apply nitrogen four to six weeks later to help the turf develop its root system and to increase turf density in order to crowd out weeds. Apply 0.75 to 1.0 pound N per 1,000 square feet for this second fertilization application four to six weeks after germination. Apply a third application eight to 10 weeks after germination. Assuming seeding in mid-August, these applications would be a starter fertilizer at seeding, mid- to late September and again mid- to late October.

Weed control

There are few weeds that aggressively grow in the fall and compete with newly seeded areas. Broadleaf weeds may become a problem, but these can be easily controlled by applying a broadleaf herbicide in October or early November, after the third or fourth mowing of the newly planted seedlings. Avoid using broadleaf herbicides in newly seeded areas until seedlings have been mowed at least three times. Annual grasses such as crabgrass can be easily controlled with

preemergence herbicides applied the following spring.

For late fall seeding dates or dormant seedings where the lawn is not fully established by winter or by the following spring, avoid applying preemergence herbicides in the spring because it may damage immature seedlings. In this case, consider using a postemergence crabgrass herbicide later in early summer to control crabgrass.

Do not use preemergent crabgrass controls (except siduron) at the same time as a spring seeding as the preemergence herbicide will prevent the desirable turf from germinating as well as the weed seeds. Siduron is the only preemergence herbicide that can be used at the time of seeding, but will only control crabgrass for three or four weeks.

As a general recommendation, delay the use of preemergence herbicides until the new seedlings have been mowed four to eight times, depending on the herbicide. Check the herbicide label for exact recommendations.

For weed control in newly germinated turf, consider the following herbicide options which are safe on new seedlings which have not been mown or mown only once or twice. Quinclorac (Drive, Quinclorac and others), carfentrazone (Quicksilver), quinclorac + carfentrazone (SquareOne), mesotrione (Tenacity) and topamezone (Pylex). Instructions on if they can be used before seeding or how soon they can be used after seedling emergence varies by turf species and can be found on the herbicide label.

Dr. Aaron Patton is associate professor of agronomy and turfgrass extension specialist at Purdue University. More information about weed control for turfgrass professionals written by Dr. Patton is available in a 96-page Purdue University Extension publication AY-336, "Turfgrass Weed Control for Professionals", available from the Purdue Extension Education Store (<http://www.the-education-store.com>). Contact him at ajpatton@purdue.edu for more information.

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