

Participation in the NTA benefits you and our industry

December 22, 2015

The Nebraska Turfgrass Association (NTA) benefits the turfgrass industry of Nebraska in many ways. Its purpose is to promote the turfgrass industry in Nebraska; support turf research and study; disseminate information to the industry, and represent the industry in matters of policy. It is inclusive to all areas of the turfgrass industry including, but not limited to, sports turf, lawns, golf turf, grounds management, seed and sod production, and associated support industries. Membership in the NTA has been steady over the past several years at approximately 150 individual, 90 organizational, and 30 sustaining members. We'd like to thank our members for loyally supporting the NTA over the years. Your membership and participation at NTA events supports the mission of our association.

In 2015, the NTA donated \$45,000 to directly support turfgrass research at the University of Nebraska-Lincoln. On behalf of the UNL Turf Program, I'd like to say thank you for your generous contribution! This donation supported over 50 research projects in 2015. Specifically, the money was used for expenses such as maintenance of the research plots and repair of the irrigation system, facilities, and equipment. It also helps to cover the basic labor costs required to maintain high-quality turfgrass during the growing season. Our station manager, Matt Sousek, does a great job stretching the NTA's donation across our 80 acre facility.

In 2014 and 2015, part of the NTA's donation went towards the development of turfgrass research plot space on East Campus in Lincoln. The department of Agronomy and Horticulture, the Institute of Agriculture and Natural Resources, and donations from the industry have also helped fund construction of this new 5 acre facility on campus.

This new location is essential to our fertilizer and water research projects as ground water quality at Mead has become increasingly contaminated with nitrate. It also allows the turf program to enhance our teaching curriculum with lab courses on the turfgrass plots. The 2016 Summer Turf Field Day will also be held at this new East Campus Turf Center. Be sure to attend and experience the new facility you helped build.



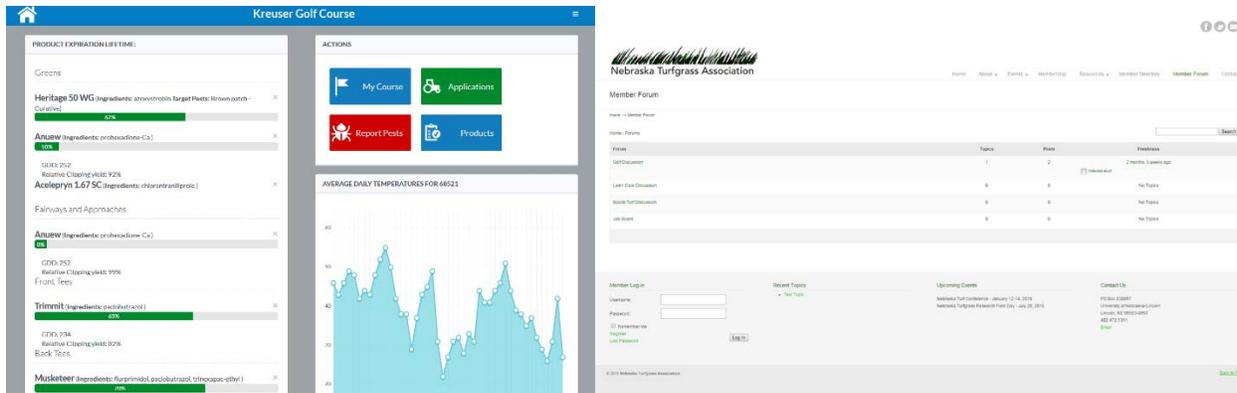
Individual members also benefit directly from their NTA membership. We are always trying to find ways to add value for our members. Some examples of member benefits include:

- First to receive *Turf iNfo* articles throughout the year. In 2015, a total of 58 *Turf iNfo* articles were published on various turf-related topics.
- Discounted rates to NTA events such as Summer Field Day and Winter Turf Conference
- Connection to the latest turf research and recommendation from the UNL Turf Program
- Integrated pesticide recertification training during Winter Turf Conference
- Access to the NTA membership directory to stay connected with industry.

Extension is a Division of the Institute of Agriculture and Natural Resources at the University of Nebraska-Lincoln cooperating with the Counties and the United States Department of Agriculture.

University of Nebraska-Lincoln Extension education programs abide with the nondiscrimination policies of the University of Nebraska-Lincoln and the United States Department of Agriculture.

New in 2016, the NTA will be unveiling a new online message board. It will allow members to post questions, comments, suggestions, and job postings for other turfgrass professionals. Finally, a new turf management web-application is being developed by the UNL Turf Program. The GreenKeeper App will be introduced at the 2016 Nebraska Turf Conference, and will be free to all NTA members.



Screenshots of the new GreenKeeper App (left) and NTA Message Board (right). Both will be unveiled at the 2016 NTA Annual Business Meeting on Wednesday, Jan. 13th at the Turf Conference.

Membership and participation in the NTA has strengthened and unified the turfgrass industry in Nebraska. It also has allowed for the UNL Turfgrass Program to sustain high-quality turfgrass education, research, and extension programs. Thank you again for your support! We look forward to seeing you at the Nebraska Turf Conference from January 12th to the 14th.

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