

# 1995 RUTGERS Turfgrass Proceedings



THE NEW JERSEY TURFGRASS ASSOCIATION

In Cooperation With

RUTGERS COOPERATIVE EXTENSION  
NEW JERSEY AGRICULTURAL EXPERIMENT STATION  
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# **1995 RUTGERS TURFGRASS PROCEEDINGS**

**of the**

**New Jersey Turfgrass Expo  
December 12-14, 1995  
Taj Mahal Casino-Resort  
Atlantic City, New Jersey**

The Rutgers Turfgrass Proceedings is published yearly by the Rutgers Center for Turfgrass Science, Rutgers Cooperative Extension, and the New Jersey Agricultural Experiment Station, Cook College, Rutgers University in cooperation with the New Jersey Turfgrass Association. The purpose of this document is to provide a forum for the dissemination of information and the exchange of ideas and knowledge. The proceedings provide turfgrass managers, research scientists, extension specialists, and industry personnel with opportunities to communicate with co-workers. It also allows these professionals to reach a more general audience, which includes the public. Articles appearing in these proceedings are divided into two sections.

The first section includes lecture notes of papers presented at the 1995 New Jersey Turfgrass Expo. Publication of the New Jersey Turfgrass Expo Notes provides a readily available source of information covering a wide range of topics. The Expo Notes include technical and popular presentations of importance to the turfgrass industry.

The second section includes technical research papers containing original research findings and reviews covering selected subjects in turfgrass science. The primary objective of these papers is to facilitate the timely dissemination of original turfgrass research for use by the turfgrass industry.

Special thanks are given to those who have submitted papers for this proceedings, to the New Jersey Turfgrass Association for financial assistance, and to those individuals who have provided support to the Rutgers Turf Research Program at Cook College - Rutgers, The State University of New Jersey.

Dr. Ann B. Gould, Editor  
Dr. Bruce B. Clarke, Coordinator

## **NEW JERSEY TURFGRASS EXPO 1995 CRITIQUE**

**Mr. Robert Dickison, CGCS<sup>1</sup>**

To sum up Expo 1995 simply is to say that it was the most successful Expo ever. There were a record number of exhibitors, booths, and attendees. Since it was our third year in Atlantic City, we were able to run the smoothest show yet. When looking at the three major aspects of a successful convention, education, exhibits, and social interaction, the educational program and exhibits continued to work well. It even appears that we hit the right combination of speeches and entertainment at the banquet this year.

### **Exhibits**

There were 118 exhibitors in 207 booths. Almost every booth on the original floor plan was sold, and we added another nine booths to accommodate late exhibitors. The traffic on the show floor was heavy on Tuesday and Wednesday, but fell off on Thursday due to the weather and the fact that the golf people had been at Expo since Monday.

Except for the door prizes, the incentives worked well. The availability of food and beverages on the show floor is essential to attract attendees and should be expanded in 1996. It is apparent that the door prizes as such should be dropped, and we need to consider alternatives in this area.

We are already receiving responses to our request for early sign-up for the 1996 Expo. It is hoped that half of the exhibitors will be signed up, assigned booths, and exhibits paid for by the end of July. The 1996 exhibits will most likely be in a new arena that the Taj complex is building this summer as part of an expansion project.

### **Registration**

Although fine tuning is in order, we seem to be getting a handle on this aspect of Expo. Registration this year ran smoother than it has in the past, and I am confident that we are on the right track. I don't know if we can ever make a "fool-proof" registration form.

### **Educational Program**

The educational program continues to be excellent. Once again, Ed Milewski and the educational committee came up with a program for a regional show that even a national show would be hard pressed to match.

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<sup>1</sup> Expo General Chairman and Golf Course Superintendent, Upper Montclair Country Club, 177 Hepburn Rd., Clifton, NJ 07012.

One minor problem developed when we planned a three hour segment for the Athletic Field session, but only assigned it to a two hour time slot. The GCSAA seminar was a popular addition to the program. Its time slot (Monday), however, may have been one reason that attendance on Thursday was less than usual. We should consider whether this seminar should be scheduled for Tuesday or Thursday in 1996.

The Landscape Architects have expressed a positive interest in using Expo for their conference needs. With a little promotion, it appears that we can accommodate them. The arrangement we had this year with the Irrigation Association worked out well. We will strive to continue this arrangement in the future, and they will have a representative on the educational committee from now on.

### **Banquet**

I think that we can proclaim this year's banquet a success. We seemed to hit on the right combination of awards and entertainment. Now that we have developed a good base with which to work, we can improve the banquet at future Expos.

The awards luncheon that had been held at Expo in the past was held as an awards dinner at Rutgers in November, 1995. This new venue was very successful.

### **Taj Mahal - Hotel and Conference Setup**

In spite of early concerns, all of our dealings with the new conference representatives from the Taj ran very smoothly. I can only say positive things about the Taj staff.

### **Guide Book**

The Guide Book/Directory continues to improve, and I think it will get better each year. Everything ran smoothly with the book, even though Bruce Nagy became ill during its completion. This is a testament to our Associations' ability to work as a team.

### **Promotions**

The promotions this year worked well. If Expo is to grow, however, we need to continue to improve and increase our promotional work. For example, we need to increase our attendance from Delaware, Maryland, and Pennsylvania.

### **Hospitality**

The expanded hours of our hospitality suite were a hit. Many of the speakers and other VIPs took advantage of our hospitality room on Monday and Tuesday evenings. Syd Dickison did a good job organizing the room both nights. The present format is working well and should be used again for Expo 1996.

### **Turfgrass Booth**

The new setup that we used to run our booth worked well, and the old equipment displays generated considerable interest. We should continue to use both of these formats in 1996. We should be able to construct another display of equipment with out any duplications for 1996.

## **Signs**

For a change, we seemed to have all of the necessary signs in place.

## **Expo 1996**

Expo 1996 will be held on December 10-12, 1996. Since we may be in a new arena, we will be working closely with the Taj staff to keep abreast of any changes.

I think that we really turned a corner with this year's Expo and that we should continue to see increased growth in the future. If not for each person's individual effort, Expo 1995 would not have been a success. Special thanks should be given to the registration desk volunteers Marge Caton, Gail Devine, John Devine, Syd Dickison, Lori Makrancy, and Cindy Paton.