

News Release



BASF Turf & Ornamentals Turns Up The Education In Its 2009 Golf Industry Show Booth

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RESEARCH TRIANGLE PARK, NC, December 15, 2008 – In keeping with its dedication to real-world, science-based turf solutions, BASF Turf & Ornamentals will feature multiple educational events in its 2009 Golf Industry Show booth (#4726) to help superintendents more successfully manage their courses. During the show Feb. 5 to 7, 2009, in New Orleans, BASF has scheduled book signings by university turf pathology professors, Ask the Expert technical presentations and Turf Jeopardy gaming. Superintendents visiting the booth will also have a chance to win a laptop computer and LCD projector for their local GCSAA chapter.

Sixty superintendents and assistant superintendents who visit the BASF booth Thursday and Friday at 11 a.m. will have an opportunity to meet Bert McCarty of Clemson University and Dr. Joseph Vargas of Michigan State University and receive complimentary, signed turf textbooks. McCarty will be signing his book, "Color Atlas of Turfgrass Weeds," on Thursday and Dr. Vargas will be signing his book, "Management of Turfgrass Diseases," on Friday. These helpful resource books will give superintendents additional knowledge and guidance on day-to-day issues that affect their courses.

BASF will also host three Ask the Expert sessions with BASF Technical Specialists Dr. Kathie Kalmowitz, Kyle Miller and Todd Burkdoll.

Superintendents will learn about scientific advancements and technical trends in turf management from presentations titled 'New Herbicides from BASF' as well as 'Weed Control in Naturalized Areas' and 'Understanding Product Labels.'

In addition, Mark Langner, FarmLinks Director of Agronomy and Applied Research, will present at the BASF booth on Thursday at 3 p.m.

All show attendees will also have the opportunity to showcase their turf and trivia knowledge while playing Turf Jeopardy. Rounds of Jeopardy will take place throughout Thursday and Friday. A special round of Turf Jeopardy is scheduled for 2 p.m. on Friday and with members of the trade media including Larry Aylward of Golfdom, Seth Jones of Golf Course Management and John Walsh of Golf Course Industry playing for a total of \$3,000 for the charities of their choice.

Superintendents also have an opportunity to be a hero for their local GCSAA chapter by registering to win a laptop computer and LCD projector, which can be used at chapter events to share the latest in disease and weed research, among other educational topics.

The schedule is as follows:

Thursday, February 5

11 a.m. Bert McCarty, Clemson University, book signing
12 p.m. Dr. Kathie Kalmowitz, BASF, Ask the Expert: 'New Herbicides from BASF'
1 p.m. Turf Jeopardy
3 p.m. Mark Langner, FarmLinks: 'Using Your Course as a Research Station'
4:30 p.m. Turf Jeopardy

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Friday, February 6

10 a.m. Kyle Miller, BASF, Ask the Expert: 'Weed Control in Naturalized Areas'

11 a.m. Dr. Joe Vargas, Michigan State University, book signing

12 p.m. Todd Burkdoll, BASF, Ask the Expert: 'Understanding Product Labels'

1 p.m. Turf Jeopardy

2 p.m. Trade Media Jeopardy

3 p.m. Turf Jeopardy

For more information about BASF Turf & Ornamentals visit betterturf.basf.us and betterplants.basf.us or blog about turf at www.basfturftalk.com.