

# Turfgrass Institute

& Trade Show

December 8-9, 2010  
Gwinnett Center - Duluth, GA

For Business Professionals, Turfgrass Maintenance Professionals,  
Golf Course Superintendents, Sports Turf Managers,  
Sod Producers, Landscapers & Other Turfgrass Professionals



• **Workshops • CEUs • Trade Show • Business Tracks • Cash Blaster**



• **MSMA Turfgrass Update • Atlanta Falcons Cheerleaders • Games & Prizes**



## Registration Information

• **Special Registration Offer •**  
**Buy 3, Get 1 FREE**

*(One Day or Full Conference Registrations)*





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Mr. Anthony Williams  
Evergreen Conference Resort &  
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Stone Mountain, GA

### Education Liaisons

Mr. Steve Brady  
UGA Cobb Extension Service,  
Marietta, GA

Dr. Clint Waltz  
UGA, Griffin, GA

## Greetings from GTA

On behalf of the Georgia Turfgrass Association (GTA) Board of Directors, I invite you to the *Turfgrass Institute and Trade Show* set for December 8-9, 2010 at the Gwinnett Center in Duluth, Ga. We hope you have marked these dates on your calendar and are planning to attend.

The GTA Board of Directors and staff are extremely excited about this year's event. Many educational opportunities are being offered featuring some of the industry's top speakers and many classes also offer continuing education credits. The industry's leading companies will be on hand at the trade show so you can meet one-on-one with these professionals. In addition, this year's trade show will feature the Atlanta Falcons cheerleaders, Cash Blaster, prizes, as well as other activities and giveaways.

Finally, I would like to thank all of this year's sponsors and assisting organizations that have helped make this event possible. These companies and organizations have been listed throughout this brochure. Without their support, our industry would not be where it is today. Many thanks!

This brochure is complete with all of the information needed to register for this year's event. Should you have any questions, please do not hesitate to contact the GTA office at 800/687-6949 or via e-mail at [gta@turfgrass.org](mailto:gta@turfgrass.org). Don't forget to register early, by November 24, to take advantage of the early bird discount. I hope to see you December 8-9!

Sincerely,

Josh Morrow  
President



## Schedule of Events

### Wednesday, December 8, 2010

7:00 a.m. – 11:00 a.m.	Exhibitor Set-up
8:00 a.m. – 12:00 noon	Workshops
12:00 noon – 3:00 p.m.	Trade Show and Lunch
1:30 p.m.	MSMA Turfgrass Use Update - Presented by Dr. Clint Waltz & Dr. Patrick McCullough, University of Georgia

LUNCH & SPECIAL PRESENTATION SPONSOR:  
ORGANIC ARSENICAL PRODUCTS TASK FORCE: REGISTRANTS OF MSMA

3:00 p.m. – 5:00 p.m.	Concurrent Sessions
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### Thursday, December 9, 2010

8:00 a.m. – 10:00 a.m.	Workshops
10:00 a.m. – 1:30 p.m.	Trade Show and Lunch
1:30 p.m. – 3:30 p.m.	Workshops

## Association Headquarters

Georgia Turfgrass Association  
P.O. Box 817  
Commerce, GA 30529  
800/687-6949 • 706/335-6817  
Fax 706/336-6898  
[gta@turfgrass.org](mailto:gta@turfgrass.org)  
[www.turfgrass.org](http://www.turfgrass.org)

# Educational Classes

**Wednesday, December 8, 2010 - 8:00 a.m. - 12:00 noon**

• • • *Workshop 1* - Pesticide Training & Review

Speakers: Mr. Steve Brady, Mr. Paul Pugliese, Mr. Billy Skaggs & Mr. Keith Mickler, *University of Georgia*  
Credits: 1 Hr. Pesticide CEUs Category 24 - Ornamentals & Turf; .55 GCSAA Education Points

This workshop is designed for individuals who do not have a commercial pesticides applicator's license or who needs a refresher of the basics. Participants receive core training only for Category 24, Ornamentals and Turf. Registration for the training course does not include training manuals. Training manuals can be pre-ordered for an additional charge of \$45 per registrant for materials and will be available for distribution at the beginning of the workshop. This class will be divided into two parts: training on December 8 from 8:00 a.m. – 12:00 noon and training on December 9 from 8:00 a.m. – 10:00 a.m. NOTE: The exam will not be given during this workshop. Sample questions found in the exam will be provided through the training. The exam is now only offered through technical colleges. Attendees can register for the exam at [www.gapestexam.com](http://www.gapestexam.com) and can select a date, time and location that is most convenient for the attendee. Currently there are 23 exam locations statewide.

• • • *Workshop 2* - Advanced Turfgrass Weed Management

Speaker: Dr. Patrick McCullough, *University of Georgia*  
Credits: 4 Hrs. Pesticide CEUs Category 24 - Ornamentals & Turf; .35 GCSAA Education Points

The workshop will cover advanced topics in weed control and herbicide physiology. The seminar will include preemergence and postemergence herbicide selection, efficacy, herbicide mode of action, and resistance management. Other topics covered will include adjuvants, herbicide mixtures, and methods to optimize weed control.

• • • *Workshop 3* - IPM for Turf and Ornamental

Speakers: Dr. Kris Braman, Dr. Will Hudson, Dr. Mark Czarnota and Mr. Timothy Daly, *University of Georgia*  
Credits: 4 Hrs. Pesticide CEUs Category 24 - Ornamentals & Turf; .35 GCSAA Education Points

The workshop will cover diagnosis of cultural and abiotic problems of landscape plants, identifying new and newly emerging insect pests, new insecticide options and how to use them, and a hands-on demonstration of how to tackle the sometimes difficult problem of making accurate granular applications to irregular areas in the landscape.

• • • *Workshop 4* - Synthetic Turf: Design & Construction Components

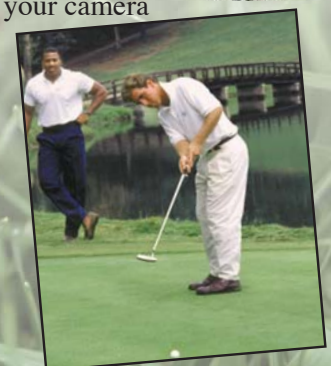
Speaker: Mr. Mark Nichols, *UBU Sports Inc.*  
Credits: .35 GCSAA Education Points

This workshop will include a presentation in chronological order from concept through the completion of a synthetic turf playing surface including concept, design, construction, completion, maintenance and lifecycle planning.

• • • *Workshop 5* - Show off, Get CEUs, and Sharpen Your Skills with GCLP/GCPP Plant Id Training and Test Preparation

Speakers: Mr. Robert Brannen, Mr. Tim Daly, Mr. Todd Hurt, and Dr. Clint Waltz, *University of Georgia*; Mr. Bob Scott, *Irrigation Consultant Service*; Mr. Wayne Juers, *The Garden Specialist, Plant Doctor LLC*  
Credits: 3 Hrs. Pesticide CEUs Category 24 - Ornamentals & Turf; .30 GCSAA Education Points  
SPONSOR: GCLP


This session will help prepare participants for the Georgia Certified Landscape Professional (GCLP) and Georgia Certified Plant Professional (GCPP) Exams with an intensive hands-on review of woody plants, turfgrass, herbaceous plants, pest identification, and irrigation management. Bring your camera and plant problems for open discussion. Participants do not have to be enrolled in the certification programs to attend this session.



## Wednesday, December 8, 2010 - 3:00 p.m. - 5:00 p.m.

### Concurrent Sessions

A concurrent session features 30-minute segments with topics focused specifically on Turf & Plant Solutions, Business Solutions, and Sports Turf Solutions. Participants can attend any of the following segments within the 2-hour time period. Participants must attend the concurrent session for the full 2 hours in order to receive CEU credits.

	<i>Turf &amp; Plant Solutions</i> Credits: 1 Hr. Pesticide CEUs Category 24 - Ornamentals & Turf; .20 GCSAA Education Points SPONSOR: GEORGIA CROP IMPROVEMENT ASSOCIATION 	<i>Business Solutions</i> Credits: .20 GCSAA Education Points SPONSOR: MALTA 	<i>Sports Turf Solutions</i> Credits: 1 Hr. Pesticide CEUs Category 24 - Ornamentals & Turf; .20 GCSAA Education Points SPONSOR: GEORGIA STMA 
<b>3:00 p.m.</b>	<b>Spring Dead Spot: Identification and Control</b> Dr. Alfredo Martinez, <i>University of Georgia</i>	<b>Maintenance – Price for Profitability</b> Dr. Gary Wade, <i>University of Georgia</i>	<b>POA Control &amp; MSMA Removal</b> Dr. Patrick McCullough, <i>University of Georgia</i>
<b>3:30 p.m.</b>	<b>Management of Pests in Ornamentals</b> Dr. Matthew Chappell, <i>University of Georgia</i>		<b>What it Takes to Become Field of the Year</b> David Presnell, <i>City of Gainesville</i>
<b>4:00 p.m.</b>	<b>Smart phone apps for pest ID &amp; turfgrass calculations</b> Dr. Patrick McCullough, <i>University of Georgia</i>	<b>Get Social – Using the Web and Social Media to Grow Your Business</b> Geri Laufer	<b>Infield Maintenance</b> Mike Geiger, <i>Rome Braves</i>
<b>4:30 p.m.</b>	<b>Defining Winter Kill, what is it and how did it occur</b> Dr. Clint Waltz, <i>University of Georgia</i>		<b>Georgia STMA: Who we are, What we do and how to Become a Certified Sports Field Manager</b> Jon DeWitt, <i>Georgia Tech Athletic Fields</i>

## Thursday, December 9, 2010 - 8:00 a.m. - 10:00 a.m.

### • • • *Workshop 6* - Shade: The Impact of Limited Light Environments

Speaker: Dr. Bob Carrow, *University of Georgia*

Credits: .20 GCSAA Education Points

Topics in this workshop include: a) Understanding Light; b) Shade Stress Situations – trees and shrubs; structure shadows; domed stadiums; clouds, fog, and monsoon areas; c) Shade Effects: on microclimate; plant competition; turfgrass plant growth and development; pests; environmental stresses; and traffic tolerance; and d) Management in Low Light – grass selection; modify the shade environment; grass management. Handouts will be provided.

### • • • *Workshop 7* – Equipment Purchasing vs Leasing

Speaker: Ms. Laura Bracelin, *John Deere Co.*

Credits: .20 GCSAA Education Points

This workshop will discuss define a lease, features and benefits of leasing, different lease options, how can leasing help my business, what happens at the end of a lease.

### • • • *Workshop 8* - Dollars & Sense: Fungicide Programs to Fit Your Budget

Speaker: - Dr. Brandon Horvath, *University of Tennessee*

Credits: 2 Hrs. Pesticide CEUs Category 24 - Ornamentals & Turf; .35 GCSAA Education Points

Attendees will learn about the various fungicides and their modes of action on turfgrass pathogens. You will learn the major turfgrass diseases and what fungicides/modes of action control them, and then finally you will bring these concepts together to consider a season-long fungicide program and the dollars you will spend on it.



• • • *Workshop 9* - Worksite Safety – What You Need to Know

Speaker: Mr. Rolando Orellana, *University of Georgia*

Credits: 1 Hr. Pesticide CEUs Category 24 - Ornamentals & Turf; .20 GCSAA Education Points

This session will help prepare participants to understand and identify ways to prevent accidents in the worksite. To prevent unsafe work related situations. Participants will learn about OSHA hearing protection regulations and how to prevent hearing loss. Additionally chemical spills, triple “C” concept and Material Safety Data Sheet (MSDS) will be addressed in detailed.

• • • *Workshop 10* - That new cultivar looks interesting but in trials it's not much different from the old standard: Interpretation and Implementation of NTEP Results

Speaker: Dr. Clint Waltz, *University of Georgia*

Credits: 1 Hr. Pesticide CEUs Category 24 - Ornamentals & Turf;  
.20 GCSAA Education Points

SPONSOR: PENNINGTON SEED INC.



The National Turfgrass Evaluation Program (NTEP) is designed to develop and coordinate uniform evaluation trials of turfgrass varieties and promising selections in the United States and Canada. Data from these trials are used by plant breeders and seed companies to determine the future direction of their plant breeding and selection programs as well as pest resistance, marketing, and sales. In addition, these data are also useful to end-users like golf course superintendents, athletic field managers, and homeowners in determining which species and variety best suits their individual needs. Additionally, NTEP trials help identify turfgrass cultivars that have pest resistance in a particular region. This seminar will familiarize attendees with how NTEP trials are designed, established, and maintained as well as how to interpret and analyze useful data to aid in their own turfgrass variety selection, management, and pest control. Information on specific cultivar performance from various trials will be presented.

**Thursday, December 9, 2010 - 1:30 p.m. - 3:30 p.m.**

• • • *Workshop 11* - Worksite Safety – What You Need to Know (Hispanic Translation)

Speaker: Mr. Rolando Orellana, *University of Georgia*

Credits: 1 Hr. Pesticide CEUs Category 24 - Ornamentals & Turf; .20 GCSAA Education Points

Esta sesión ayudará a preparar a los participantes, a comprender y a identificar las formas más comunes de tener accidentes en el lugar de trabajo. También a cómo prevenir situaciones de riesgo cuando se tienen empleados nuevos sin experiencia. Los participantes aprenderán sobre las regulaciones de OSHA para protección auditiva y cómo prevenir la pérdida de audición en los trabajadores. Qué hacer en caso de derrames de sustancias químicas, el concept de las tres “C” y las Material Safety Data Sheet MSDS.



• • • *Workshop 12* - Protect Your Customers' Investment With Proper Pruning

Speaker - Mr. Rick Smith, *The Pruning Guru*

Credits: .20 GCSAA Education Points

This workshop will focus on proper pruning techniques for Hydrangeas, Crape Myrtles, Buddleias, Azaleas and Roses. Additionally, this workshop will discuss how to handle over grown Nellie R. Steven's.

• • • *Workshop 13* - Achieving More With Less

Speaker: Mr. Anthony Williams, *Stone Mountain Golf Club by Marriott Evergreen Marriott Conference Resort*

Credits: .20 GCSAA Education Points

This session will cover innovative ways to set and reach career milestones as a green industry professional even with limited resources. This interactive session will include how to set and manage small and large goals, how to maximize your time and resources and practical examples of “environomics” focusing on identifying the true priorities within your work and personal life.

• • • *Workshop 14* - Pond Management

Speaker: Dr. James Shelton and Dr. Susan Wilde, *University of Georgia*

Credits: 1 Hr. Pesticide CEUs Category 24 - Ornamentals & Turf; 1 Hr. Pesticide CEUs Category 26 – Aquatic Pest Control; .20 GCSAA Education Points

This session will address issues associated with the management of golf course ponds. We will discuss aquatic plant management including the use of herbicides for aquatic weed and algae control water quality and nutrient management.



## Where to go

### Gwinnett Center

6400 Sugarloaf Parkway  
Duluth, GA 30097  
770/813-7500

Traveling North on I-85 take the Sugarloaf Parkway Exit. Turn right off the exit, go back under the interstate and cross over Satellite Boulevard. The Center will be on your left.

Traveling South on I-85 take the Sugarloaf Parkway Exit. Turn right off the exit and you cross over Satellite Boulevard. The Center will be on your left.

## Where to Stay

### Holiday Inn Gwinnett Center

6310 Sugarloaf Parkway  
Duluth, GA 30097  
770/476-2022  
[www.holiday-inn.com/gwinnettcentr](http://www.holiday-inn.com/gwinnettcentr)

Located 30 miles north of Hartsfield International Airport, 25 miles from downtown Atlanta and across the street from Discover Mills and the Gwinnett Center.



## Pre-Register Today For Discounted Pricing!

To pre-register to attend the Turfgrass Institute and Trade Show, choose from the following options:

1. **Mail** your registration form along with payment (check or credit card) to: GTA, P.O. Box 817, Commerce, GA 30529
2. **Fax** your registration form along with credit card payment to 706/336-6898. Please do not fax and mail the same registrations.
3. **E-mail** your registration form to [gta@turfgrass.org](mailto:gta@turfgrass.org) by completing the registration form along with credit card payment, scan the registration form and save it to the e-mail as an attachment.

••Please note - this year online registration will not be available as a registration method as a source to save expenses for the event. We hope to offer this convenience again in 2010.

Upon receipt of your registration with complete payment, a confirmation, credit card receipt (if applicable), trade show badge and necessary materials will be mailed to each attendee. No materials will be mailed to registrants whose registration is received after November 24, 2010. Registrations received in the office after this date will not be processed until the opening of the event and will be handled as on-site registration.

Full payment must accompany registration. Forms of payment - Visa, MasterCard, American Express, Discover or check made payable to Georgia Turfgrass Association.

You can pick up your badge holder and show program upon arrival at the Gwinnett Center.

Reprinting of badges at the door are \$15.00 per badge.

No refunds will be given.

### Registration Options

- **Full Conference Registration** - Includes entrance to any workshop or concurrent session throughout the entire event, boxed lunches both days, breaks and trade show entrance. Registrant must register for specific classes for enrollment.
- **One Day Conference Registration** - Includes entrance to any workshop or concurrent session boxed lunch, breaks and trade show entrance during one specific day. Registrant must register for specific classes for enrollment.
- **Trade Show Only** - If you just want to come check out the industry's leading companies showcasing the latest in turf care and landscape supplies, services and equipment, then you can buy a trade show only pass.
- **GTA Member Discounts** - GTA Members enjoy a discount on registration fees, plus many other member benefits all year long. Why not join when registering if you are not already a member?



**WAYS TO REGISTER:**

- 1. Mail: GTA, P.O. Box 817, Commerce, GA 30529
  - 2. Fax: 706/336-6898
  - 3. E-mail: [gta@turfgrass.org](mailto:gta@turfgrass.org)
- Questions? Call 800/687-6949 or e-mail [gta@turfgrass.org](mailto:gta@turfgrass.org)

**STEP 1: REGISTRANT INFORMATION**

Register 1 person per form. Forms may be duplicated.

Name for Badge \_\_\_\_\_

Job Title \_\_\_\_\_

Company \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Ph \_\_\_\_\_ Fax \_\_\_\_\_

E-mail \_\_\_\_\_

**Work Type:** ( ) Golf ( ) Lawn/Lsc. ( ) Sports ( ) Other \_\_\_\_\_

**STEP 2: SAVE BY JOINING THE GEORGIA TURFGRASS ASSOCIATION!**

If you are not a member of GTA, join now and receive immediate benefits, including conference attendance at the low member rate!

Please check the appropriate box:

Student - full-time student  \$20

Turfgrass Professional - regular benefits  \$65

Corporate\* - membership for 5 company associates and patron endorsements  \$300

Public Service\* - membership for 5 government associates and patron endorsements  \$300

Plus, save more when registering 10 attendees from the same company! Select one of these additional corporate endorsements:

**Corporate Education Plan**  \$700  
Ten full conference registrations to the *Turfgrass Institute and Trade Show* during a membership year.

**Corporate Advertising Plan**  \$700  
One full page directory ad; One full page *GTA Today* newsletter ad; GTA website banner ad; Priority booth location for trade show; First right of refusal for other key sponsorship opportunities for GTA events.

**Corporate Blended Plan**  \$700  
Four full conference registrations to the *Turfgrass Institute and Trade Show* during a membership year; One half page directory ad; One half page *GTA Today* newsletter ad.

I'm already a GTA member

**GTA MEMBERSHIP DUES SUBTOTAL** \$ \_\_\_\_\_

**STEP 3: CONFERENCE REGISTRATION**

Full Conference Registration	BEFORE 11/24/10	AFTER 11/24/10
Includes: Entrance to any workshop or concurrent session throughout entire event, breaks, trade show entrance and lunch both days. Registrant must register for specific classes for enrollment.	*student member <input type="checkbox"/> \$50 non-member <input type="checkbox"/> \$180	*student member <input type="checkbox"/> \$50 non-member <input type="checkbox"/> \$230

One Day Conference Registration	BEFORE 11/24/10	AFTER 11/24/10
Includes: Entrance to any workshop or concurrent session during one specific day, lunch, breaks and trade show entrance. Registrant must register for specific classes for enrollment.	*student member <input type="checkbox"/> \$35 non-member <input type="checkbox"/> \$90	*student member <input type="checkbox"/> \$35 non-member <input type="checkbox"/> \$140

Choose One:

- Wednesday, December 8, 2010  
 Thursday, December 9, 2010

Check all that apply:

**WEDNESDAY & THURSDAY, DECEMBER 8-9, 2010**

- 1 - Pesticide Training - Requires Full Conference Registration  
Part 1 - Dec. 8: 8:00 a.m. - 12:00 noon; Part 2 - Dec. 9: 8:00 a.m. - 10:00 a.m.

**WEDNESDAY, DECEMBER 8, 2010**

**MORNING: 8:00 A.M. - 12:00 NOON**

- 2 - Advanced Turfgrass Weed Management  
 3 - IPM for Turf and Ornamental  
 4 - Synthetic Turf: Design & Construction Components  
 5 - GCLP/GCPP Plant Id Training and Test Preparation

**AFTERNOON CONCURRENT SESSIONS: 3:00 P.M. - 5:00 P.M.**

- Any Concurrent Session

**THURSDAY, DECEMBER 9, 2010**

**MORNING: 8:00 A.M. - 10:00 A.M.**

- 6 - Shade: The Impact of Limited Light Environments  
 7 - Equipment Purchasing vs Leasing  
 8 - Dollars & Sense: Fungicide Programs to Fit Your Budget  
 9 - Worksite Safety - What You Need to Know  
 10 - Interpretation and Implementation of NTEP Results

**AFTERNOON: 1:30 P.M. - 3:30 P.M.**

- 11 - Worksite Safety - What You Need to Know (Hispanic Translation)  
 12 - Protect Your Customers' Investment With Proper Pruning  
 13 - Achieving More With Less  
 14 - Pond Management

**SPECIAL REGISTRATION OFFER: BUY 3 GET 1 FREE**

Buy 3 One Day or Full Conference registrations and get 1 free. Registrations must all be from the same company and submitted at the same time. Please use 1 registration form per person.

**CONFERENCE REGISTRATION SUBTOTAL** \$ \_\_\_\_\_

\*To receive student pricing, student must send copy of current school id from technical college or 2-year college/university at time of registration

**STEP 4: WORKSHOP MATERIALS**

All pre-ordered books will be delivered to attendees the day of the workshop.

- Training materials for Workshop 1 (Recommended) - \$45.00

**WORKSHOP MATERIALS SUBTOTAL** \$ \_\_\_\_\_

**STEP 5: TRADE SHOW & LUNCH ONLY**

If you would like to only attend the trade show, please check the appropriate box.

Trade Show 12/08/10  \$15

Trade Show 12/09/10  \$15

**TRADE SHOW & LUNCH ONLY SUBTOTAL** \$ \_\_\_\_\_

Refunds: No refunds will be given.

**Additional Attendees:** Please photocopy registration form for additional attendees. **Priority:** Class availability will be limited. Registrant must register for specific classes for enrollment. If classes become full, registrant will be notified immediately.

**PAYMENT**

Subtotal # 2 - GTA Membership Dues . . . . . \$ \_\_\_\_\_

Subtotal # 3 - Conference Registration . . . . . \$ \_\_\_\_\_

Subtotal # 4 - Workshop Materials . . . . . \$ \_\_\_\_\_

Subtotal # 5 - Trade Show & Lunch Only Registration . . \$ \_\_\_\_\_

**TOTAL** . . . . . \$ \_\_\_\_\_

Enclosed is my check for \$ \_\_\_\_\_ payable to GTA.

Card # \_\_\_\_\_ Exp. Date \_\_\_\_\_

Cardholder's Name \_\_\_\_\_ Security Code \_\_\_\_\_

Billing Address \_\_\_\_\_

City, State & Zip \_\_\_\_\_

Signature \_\_\_\_\_

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Georgia Turfgrass Association  
P.O. Box 817  
Commerce, GA 30529

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## **2010 Exhibitors**

(as of November 1, 2010)

Abraham Baldwin Agricultural College	Metro Atlanta Landscape & Turf Assoc.
Agrium Advanced Technologies	North Georgia Turf (NG Turf)
BASF Corporation	Pennington Seed Inc.
Bayer Environmental Science	Pike Creek Turf Inc.
DuPont Professional Products	Really Innovations
Ensystem	Sod Solutions Inc.
Ewing Irrigation	Southern States Cooperative Inc.
FMC Professional Solutions	Super Lawn Trucks
Georgia Department of Agriculture	Superior Turf Inc.
Georgia Seed Development Commission	Tifton Turf Farms
Greenville Turf & Tractor	The Turfgrass Group Inc.
Howard Fertilizer & Chemical Co.	TurfTime Equipment LLC
Jerry Pate Turf & Irrigation, Inc.	UGA Center for Urban Agriculture
John Deere Landscapes	University of Georgia
L. T. Rich Products	USGA - S.E. Region
Lawn Equipment Enterprises, Inc.	Yancey Bros. Co.