

Turfgrass ShortCUTT: Timely, Easy-to-Use, Research-Based Information

As we are challenged by drought, new diseases (bentgrass dead spot, gray leafspot, etc.) and ever-present environmental debates, the most efficient means of dealing with these issues begins and ends with information and experience. Yet, always there is more new information than we can keep up with.

The Cornell Turfgrass Team has established a long tradition of conducting important fundamental scientific research focused on turfgrass management. We have scientists who are recognized as *the* experts in their field. This includes biological control, soil insect management, turfgrass ecology and environmental quality. Still, much of this information is not effectively transferred to you, the end-user, in a form that makes it easy to implement.

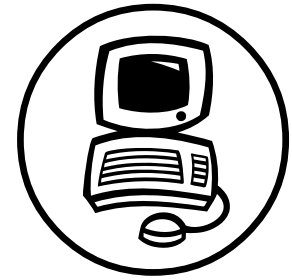
In the last few years we have committed significant resources to addressing this information transfer need. In 1998 we initiated the Turfgrass Hotline, now known as *Turfgrass ShortCUTT* (CUTT=Cornell University Turfgrass Times), a weekly, two page newsletter delivered by noon each Monday during the growing season via electronic mail or FAX.

ShortCUTT includes comprehensive regional weather information, including a weekly forecast; regional pest observations available

from turf educators throughout the Northeast, including USGA Northeast Regional Agronomists; cultural and pest management recommendations based not only on current weather patterns, but also on the latest research available from around the world; finally, each week a national expert is interviewed on a relevant topic such as nematodes, cutworms, bentgrass deadspot, annual bluegrass decline, etc.

In an effort to get this research-based information into your hands when you can most easily use it, without taking your valuable time, we utilize electronic delivery via email or FAX and synthesize the information into a two page format. We received some grant money to get the project going. Now, as the grant funds are expiring and the publication must become self-supporting, we are offering annual subscriptions for the turf industry. Currently, our pricing is \$75 per year via email, \$100 per year via FAX. NYSTA members enjoy a 10% discount.

Now is the time to take advantage of this exciting and innovative approach to having the latest research-based information at your fingertips during the growing season. Act now! Send in the subscription form with your payment to obtain *ShortCUTT*, your weekly advantage toward success.



New Resource

ShortCUTT is a weekly newsletter delivered each Monday during the growing season via email or fax. ShortCUTT includes comprehensive weather information, a weekly forecast, pest observations from turf educators throughout the Northeast, and cultural and pest management recommendations based on the latest research available from around the world.



YES! Sign me up for the weekly Cornell Turfgrass ShortCUTT

- \$75 enclosed for one year EMAIL subscription (NYSTA members \$67.50)
 \$100 enclosed for one year FAX subscription (NYSTA members \$90)

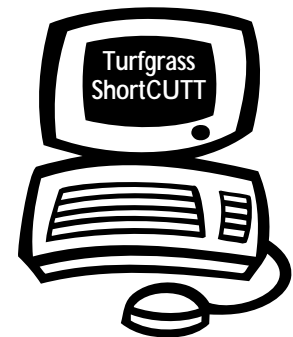
Name: _____

Address: _____

City: _____ State: _____ Zip: _____

Phone: _____ Fax: _____

Email: _____



Please send check or money order and return this form to: Cornell Turfgrass ShortCUTT 20 Plant Science Bldg., Cornell University, Ithaca, NY 14853