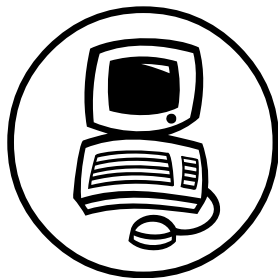


Turfgrass ShortCUTT: Timely, Easy-to-Use, Research-Based Information



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.

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As we reflect on another growing season in the books we are mindful of the challenges we faced in the turf industry with drought, new diseases (bentgrass dead spot, gray leafspot, etc.) and the ever-present environmental debate. In each case, the most efficient means of dealing with these issues begins and ends with information and experience. It seems to me that each year there is more new information than we can keep up with. Yet, day in and day out, we have to make informed decisions as maintenance standards increase and the margin for error gets razor thin.

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. Interestingly, Cornell's Turfgrass Program is not unique in this sense. It seems an almost insurmountable task to communicate the information in a way that makes sense to the golf turf industry.

In the last few years we have committed significant resources to addressing this information transfer need. Specifically, in 1998 we initiated the Turfgrass Hotline, now known as *Turf-*

grass ShortCUTT (CUTT=Cornell University Turfgrass Times). *ShortCUTT* is a weekly, two page newsletter delivered by noon each Monday during the growing season (see Figure 1) 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.

Notable guest contributors have included Pat Vittum, Paul Vincelli, Bruce Clarke, and other key researchers. In fact, our subscribers in 1999 were the first to know when gray leaf spot was diagnosed, the first to learn of the best strategy for bentgrass deadspot control and were armed with the latest on drought management and water restriction information.

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

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20 Plant Science Building
Cornell University
Ithaca, NY 14853

Turfgrass ShortCUTT

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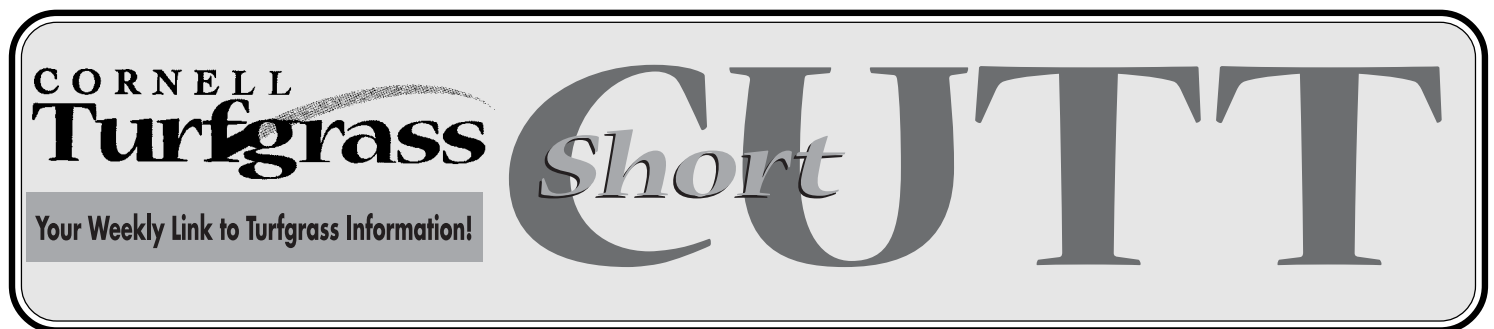
and synthesize the information into a two page format. We received some grant money to get the project going. Now, as the grant funds are expiring and the publication must become self-supporting, we are offering annual subscriptions for the turf industry. Currently, our pricing is \$75 per year via email, \$100 per year via FAX. NYSTA members enjoy a 10% discount.

As an added bonus, we compile and index all 32 to 35 weeks of *ShortCUTT* for easy reference into an Almanac that serves as a diary of the growing season (see page 2.) The Almanac also includes a complete set of weather charts and graphs to compare current conditions with historical information. It is also useful during the

current growing season to refer back to information to compare management strategies. The Almanac is a \$50 value.

For a limited time, we are offering a year of *ShortCUTT* and the Almanac for \$100 if we receive your subscription form by March 15, 2000. FAX subscribers add \$25 to discounted price. Again, NYSTA members receive 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 secure the Almanac and weekly *ShortCUTT*.

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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)
- \$100 enclosed for one year EMAIL subscription plus Almanac (NYSTA members \$90)
- \$125 enclosed for one year FAX subscription plus Almanac (NYSTA members \$112.50)

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