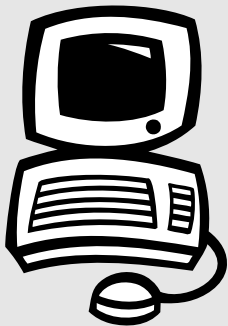


CUTT

Turfgrass ShortCUTT: 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.



As we reflect on another growing season in the books we are mindful of the challenges the turf industry faced with excess moisture, 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, our 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 *Turfgrass ShortCUTT* (CUTT=Cornell University Turf-

grass Times). *ShortCUTT* is a brief, concise, weekly newsletter delivered by noon each Monday during the growing season via electronic mail or FAX. A recent sample issue is reproduced on page 14.

ShortCUTT includes comprehensive regional weather information, including a weekly forecast; regional pest observations available from turf educators throughout the northeast, including USGA NE 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; and finally, each week a national expert is interviewed on a relevant topic such as nematodes, cutworms, bentgrass deadspot, annual bluegrass decline, etc. Guests have included Pat Vittum, Paul Vincelli, Bruce Clarke, and other key researchers. In fact, our subscribers in 2000 were the first to know when gray leaf spot was diagnosed and the first to learn of the best strategy for bentgrass deadspot control. They were armed with the latest, most pertinent information on dealing with excess rainfall and intense dollar spot.

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 or

continued on page 15

CORNELL
Turfgrass

CORNELL UNIVERSITY TURFGRASS TIMES
20 Plant Science Building
Cornell University
Ithaca, NY 14853


Turfgrass ShortCUTT

continued from page 16

three page format. Originally, we received some grant money to get the project going, but now as the grant funds are expiring, 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. 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 has a \$50 value.

For a limited time, we are offering a year of emailed *ShortCUTT* plus the Almanac for \$100 (\$125 for FAX delivery)—a 50% savings on the price of the Almanac—if we receive your subscription form by May 30, 2001. Again, NYSTA members receive a 10% discount. So, 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 begin receiving the weekly *ShortCUTT*. 

CUTT

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. The Almanac also includes a complete set of weather charts and graphs to compare current conditions with historical information.



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)

Name: _____

Address: _____

City: _____ State: _____ Zip: _____

Phone: _____ Fax: _____

Email: _____



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