

CUTT

Turfgrass ShortCUTT: Easy to Use Timely Information

The Cornell Turfgrass Team has a long tradition of conducting important fundamental scientific research focused on turfgrass management. Our scientists are recognized as *the* experts in their field, including biological control, soil insect management, turfgrass ecology, and environmental quality. Still, much of this information doesn't effectively reach you, the end-user.

In the last few years we have seriously addressed this information transfer need. Specifically, in 1998 we initiated the Turfgrass Hotline, now known as *Turfgrass ShortCUTT* (CUTT=Cornell University Turfgrass Times). *ShortCUTT* is a brief, concise, weekly 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 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.

As an added bonus, we compile and index all 32 to 35 weeks of *ShortCUTT* for easy reference into an Almanac that becomes a diary of the growing season. It also includes a complete set of weather charts and graphs to compare current conditions with historical information. It is useful during the growing season to refer to such information to compare management strategies. The Almanac has a \$50 value.

To get this research-based information into your hands quickly and easily, we use email or FAX and a two or three page format. Annual subscriptions for a year of emailed *ShortCUTT* are \$75 (\$100 for FAX). Add the Almanac a year of emails is \$100 (\$125 for FAX)—a 50% savings on the price of the Almanac. 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*.

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.



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 form to: Cornell Turfgrass ShortCUTT, 20 Plant Science Bldg., Cornell University, Ithaca, NY 14853