

January 2010

## Visit Us at the Golf Show Booth #5131

We are looking forward to seeing you at the golf show this year in San Diego. Please come by the booth so we can catch up with you. Our technical sales team will be on hand to answer all of your seed questions as well as give you current information on seeding options for lower inputs while maintaining superior performance.

## Distributor's Luncheon at the Golf Show

We still have room for a few more distributors at the Distributor's Luncheon on Tuesday, Feb. 9th, 1-3:30 pm. If you would like to attend, please reserve your spot by emailing [pmyer@sroseed.com](mailto:pmyer@sroseed.com)

### Topics to be covered:

1. Bentgrass Success Stories
2. Fine Fescues: Reduced input turf on fairways, home lawns and roadsides
3. Kentucky Bluegrass: Superior cultivars for less water use and better performance
4. Bermudagrass Update

## Email Marketing

Seed Research has embarked on an email marketing program in lieu of traditional advertising. We are using Constant Contact, a company with proprietary software for email marketing. This program will continue throughout the year, with emails arriving every three to four weeks.

Please send any suggestions for topics that you would like to see, directly to [sroseed.com](http://sroseed.com) or to your salesperson. Our goal is to provide you with updates to the market as well as educational information to support you in your business endeavors.



## Better Margin on Bentgrass!

**Make more margin by selling Seed Research of Oregon bentgrasses. Higher margin potential for both our elite type, Tye, as well as our new economical fairway blend, Fairway Metal. Compare to other products out there and then get ready for increased profitability.**

Seed Research is introducing a new bentgrass blend to round out our bentgrass program, the most comprehensive in the industry. Here are some highlights of our program:

- ★ **Fairway Metal:** Certified blend of three SRO varieties for economical inter-seeding projects. Contains certified lots that did not meet the stringent requirements of our standard Golf Quality greens program. This price-point item is packaged in a lined, 25 pound bag and will be available for spring shipments.
- **Tye:** Superior Greens with lower input requirements. Consistently outperforms A-1 and A-4 in turf quality while delivering state-of-the-art uniformity and greens speeds.
- **007:** Most versatile high performance bentgrass on the market. Greens, tees, fairways; this superior disease resistant variety is performing with distinction from Texas to New Jersey, from the Canadian prairies to Moscow, Russia.
- **MacKenzie:** Workhorse, high-density variety for greens, tees, and fairways. Low light performance, coupled with disease resistance, makes this an excellent choice.
- **Dominant X-treme 7:** Most popular Dominant blend, combining SR 1119 with 007 for superior quality and rapid establishment. A cost-effective formula for greens, tees, and fairways under diverse climate conditions.
- **Dominant XDR:** Quietly introduced last year, combines the superior Dollar Spot resistance of SR 1150 with the proven performance of SR 1119. Greens, tees and fairways.
- **Brighton:** Solid heat-tolerant variety that does well in both transition zone and northern climates. Performs well under reduced fertility programs.
- **Dominant:** Original formula provides an economical blend for mid- to lower-budget maintenance conditions.
- **Providence:** A standard for many years. Recent salt tolerance data and performance against Rapid Blight disease has rejuvenated interest and sales of this variety. A great alternative to Penncross and perfect for winter overseeding dormant bermuda greens.

For additional information, please contact your sales representative or visit our website.