

NEWS FROM **VERDE-CAL**®

First Quarter
2008

Products of **AQUA-AID, INC.**



AQUA-AID takes VERDE-CAL to the far east... South Korea.

What a difference a year makes. Last year I was trying to grow the **VERDE-CAL**® business in the western U.S. and this year I was asked to visit Korea with a distributor (Shinwoo Green Co.), call on some golf courses, and attend the Korea National Turf Show (one week before our GIS national show in Orlando, FL). It had also been arranged by Shinwoo Green that Lucas Lownes, Assistant Superintendent of Muirfield Village Golf Club (The Memorial Tournament) in Dublin, OH come to Korea too. He was asked to be a keynote speaker at the show on preparation for a PGA event and everyday maintenance. The plane ride was long, I wasn't quite sure what to expect, and the ever growing winter show season was in full swing. But hey, I've never been to Asia before and I've always said everyone can use **VERDE-CAL**® products.



Shinwoo Green Co. our Korean distributor was an exhibitor at the Korean national show had just brought **VERDE-CAL**® products onboard and wanted some help in how to position the line to their clients. Guess what, they have pH, Base Saturation problems, and Sodium issues just like everyone else. Nam-Kil Han, owner of Shinwoo Green Co. and Paul Masimore, CGCS, Agronomist for Shinwoo Green Co. picked us up from the airport and were eager to visit some golf courses before we had to attend the show. It was late in the day on Monday when we got in so we checked into our hotel and went for a quick bite to eat. Eating in Korea is a whole other story! I will say that I did enjoy all the food we were offered.

Let me give some background to the golf industry in Korea. Golf is booming in Korea! Most 18 hole facilities get on average between 80,000 and 120,000 rounds per year. And it does snow there so just imagine that amount of traffic. Most courses use a double green system (that's right, two greens per hole, how else are you going to handle all those rounds). All the tee complexes are enlarged, so they can move tee markers around. Cups are cut twice a day. The first 4 to 5 holes are completely lighted as well as the last 4 or 5, again so they can start early and play late. Grass types are Zoysia, Bermuda, Ryegrass, Bluegrass, Fescue, and even complete Bentgrass depending on budgets and geographic location.

We started early the next morning in the snow and went to a public course called Sky 72. Sky 72 is well, a 72 hole facility, with three courses being Bluegrass and the fourth course is all Bentgrass. With Nam being the translator we asked all the normal start-up questions and found out that they are battling with high base saturation levels of Sodium, Low levels of Calcium, and poor quality irrigation water. Well, that's right up my alley! We talked about **VERDE-CAL**® G (Enhanced Gypsum with PHCA), the importance of available Calcium, and **Salt-Aid**™ and **Aqua-Carbon**™ for controlling the poor quality of water loaded with bicarbonates. They were so thankful for the answers that had been stumping them for so long.

South Korea continued on pg. 4

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- Johnny's Story - A great story of service

Jim Miller
Sales Manager
843-241-5717

Bo Phillips
Regional
Account Manager
210-382-4079

AQUA-AID, INC.
Corporate Office
800-394-1551

Miller's Miscellaneous...

Newsletter time again. This issue is packed with great stuff and information for you. Please check out the links as you read to see some great stories and helpful articles. We here at **VERDE-CAL®** have just finished the GIS show. What a great show it was. Hopefully everyone had a chance to attend and see some old friends and make new ones. Our Golf industry really is very small and

close nit as compared to other industries. It is not uncommon to run into people from thousands of miles away that share mutual friends or have mutual interests or experiences. Each day riding on the bus back to the hotel was fun getting to know the person sitting next to you. Overheard at the GIS... The big story, Nutrient prices! The second big story, Drought in the Southeast. These topics being

on peoples minds quite a bit. They actually took precedence over the election! And of course, water quality issues are huge too. **AQUA-AID®** developed **Salt-Aid™** to help with water problems. Read on for more info. Please feel free to forward this newsletter onto any customer of yours. We try to include information not only pertaining to **VERDE-CAL®** but other interests as well.

Freight and nutrients...

The hot topic is nutrients and fuel costs. Both of which affect everyone of us, regardless of where we live and what we do or sell. Any product utilizing nutrients and a truck to deliver is experiencing a remarkable increase in cost. As vendors we see this and understand it, but our customers (whose budgets typically aren't increasing) are the ones who have to ultimately deal with it. Preparing for these increases has been difficult as well. Nutrient pricing changes almost weekly,

and there is no sense of consistency. We at **VERDE-CAL®** are doing our best to communicate these increases so you can pass along sound accurate information to your customer. I urge everyone to review pricing and prepare any bids or programs carefully. Our biggest change has been to go to FOB pricing. We can no longer include a portion of delivery cost in the price of the product, as we have in the past. Because of increases in freight/fuel and nutrients, this

built in cost has disappeared over the past year or two. Now the freight will be a complete separate line item on the invoice. Since freight is fluctuated, we feel this is the best way to handle all orders. As always, we will acknowledge your order with the full delivered price on it. Please accept this change, and if you have any questions, you can always call us at the office or email: 800-394-1551 or info@aquaid.com. Check out the helpful links in the margins to see more information.

Water restrictions in Tennessee...

Those of you in dry parts of the US or in drought stricken regions of the US are very familiar with water restrictions. We here in the southeast are still not nearly ready to call our drought recovery over yet. In the southwest US, you are experts in water rationing and management. However in other parts of the country we still take water for granted and, yes, we are wasteful of this very precious resource. Florida now has some severe water restrictions as they enter what is typically the driest part of the year. Rainfall over the past several months has been off still. The restrictions may get tighter even yet.

Recently I received an email from Shelia Finney, GCS at Gaylord Springs Golf Links in Nashville, TN. Her message was in regards to the possible "Stage Two" water restrictions that may be imposed on several TN counties. "Stage Two" can be defined as: Severe Shortage of water in lakes/reservoirs and severe drought. The Normandy reservoir levels must be at 850 ft. to impose these restrictions. Presently the dam is at 856 ft. Basically it effects golf courses as follows: Non greens areas are restricted to watering between midnight and 5:00am.

Watering activities that affect the general public include: Filling or re-filling of swimming pools, Non-commercial car washing, dust control, fire fighting training, washing sidewalks, patios, etc.

Google Search:

Fertilizer Cost
Increases 2008

Gain a better
understanding of the
causes on nutrient
costs.

*"The ugly truth is
always better than the
best dressed lie".*

Ann Landers

Tennessee continued...

For anyone who has ever seen and spent time in Tennessee, it seems rather odd that such severe water restrictions have to possibly be imposed. Tennessee has so many natural water bodies and lakes, great fishing too.

So for now, the drought lingers on in the southeast US.

The reason why we include this information in this newsletter is because your soil and soil amendments program needs to be re-thought when dealing with the effects of drought and dry conditions. Please read on to the next article: "Remnants of Drought" to better understand how to re-think your agronomic practices when it comes to soil amending during, and after a drought period. For those of you who would like more info regarding the Tennessee information that Shelia provided, please go to:

[Tennessee drought info-2008.pdf](#)

Remnants of the Southeast US Drought, and how it will effect your soils...

This article can pertain to any region of the US that experiences dry periods, or utilize poor water quality. During a drought you basically are in conservation mode pertaining to water, stress management to your turf and ornamentals. It is easy to lose track of nutrient management in the soil profile due to the day in, day out demand to simply deal with a situation that is very stressful and very time consuming for any turf manager whether on golf course or lawn-care or sports turf. Soil management and nutrient management should never stop being a concern. Especially pertaining to the obvious problems: Sodium, total dissolved salts, bicarbonates. We see numerous soil tests and receive a number of phone calls regarding sodium and bicarbonates increasing in the soil. We urge all managers and reps to continue to utilize **VERDE-CAL® G** applications. Doing this will offset these pressures, and keep them from causing problems such as: Compaction, lack of fertilizer response, disease like symptoms, wear patterns, localized dry spots.

When turf is stressed or thins out due to environmental stress, it must be treated differently from turf that is not affected. Mowing height and mowing frequency, aerification or hydrojecting, fans, disease/pest detection are some important first steps. While doing these things a soil test is very beneficial and is a logical next step. We see that even after some rains return, the rainfall is not enough to relieve the stresses of sodium and bicarbonates. This is typically because some compaction occurs, and along with cooler soil temperatures, and if there has not been an introduction of **VERDE-CAL® G**, than the flushing of sodium is only going to be minimal. **VERDE-CAL® G** in this case should be applied at 12 lbs per 1000 sq. ft. water in well. Follow up applications monthly at 5 lbs per 1000 sq. ft. should be applied during stress and through it. While doing this it is important to apply at least equal amounts of potassium to offset possible leaching of this important nutrient. We recommend that calcium and

potash be used 1:1 as granular soil applications. By doing this, the need for foliar calcium as well as potassium will become less needed. You may wish to use **VERDE-CAL® K** or **VERDE-CAL® KPLUS**, monthly. This is permissible, but if the drought or water stresses continue, another **VERDE-CAL® G** application will be necessary to keep soluble calcium moving in the soil profile. So, if you are in a region that is drought stricken, or seasonally dry: Perform a soil test, and water test. Utilize the back of our literature to determine the correct levels of base nutrients. Treat the soil as needed, and don't let it wait till aerification or the next season. Salts and high sodium make the plant work harder to grow less. So a progression of weaker turf is seen if left untreated. Utilize the **VERDE-CAL® G** and get the benefits of:

- Lower rates vs. gypsum
- 100% soluble
- 100% available
- Less cost per application
- Easier to use.

"Agriculture is our wisest pursuit, because it will in the end contribute most to real wealth, good morals and happiness."

Letter from
Thomas Jefferson to
George Washington
1787

Applications of **VERDE-CAL®** products can be used in the winter time. Even though soil temps may be cool, you won't lose the calcium. This is due to the soils heavier texture during the cooler time of the year. When favorable temps return, you will know exactly where the product has been applied.

South Korea continued...

*I'm so fast I can turn out
the light and be in bed
before it gets dark!*
Muhammad Ali



The next course we went to was in the Northeast Korea where it was snowing much harder. We went straight to a green complex that was under construction and also under a 4 inch blanket of fresh snow. After thirty minutes in the weather we all went back inside and talked about everyday maintenance issues.

Our last course visit was up on the side of a mountain. Lots of courses are built this way because of the population being so large that all flat land is for people (living quarters and businesses), and comes with a high price tag. Golf courses tier their way down mountainsides sort of like ski slopes. In fact there was so much snow it could have been used as one. This

visit was a construction meeting. The course was in the midst of a ten million dollar reconstruction of everything, the clubhouse included. We were not too involved in this meeting but we could understand what was going on. There were architectural spec drawings and artist preliminary design / hole concept drawings all around and being referred to frequently.

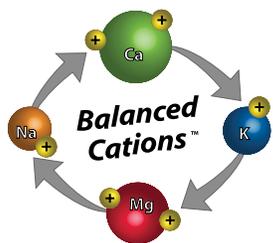
We then went to Seoul and caught a plane to Kwangju and rested for the night before the show in the morning.

The Korean National Show was like many large state shows here in the U.S... Distributors show their goods or services, meet and greet with customers, and catch-up with old friends that they haven't seen in a while. Of course everything is written in Korean which made things seem a bit different to me. Jacobsen, TORO, and John Deere still have the most space filled up with the latest machinery. Fertilizer distributors and manufactures were pretty easy to point out (N,P,K is still N,P,K). While in the booth we were introduced to many superintendents from all around. Again, Nam was the translator and helped with the communication barrier. I was asked many of the same questions as I would have been asked here. How does it work? How does it breakdown? What sizes is it available in? Is it in stock? How is it different than typical Limestone and Gypsum? Does it need to be put down at time of aerification?



My answer to all of those questions was the same as it would have been here. I was right when I said everyone can use **VERDE-CAL®** products. No matter where you are or what language you speak. SOIL is SOIL and if you know how it works, it works that way everywhere.

After three days of the show (let's not forget Soju, Hite(look it up), and some interesting meals), Nam took us to the airport and saw us away. He was a wonderful host and showed us all the aspects of Korea from traditional to contemporary. He looked after us as if we were family and after the trip I couldn't ask for anything more. In fact I would say that all of us on that trip became like brothers. Nam and Paul thanks for everything, and to Lucas – DUDE! What an experience! I hope to do it again someday.



If you need more literature, please request some to be mailed to you by contacting one of the following:

maryanne@aquaaaid.com
scott@aquaaaid.com

Specify how much you need and where to mail it to.

New Product Spotlight:**Salt-Aid™**

Condition bicarbonates in the soil solution. Condition salts and sodium in the soil solution. Condition the overall soil solution of nutrients and cations to provide a more beneficial living, nutrient environment for the soil as well as the plant. **Salt-Aid®** has become that product. Available in various sizes to spray or inject, **Salt-Aid®** utilizes an organic approach to treating the soil solution, which will aid the turf manager when using

poor water quality irrigation, or growing turf during drought stress. Other like products claim to do the same, but are very harsh to the soil microbial environment due to the "more synthetic" nature of their formulations. **Salt-Aid®** performs remarkably well and at the end of the day, ends up as a microbial feed as well as a conditioner. Extensive testing and practical field tests have been performed and the results show that **Salt-Aid®** greatly enhances the soluble portion of the soil profile with beneficial conditioning of essential cations. Those that

have used the product thus far report an instant green up of the turf, as well as greatly improved Paste Extract tests with regards to Bicarb, sodium and salts. We highly recommend using **Salt-Aid®** in conjunction with **VERDE-CAL®** products to further condition the soil and soil solution and make the soil environment as best as it can be. Especially when dealing with negative water quality, the combination of both products work beautifully to give your turf and ornamentals the best overall strength and stress resistance.

Salt-Aid™**Maintenance**

Apply 3 to 8 ounces per 1000 ft² in 2 gallons of water (96 to 255 ml per 100 m² in 8 liters). Repeat at 30 day intervals, or as needed for specific sodium reduction needs.

Curative

Apply 8 to 16 ounces per 1000 ft² in 2 gallons of water (255 to 509 ml per 100 m² in 8 liters). Begin maintenance program 30 days after curative application.

Johnny's Story... Important message for all of us providing customer service...

Our own Bert Brace forwarded this story to me, and it really hits home. All of us in the service industry get used to our jobs, our customers, and our daily routine. I like to say we sometimes have "blinders" on. Meaning, we only see what is right in front of us. What are we missing that we can't see due to the blinders? Read Johnny's Story and look at how you are doing things in your job and daily life. You will find inspiration from this story and apply it to daily life and your job. You will find yourself a better person and better sales rep because of it.

We all need "humbling" from time to time, and this story will humble you. Enjoy.

<http://www.stservicemovie.com/>



800-394-1551
www.aquaaid.com



To replenish his red meat level, Bo consumes a 52 ounce Porterhouse upon return from Asia. Had he added PHCA, a 13 ounce steak would have been sufficient.

FEED THE SOIL AND THE SOIL
WILL FEED THE PLANT.