



NYSTA Advocacy Information & Highlights

Who We Are

New York State Turfgrass Association

NYSTA is one of the premier green industry associations in the northeast representing the turfgrass industry in New York State through the development and support of educational programs, research projects, professional development and the advocacy for sound policy and environmental stewardship. The New York turfgrass industry consists of the following:

- ▶ Lawn/Landscape
- ▶ Golf Courses
- ▶ Sports Turf
- ▶ Cemeteries
- ▶ Parks/Recreation
- ▶ Sod Farms
- ▶ Equipment Managers
- ▶ Educators
- ▶ Students
- ▶ Industry Sales/Manufacturers



NYSTA members include landscapers.



NYSTA members include golf course superintendents and groundskeepers.



NYSTA members include equipment managers.



NYSTA members include sports field superintendents and groundskeepers.



Facts & Figures

3.4 million	Just over 3.4 million acres of turfgrass in NYS. This acreage is slightly larger than the state of Connecticut.
82%	Private residences account for 82% of the total acreage with commercial lawn care second at 8% and golf courses third at 3% .
43,000	The industry employs just over 43,000 people at a payroll in excess of \$465 million .
\$5 billion	The turfgrass industry spends just over \$5 billion per year in NYS.



Turf industry professionals are important contributors to the NYS economy.

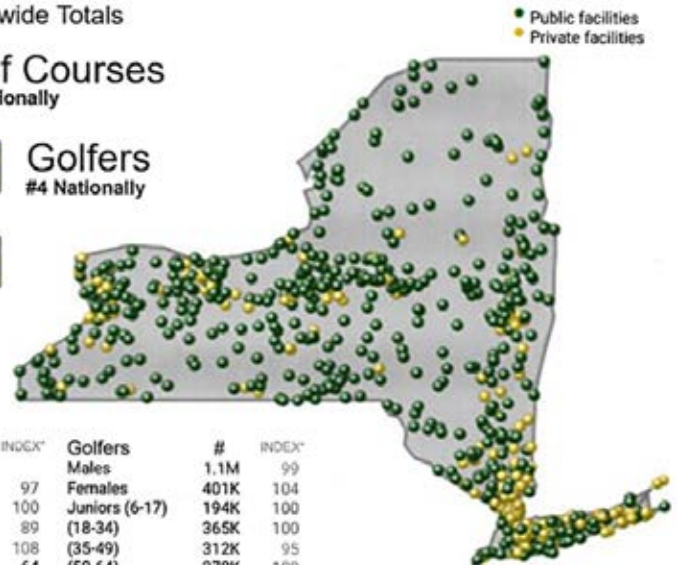
Golf Industry in NYS

830	Home to 830 golf courses, 75% of which are open to the public
50%	50% of these courses can be played for less than \$40 a round
\$5.3 billion	The golf industry in NYS generates a total impact of \$5.3 billion supporting over 56,000 jobs and \$1.6 billion in wages

Estimated Statewide Totals
830 Golf Courses
 #4 Nationally

1.54M Golfers
 #4 Nationally

16.4M Rounds Played
 +2.5% vs. 2020



Facilities	#	INDEX*	Golfers	#	INDEX*
Total	741		Males	1.1M	99
Public	530	97	Females	401K	104
Daily Fee	408	100	Juniors (6-17)	194K	100
Municipal	122	89	(18-34)	365K	100
Private	211	108	(35-49)	312K	95
Golf - Resort	36	64	(50-64)	378K	109
Golf - Real Estate	50	30	(65+)	293K	106
Par 3	55		White	1.2M	96
Driving Ranges	46		Non-White	384K	114
			Income \$100K+	924K	111

*Index compares the proportions in New York, for each category, to total U.S. Figures (100): An index of 105 for Female golfers means that New York has 5% higher representation of that segment compared to total U.S. An index of 94 would mean 6% lower. Figures within categories may not sum totals due to rounding.

Of Note: With 149 municipal golf courses, New York ranks fourth nationally behind California, Texas and Illinois. The NY State Parks Recreation & Historic Preservation Department is the nation's biggest municipal operator (19 facilities), while the New York City Department of Parks and Recreation is the fifth-largest (13 facilities).





Advocacy 2024

Turfgrass Environmental Stewardship Fund

Request

We respectfully request that a line item of \$200,000 be appropriated for the New York Greengrass Association in the 2024-2025 budget for the Turfgrass Environmental Stewardship Fund.

Background

The turfgrass industry is an important industry in New York State. According to the New York State Turfgrass Survey, close to 3.5 million acres in the state are covered with turfgrass, consisting of lawns, parks, golf courses, sports fields, sod farms, industrial and institutional grounds, rights of way, etc. Five billion dollars of turf maintenance expenses contributed to the State's economy.

Turfgrass has a major impact on the quality of life, as was evident as citizens enjoyed outdoor activities during Covid. Healthy turfgrass provides countless environmental benefits such as storing carbon, holding rainfall for groundwater recharge, reducing erosion, filtering pollutants, absorbing sound, cooling the air temperature and providing plentiful, clean oxygen. Dense, healthy turfgrass provides a safe playing surface for our children and athletes of all ages as well as beautifies and softens our urban landscapes.


A \$200,000 appropriation for the Turfgrass Environmental Stewardship Fund provides for education and outreach promoting environmentally sustainable and safe practices of turfgrass management.

The 2023-2024 State Budget's Turfgrass Environmental Stewardship Fund appropriation was to fund the following projects. More information on each project follows this page.

- ▶ New York Greengrass Association Outreach
- ▶ Green Industry Educational Webinars – Development & Implementation
- ▶ Promote Professionalism Through Research and Education – Phase VII
- ▶ Environmental Stewardship Education for the Hudson Valley Golf Course Superintendents Association and the Northeastern Golf Course Superintendents Association
- ▶ Best Management Practices for NYS Golf Courses: Continued Implementation of Golf Course Environmental Stewardship Efforts
- ▶ Workforce Development: Apprenticeship Program

NYSTA Perspective

It is the mission of NYSTA to promote professionalism through education and research while advocating environmentally responsible management. Supporting the Turfgrass Environmental Stewardship Fund assists in providing education to turfgrass professionals who are constantly challenged to meet expectations for quality, safety, and environmental sustainability.





Turfgrass Environmental Stewardship Fund Projects 2023-2024

New York Greengrass Association Outreach

Environmental stewardship responsibility is shared by all those whose actions affect the environment, reflected as both a value and a practice by individuals, companies, communities, and government organizations. Positive stewardship behavior demonstrates acceptance of this responsibility through the continuous improvement of environmental performance to achieve measurable results and sustainable outcomes.

We in the turfgrass industry believe we have an environmental responsibility to properly manage and maintain the lands that have been entrusted in our care. With proper education, industry professionals will obtain the tools they need to ensure the continued existence and sustainability of healthy turf and landscapes for current and future generations. Funding from this grant will enable us to continue to disseminate research information through various publications to NYSTA members, non-members, and students alike.



Monthly update videos are provided to all NYSTA members



In-person educational conferences keep our members compliant with NYSDEC licensing requirements





Turfgrass Environmental Stewardship Fund Projects 2023-2024 continued

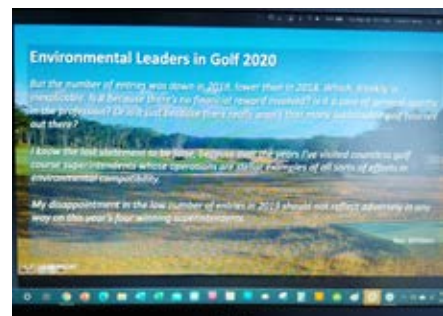
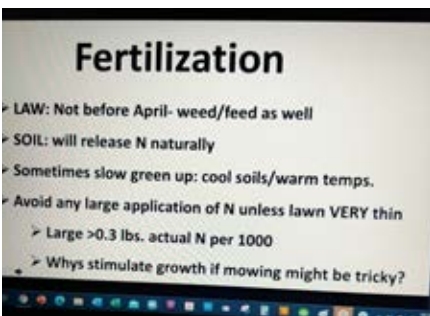


NYSTA's Winter Webinar Series provides NYSDEC accredited education to over 1200 participants annually.

Green Industry Educational Webinars

An online platform was established during the pandemic to provide quality educational programs for professionals in our industry and enhance turfgrass environmental stewardship in NYS. Funding has and will continue to help support facilitation of educational webinars for pesticide applicators and provide research information from both current and past grant recipients to all sectors of professionals in our industry. Pesticide applicators have expressed a desire to continue using this platform to obtain New York State Department of Environmental Conservation pesticide recertification credits.

- ▶ Education is provided to over 1,200 registrants.
- ▶ 90% of these registrants received NYS DEC pesticide recertification credits.





Promote Professionalism Through Research and Education

Educational outreach, professional development and industry promotion are at the forefront of NYSTA's initiatives. The fallout from the pandemic combined with rising costs of supplies have impacted many facilities and limited their access to association membership.

- ▶ NYSTA is continuing a TEF project to assist our members who have been financially impacted over the last few years and have been unable to pay their annual memberships.
- ▶ Members will receive complimentary membership, along with free registration to upcoming educational webinars, and a special member only rate for in-person educational seminars
- ▶ Receive weekly and monthly agronomic updates from university professors, industry professionals and regulatory updates.

Education was also provided to a number of NYSTA members who could not take advantage of the membership rate which included continuing education webinars.



For NYSTA Members Only ...

The New York State Turfgrass Association is happy to share monthly update videos from Steve McDonald, produced exclusively for NYSTA members!

Steve McDonald is the owner of Turfgrass Disease Solutions and makes over 225 turfgrass consulting visits per year to golf courses, sod farms and sports fields.

NYSTA members receive one monthly video from March to November. In these videos, Steve highlights seasonally appropriate topics for turfgrass managers. We know our members are enjoying this exclusive member benefit.






Turfgrass Environmental Stewardship Fund Projects 2023-2024 continued



NYSTA supports educational outreach provided by local GCSA chapters

Environmental Stewardship Education for the Hudson Valley Golf Course Superintendents Association and the Northeastern Golf Course Superintendents Association

Individual golf course superintendents' associations in NYS have been significantly impacted by the rising cost of association expenses. Funding from the TESH will help support annual educational conference expenses for two associations in NY. In-person conferences continue to play a vital role in providing education, networking and industry interaction amongst attendees and industry experts.



Hudson Valley GCSA Winter Educational Seminar

Resorts World Casino, Monticello, NY

Wednesday, January 17, 2024

Agenda


7:30 - 8:30	Registration & Breakfast Buffet
8:30 - 9:30	Welcome Introduction & HVGCSA Annual Business Meeting
9:30-10:30	Elliot Dowling , USGA Regional Director, East Region -Data Collection & Year in Review
10:30-11:00	Coffee Break
11:00-12:00	Elizabeth Lamb, Ph.D. , NYS IPM Program at Cornell University -What's new in invasive pests of ornamentals
12:00 - 1:00	Lunch Break
1:00 - 2:00	Dr. Ben McGraw , Associate Professor Penn State– Turfgrass Science -The Turf Insect Management Round-up: Wacky weather, wily worms, and wicked insects
2:00 - 3:00	Joseph Almanza , NYS DEC Pesticide Control Specialist - NYS DEC Pesticide Compliance


NY Credits 3a/b = 2 credits & Core = 1 credit **"Please bring NYS Pesticide License"**

3:00 - 4:00 Cocktail Reception

Registration Deadline: January 12, 2024

Fee: HVGCSA Member- \$75.00 | NYSTA Member - \$100.00 | Non-Member \$125.00





Northeastern Chapter GCSAA


NEGCSA Winter Education Day

January 5, 2024

Glens Falls Country Club
211 Round Pond Road
Queensbury, NY 12804

Schedule of Events

8:00AM	Registration & Continental Breakfast
9:00AM	Opening Remarks
9:15AM	<i>Optimizing Sprayer Performance and Pesticide Application Procedures</i> – Jim Nedin, Jim Nedin Consulting Service (Mechanics session continues at Maintenance Building)
10:30AM	<i>Annual Bluegrass Weevil Management Update</i> – Ben McGraw, Ph.D.
11:30AM – 12:15	<i>Maximizing Irrigation Efficiency</i> – Kevin Collins, Ocean Organics
12:00-1:15	Lunch/Trade Show
1:15- 2:15	<i>Wily Insects and Wicked Worms: Managing old foes and emerging insect issues with a limited arsenal</i> – Ben McGraw, Ph.D.
2:15	Annual Meeting and Elections



Sponsored by:
Turfgrass Environmental
Stewardship Fund





Best Management Practices for NYS Golf Courses, 1st edition



New York Golf Course Foundation

@newyorkgolfcoursefoundation · 54 subscribers · 50 videos

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Best Management Practices for NYS Golf Courses:



Continued Implementation of Golf Course Environmental Stewardship Efforts via Funding for the New York Golf Foundation

The New York Golf Course Foundation (NYGCF) is a nonprofit organization that promotes sustainable golf management efforts in New York State. This organization is an evolutionary step for the New York State Best Management Practices (BMPs) project that began in 2012 and established the state’s first golf industry BMPs.

The foundation’s mission is to continue and expand upon the work of the BMP committee, raise the profile of the state’s golf industry with respect to its environmental sustainability efforts, and fundraise to provide a sustainable source of revenue to continue these efforts. Scientists from Cornell University will continue working with NYGCF to update the BMPs, address new topics as the need arises, and provide education to the superintendent’s target audience.

2023-2024 TESH funding allowed for the creation of statewide workshops, curriculum development, and walk and talk tours in partnership with Cornell University on golf courses to present, promote and facilitate the creation of individual golf course facility BMP documents.



Best Management Practices providing education on the course



Best Management Practices for NYS Golf Courses – Case Study on Water Quality





Turfgrass Environmental Stewardship Fund Projects 2023-2024 continued



Workforce Development: NYSTA Apprenticeship Program

NYSTA's latest initiative introduces a Registered Apprenticeship program for golf courses, sports turf, and turf businesses in New York State. This program aims to address the critical shortage of trained and educated professionals in the industry by connecting NYSTA employer partners with talented individuals for specialized skilled positions.

The project's objectives include creating a career pathway for job seekers in New York State in various sectors such as golf courses, sports facilities, athletic fields, lawn/landscape, and other turf-oriented businesses. The anticipated outcomes are improved wages, increased access to ongoing education, career readiness training, and enhanced recruitment efforts targeting underrepresented communities.

Continued financial support through the TESH annual grant will enable translation of the program for primarily Spanish-speaking individuals, the development of Pre-Apprenticeship programs in New York State high schools with Agriculture Education and FFA chapters, and ongoing marketing efforts.

Two apprenticeship programs have been approved by the New York State Department of Labor – Workforce Development office for certification:

- ▶ Groundskeeper II – Golf Course & Sports Turf
- ▶ Turf Equipment Technician



NYSTA's Registered Apprenticeship Program at work on the golf course



Students learning what it takes to be a Turf Equipment Technician



NYSTA's Registered Apprenticeship Program at work on a sports field





These programs include formal on-the-job training (4,000 hours), additional education, and certificates (144 hours) from various cooperators over two years. The certifications include OSHA-10, GCSAA Assistant Certificates in Environmental Stewardship and Leadership and Communication, SFMA Sports Field Turfgrass Science Webinars, NY State Pesticide Applicator's License, NYSTA Webinar Series, and 19 college credits from SUNY-Delhi in turfgrass management, soil science, etc., towards an AAS degree, and Penn Foster Automotive Service Technician Certificate.

The NYSTA Apprenticeship Program is a recognized State and National Occupational Credential. Completing this program grants a state and nationally recognized journey worker credential, confirming the individual's qualifications through a combination of on-the-job training, classroom instruction, and professional development.



The Apprenticeship Program aims to:

- ▶ Connect motivated workers with turf industry experts.
- ▶ Provide comprehensive training to advance skills and qualifications.
- ▶ Build a trusted workforce of turfgrass professionals.
- ▶ Foster partnerships between employers and apprentices for on-the-job training and support from NYSTA.
- ▶ Revitalize the importance of apprenticeship programs in various industries.

Participating in the NYSTA Apprenticeship Program offers several benefits:

- ▶ Hands-on training with experienced mentors and additional online and classroom training at no cost.
- ▶ Education opportunities and potential to earn college credits sponsored by the employer.
- ▶ A pathway to a long-term, successful career with competitive salaries and minimal educational debt.
- ▶ A salary from day one, with increases as new skills are mastered.
- ▶ A nationally recognized certification facilitating mobility across the United States.

Apprentices in this program undertake crucial roles in creating and maintaining aesthetically pleasing and safe playing surfaces, gaining a diverse set of skills in turfgrass management. This opportunity is ideal for those who enjoy outdoor work, teamwork, and take pride in completing projects. It's suited for individuals eager to progress in their careers and willing to put in the necessary effort to succeed in the turfgrass management profession.





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