



*“Because all of our fields are natural, native soil turf fields, 95 percent of our work is done in-house,” said Kevin Yeiser, director of grounds and athletic facilities at LVC. “I believe we have a reputation for quality playing surfaces.”*



# Turfacer® Saves the Game

*Field & Fairway™*

## Situation

Combining torrential downpours and spiked football cleats can be nothing but trouble for a native soil field. Officials at Lebanon Valley College (LVC) in Annville, Pennsylvania experienced this dreaded union when hurricane Ernesto rolled along the Atlantic coastline from September 1 through September 2, 2006, bringing with it almost four inches of rain to the rural community. With a home game scheduled for Saturday, September 2, LVC officials knew they needed a special topdressing product to make the water-logged field playable and to prevent the field's utter destruction from the players. Officials found the wrath of Ernesto to be no match for PROFILE Products LLC's Field & Fairway™, part of its Turface Athletics™ line of topdressing products.

## Problem

Lebanon Valley College was the 2005 collegiate winner of the Sports Turf Manager Association's Complex of the Year award. Protecting his award-winning fields was foremost in Kevin Yeiser's mind when forecasters predicted hurricane Ernesto's torrential downpours would hit the Atlantic coast states in early September. Yeiser is LVC's director of grounds and athletic facilities. With a home game scheduled for September 2, 2006, Yeiser knew his field crew had to be proactive in ensuring LVC's valued football field wouldn't be destroyed by water and cleats and would remain a safe playing surface for players.



## Solution

Beginning the evening of Friday, September 1, rain fell continuously until the evening of Saturday, September 2. To soak up the water and limit damage to the field by the players, Yeiser used Profile Product's Field & Fairway. On Friday, Yeiser used one-and-a-half tons (about 60 bags) of Field & Fairway between the field's hashmarks and put another dozen bags down during the pre-game and halftime to keep water levels to a minimum.

When used as a topdressing on native soil fields, Field & Fairway absorbs 90 percent of its weight in water. It instantly absorbs excess moisture and turns muddy areas into dry, safe, playable surfaces. It also protects the crowns of the plants, which helps prevent turf damage. Field & Fairway permanently modifies soil to add water- and air-holding pore space, preventing compaction, allowing better drainage and helping turf stand up to intense traffic.

Yeiser said the Field & Fairway worked wonderfully.

"The coaches said they felt the field held up extremely well," said Yeiser. "They were pleased with it. The players also were able to concentrate on the game, not the field conditions."

## Results

Yeiser said the field began showing growth after a few days despite the pounding it took during the game.

"Even with the Field & Fairway down when Ernesto hit, we still had some damage. We couldn't escape it," Yeiser said. "But we were able to repair the field for the following home game. We had the field ready and we had growth back out. Everything was green again."

Yeiser said the following home game on September 16 also saw significant amounts of rainfall prior to the game—nearly three inches. Yeiser said the field was to the point of saturation and required applying more Field & Fairway to soak up the muddy, wet areas. Again, Yeiser said, the Field & Fairway came through.

"Unfortunately, the grass that had germinated got beat up again during the next home game. But without the Field & Fairway, I don't think we would have gotten it up on time," Yeiser said.

Yeiser added that the team LVC hosted at its September 16 game had played at a nearby

college on September 2. Based on the damage they saw incurred on that college's field, the visiting coaches were amazed at the condition of LVC's field.

"The first question out of their mouths was to ask if we had resodded the field," Yeiser said. "The coaches were under the assumption that they would be running on to a bare field. When they saw the amount of turf covering the field, they were very impressed. It speaks well to the guys' efforts here and for Field & Fairway."

Bill Smedley, Turface® distributor for Seedway, LLC in Mechanicsburg, Pennsylvania, introduced Yeiser to Field & Fairway when Yeiser needed an amendment to soak up rain prior to the school's outdoor commencement exercises earlier in May 2006. Since then, Smedley reported that Field & Fairway has seen extensive use at Lebanon Valley College.

"Kevin has used Field & Fairway on most of his fields," said Smedley. "But he's been a Turface customer from the get-go, using the soil conditioners on his baseball and softball infields. He didn't need to be sold on the benefits of using Field & Fairway for his native turf."

"Lebanon Valley College faced a difficult situation in protecting its field from the damage of rain and players," said Dan Fick, sales manager for Profile Products. "Field & Fairway worked perfectly since it was able to soak up the excessive amounts of rain, it protected the players from sliding in mud and it provided excellent means for vegetation establishment once the game was over."

Yeiser couldn't have been more pleased with the results he saw from the Field & Fairway and the service he received from Fick and PROFILE Products LLC.

"Dan has been really good to us," Yeiser said. "Dan has always been the type of person you can rely on and he's the type of guy who doesn't just stop in when he has something to sell you."

"Working with Profile has been great," Yeiser continued. "I'm quite certain that some of the successes we've had here can be attributed to what they've been able to do for us. We've been very appreciative of it and the college has been very appreciative of it."

Conquering rain and cleats with service and performance, Profile's Field & Fairway saves the game and lives on to tackle another day.

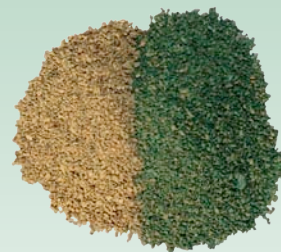


## Key Product Properties

### Field & Fairway™ Emerald

*With its new, green color, Field & Fairway Emerald helps mask worn areas while absorbing water to prevent slippery, wet conditions that can lead to turf damage and result in unsafe playing surfaces. In addition, Field & Fairway Emerald:*

- Adds porosity to prevent compaction in high-traffic areas.
- Reduces watering requirements.
- Pays long-term benefits by permanently modifying the soil.



PROFILE Products LLC  
750 Lake Cook Road, Suite 440  
Buffalo Grove, IL 60089  
(800) 207-6457  
www.profileproducts.com