Herewith the 2015 annual reporting to the Noer Foundation regarding activities of the MSU Libraries associated directly with the Noer Collection. For a survey of the wider range of work of the Turfgrass Information Center, see our 2015 TIC Annual Report, which will be posted on TIC’s website by 1 March 2016, or see the currently available 2014 Annual Report, also accessible via TIC’s website.

I. Collection Acquisitions:

A. Print Materials:

During the 2015 reporting year a number of particularly special historic items were acquired for the Noer Collection. See the table list of items here (each with links to the full TGIF records for each item):

See: http://ticpass.lib.msu.edu/cgi-bin/flinkss.pl?srch=NOEROOLDBUY15

Most notable among them is:

There are no known holdings of this edition of this item (per OCLC) within libraries elsewhere in the world; nor do we own any others of the apparently extant five other editions; nor, apparently, does Dr. Beard. All of the editions of this booklet, as published between 1927 and 1935, are clearly very, very rare.

In addition, ‘regular’ acquisitions of hundreds of print materials continued by the MSU Libraries to build the Noer Collection. The link here produces a table of a sample set of these new monographic additions to the Collection.

See:  [http://ticpass.lib.msu.edu/cgi-bin/flinkss.pl?srch=NOERNEWBUYSS15](http://ticpass.lib.msu.edu/cgi-bin/flinkss.pl?srch=NOERNEWBUYSS15)

B. Electronic Materials:

It is important to note that significant numbers of items now being processed into TGIF itself, as well as now sometimes into our digital archives, are ‘born-digital’, and may not necessarily be held as a part of the collection in a print format. To date those kinds of items have not been reported out here, but for the first time we will attempt something like this. The link below is to a wide range of monographic (i.e. not magazine or journal contents) TGIF record types, all entered into TGIF during calendar year 2015 (so far…), for which we do link to an electronic version somewhere, but which we do not own as a traditional ‘print’ copy. You will note within this set theses and dissertations, technical reports, extension fact sheets, etc. It is also worth noting that not all the items here are of recent origin, as they may just be ‘newly-available’ to us in a digital form. Scroll to the bottom of this (yes, longish…) list to see the oldest material – clear back to 1896!


As a point of comparison to the 1,000+ records contained in this set; here are the numbers for the past five years using the same search criteria:

2010 – 206 records
2011 – 180 records
In the long-term view; this is where the Noer Collection, the TGIF database, and perhaps most importantly, turfgrass industry professionals, researchers, teachers, and most of the rest of the turfgrass industry are already headed, in terms of both their information needs, as well as their interests. And everyone can contribute to this ‘digital library’, by making their content of significance available online – at a permanently stable, backed up, high-quality, accessible, and speedy location. Therein, of course, lies some of the rub…and some of our increasing role going into the future.

II. Collection Donations:

As opposed to the previous year’s borderline-overwhelming volume of donation receipts, this year was a bit more ‘normal’ for the transfer of materials to TIC. These donations remain the key component in continuing to both build the comprehensiveness and further enhance the uniqueness of the Noer Collection. During 2015, we have received these donations:

a. The family of the late Dr. James T. Watson, Colorado & Wyoming – In continuation of last year’s massive transfer of materials to us, additional materials were contributed as consolidated by Dr. Watson’s family. Their efforts ‘to do the right thing’ for the turfgrass industry have been exemplary and very much appreciated.

b. USGA Green Section, Golf House – A significant transfer of very good runs of a dozen or so international turf and golf course related periodicals, including, of particular value, important runs of 1980’s BIGGA and English golf management magazines. We have had particular problems locating many of those items, and since we already have a digitization agreement with BIGGA, they can be scanned and made available in full-text form – as well as being indexed within TGIF. Those items now appear within this browsing website: http://archive.lib.msu.edu/tic/bigga/browse.html.

c. Mr. Warren Rauhe, Michigan – In continuation of last year’s book transfers, an additional donation was received of several hundred yardage guides and scorecards from around the world, as well as physical and digital images shot by now-emeritus Landscape Architecture Professor Rauhe. As coordinator of MSU’s Golf Course Design course taught overseas, images are from around the world, and total about 5,000 slide and 30,000 digital images. Metadata is more limited, including only 1) golf course, and 2) date shot.

d. Mr. Mel Lucas, Massachusetts – A very special box of historic serial and monographic items, including early turfgrass product materials and booklets, books, reprints, and technical reports, ranging from 1891 to 1979. Included were the earliest donated issues of The British Golf Greenkeeper we have ever received, which are now digitized at the BIGGA website mentioned above (see 1955-1957 issues listed there).

e. Dr. Stephen Cockerham, California – A multi-box transfer of a wide range of periodicals, technical reports, consultancy reports, and images, with a particular focus on sod production, indoor and hybrid turf systems, California turfgrass history, the
1994 World Cup projects, and Bank One Ballpark. Images total about 10,000; primarily slides and very nicely organized.

f. **Mr. Cliff Haka**, MSU Libraries – Continuing partial runs of golf periodicals, and a continuing supply of yardage guides and scorecards.

g. **Mr. Monroe Miller**, Wisconsin – A delivery of several boxes of older periodicals (especially early WGCSA items) and monographs, as well as commercial product material descriptions and a nice selection of MMSD print materials from 1940-1980. Also some unique original pencil drawings of individuals in the turf industry!

h. **Dr. Alec Kowalewski**, Oregon – Several boxes of northwest turfgrass periodicals, including good runs of *Clippings* (WWGCSA), *Mountain West Turf*, *Northwest Turfgrass Topics*, *OGCSA Newsletter*, *The Turf Line News*, and *Turfgrass Management in the Pacific Northwest*. Also, Alec simultaneously facilitated a digitization agreement with the Northwest Turfgrass Association (NTA) for a cooperative project to scan both *Northwest Turfgrass Topics* and the *Proceedings of the Northwest Turfgrass Conference*.


j. **Dr. Aaron Patton**, Indiana – Facilitation of a digitization agreement for the *Proceedings of the Midwest Turfgrass Conference*, cooperatively with the Midwest Regional Turfgrass Foundation (MRTF) – and a copy of *Turfgrass Weed Control for Professionals*: 2015 edition.

k. **Dr. Kevin Frank**, MSU – A range of economic turfgrass surveys for several states and various other miscellaneous monographs.


m. **Mr. Paul Ward & Mr. Chuck Schoenknecht**, Michigan – several Michigan yardage guides.

n. **Mr. Albert Bernard Frank** – A copy of his thesis (Ohio State, 1966) and a digital permission for same.

### III. Permissions & Digitization Efforts:

We continue to receive ‘donated content’ in the form of permissions associated with online rights. This is what enables us to, for example, load digitized (i.e. scanned or ‘born-digital’) full-text of theses & dissertations, or to create digital archive sites of turf periodicals. A steadily increasing percentage of TGIF overall (currently just over 58%) is now directly linked from the TGIF record for an item to a full-text version (whether digitized by us or someone else). While we may take for granted that such is always the case for materials which can be identified by web engines such as Google, that pretty much only includes materials created within the last twenty years, unless someone has taken the trouble to properly process and present older content. For a complete summary of the work relating to this important component of TIC’s workload, see both the list of these projects (completed and currently under construction) at:

[http://tic.msu.edu/pubjrnlbrowse.htm](http://tic.msu.edu/pubjrnlbrowse.htm).

During 2015, one new (large) archive site was launched for:

*Landscape Management* (1962—present less six months), cooperatively with North Coast Media LLC. This title was known as *Weeds, Trees & Turf* for many years.
This is a public website, so all content will also be picked up by Google, etc. It is also a large site of approximately 47,000 pages. For TGIF database users, this means an additional 3,937 TGIF records contain stable links to the corresponding full-text content.

We have a significant number of additional archive sites in various stages of construction, including Lawn & Landscape, Michigan State University Turfgrass Field Day Proceedings, The Green Sheet (FL), Northwest Turfgrass Topics, and a number of the earlier-but-no-longer-printed Turfgrass Conference Proceedings, including those of the Mid-Atlantic Golf Course Superintendents, the Northwest, the Midwest, and the North Carolina Turfgrass Conferences. These will add many thousands of additional full-text items to the steadily-growing online library of content. In addition, those titles which continue to be published by our cooperating publishers make their material available on an ongoing basis – currently 23 periodicals – which are regularly added to the archive sites, as well as being listed (and linked) from within TGIF itself.

Our thanks are due to all of the cooperating organizations indicated, and in some cases, individual authors for giving such permissions, as they do contribute to the completeness of what is available to online users (public, in many cases, or TGIF users, in all cases) of the broader ‘collection.’ Please do let them know you appreciate their willingness to make material available in this way, and recruit for us additional cooperators. Here are links to further information and the appropriate forms:

- For periodicals: http://tic.msu.edu/fulltext.html
- For theses or dissertations: http://tic.msu.edu/copyrightpermissions.html
- For other book or book-like content: http://tic.msu.edu/monographicpermissions.html.

We would hope that members of the Foundation would be actively involved in helping to facilitate these ‘deals’, as well as encouraging accompanying financial donations to support the processing. This work does cost money – and all require a written agreement to proceed with the publisher and/or rights-holder-of-record for the material.
Also, please note that we still are ‘missing’ some issues of these periodicals going back in time – you can tell online which we’re missing, as they will be labeled as either “No Issue Available” or “The TIC needs this issue!”

IV. **Noer/Milorganite® Image Collection (‘The Noer Slides’)**

See: [http://noermmsd.lib.msu.edu](http://noermmsd.lib.msu.edu)

This website continues in a very preliminary condition. Continuing work has included the scanning, now completed, of an additional 200 or so slides not originally scanned, and metadata corrections based on feedback supplied by users in response to the embedded ‘feedback’ requests. In addition, we have often been featuring Noer images in our social media outreach, particularly as ‘throwback Thursday’ items (see the example on the last page here).

We hope to move forward with metadata improvement (such as subject indexing the images), and the processing of additional items (including the 305 broken slides and the thousands of remaining un-accessioned slides, negatives, positives, and motion picture film which would all require various types of specialized handling), but it is unlikely that any of that will be a priority without additional external financial support.

For a running ‘status of the project’ outline, see: [http://noermmsd.lib.msu.edu/about.htm#status](http://noermmsd.lib.msu.edu/about.htm#status).

We would welcome your comments and suggestions on ways to move this work forward further. The total processing estimate for the numbered slide content (only!) within the website was $80,000 when submitted to the Kohler Foundation during 2010, so the currently raised total of $16,000 or so leaves much opportunity for additional fundraising. Your help and leads are appreciated; please contact MSU Libraries Development Director Seth Martin at: (517) 884-6446, or marti981@msu.edu to discuss and recommend those leads.

V. **Online Recognition of the Noer Foundation:**

We have continued to feature a graphic display on many screens (search and results presentation) within the TGIF online system, which use the logos of cooperative partners of and donors to TIC, including the Noer Foundation, on a random rotation basis. With the Foundation’s logo hotlinked to the organization’s website, we hope this increased exposure to TGIF users will
increase awareness of the Noer Foundation within the TGIF user community. If you keep reloading either of the sample TGIF data sets in the Acquisitions lists above, you will eventually see the Noer Foundation logo as the featured cooperator.

This is how the recognition appears:

With special thanks to the O. L. Noer Research Foundation for their support of TIC
Sustaining Turfgrass Research

VI. Beard Turfgrass History Volume Wins Oberly Award:

We are very pleased to report that Dr. James B Beard, Harriet Beard, and James C Beards’ *Turfgrass History and Literature: Lawns, Sports, and Golf* received the STS Oberly Award for 2015. This award is presented to the best English-language bibliography in the field of agriculture or a related science and has been presented every other year since 1923 by the American Library Association’s Science & Technology Section of the Association of College and Research Libraries.

Published last year by the Michigan State University Press, the History is a 650+ page overview of the evolution of both turfgrasses and the science and art of turfgrass culture. Introductory chapters review turfgrass origins, as well as lawn, sports turf, and golf turfgrass development, turf innovations, the history of turfgrass research, education, seed production, and sod production, and the organization of turf scientists in the US and internationally. The bulk of the book which follows details books published about turf around the world between 1892 and 2010, including biographies of each author of major works, along with Beard’s comments on the significance of the work within the literature as a whole. Additional sections list turfgrass technical and research reports, conference proceedings, and periodicals of all kinds.

This single work cumulates a career of bibliographic interest, tracking, and collecting on the part of the Beards for half a century. It defines, in print, ‘who we are’ – both the Turfgrass Information Center’s overall collection development work, as well as turfgrass culture as a whole. It is important to note that the Noer Foundation is acknowledged, and the acknowledgement placed in context, in the ‘Preface’ to the book.

We are delighted to see the well-deserved recognition of this achievement. Our congratulations to the Beards!


The TGIF record for the book is here: [http://ticpass.lib.msu.edu/cgi-bin/flink.pl?recno=202862](http://ticpass.lib.msu.edu/cgi-bin/flink.pl?recno=202862)

Further information about the book and an order form are here: [http://msupress.org/books/book/?id=50-1D0-341E#.Vaz9f_n1JC9](http://msupress.org/books/book/?id=50-1D0-341E#.Vaz9f_n1JC9)
VII. Help Us to Identify Materials for the Collection:

The simple fact is that many ‘boomer’ industry leaders, professionals, and academics are retiring, and others are no longer active in the industry. **We all must intervene** to encourage those who may have a lifetime of “collected stuff” to be sure it gets to a home where it will be both welcome and publicly-available to future generations of researchers, professionals, students, and scholars. Please remember us if you locate, see, or hold turf-related materials, visuals, or publications which could be of interest for the Noer Collection. We will be glad to review these with you, or others, via email or on the phone; we need this help, and **don’t let that material end up in a dumpster**! If you can’t sort it, either (because it might, say, contain material of a personal nature), don’t let that stand in your way – we do lots of sorting and are very good at separating ‘wheat from chaff’.

VIII. Conclusion:

We wish to thank the Noer Foundation for their continued interest in the Noer Collection, in making the resources of the Collection available to the turfgrass (and broader!) community, and in support of the TIC Endowment Fund. Your efforts, individually and collectively, do make a difference. We value the long-term partnership which the Foundation and the MSU Libraries have developed, and look forward to ever more useful and visible access to the Noer Collection by the worldwide turfgrass community, regardless of geography or industry sector, via the Turfgrass Information File online.

*Please stop by and visit* the TIC facility when you might happen to be in East Lansing to see the Collections and TGIF “from the backside”, or visit us, as most of our users do, online, at: [http://tic.msu.edu](http://tic.msu.edu).

Please check out our social media channels for the latest information from TIC – we’re active on Facebook and Twitter. We encourage you to follow us in that way, and encourage others to do so also!

Images from the **Noer/Milorganite® Image Collection** have been used regularly on our social media pages.
As previously offered, we’d be very glad to offer meeting space here at the MSU Libraries for some future Noer Foundation board meeting. That would enable those who have never been here to see firsthand not only the Noer Collection, but also all the operations associated with the Turfgrass Information Center. We think you would enjoy the visit.

Thank you for continuing to be a valued, ongoing partner in this cooperative effort.

As always, your comments and suggestions are both welcomed and appreciated.

Respectfully submitted,

Pete

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