IOWA TURFGRASS
CONFERENCE & TRADESHOW
2023

IOWA'S PREMIER EDUCATIONAL & NETWORKING OPPORTUNITY FOR THE TURFGRASS INDUSTRY

ATTENDEE PACKET

HOLIDAY INN DES MOINES - AIRPORT/CONFERENCE CENTER

FEBRUARY 14-16, 2023 | DES MOINES, IA

YOU'RE INVITED

Dear Turfgrass Industry Professionals,

As the President of the Iowa Turfgrass Institute Board of Directors, I would like to formally invite you and your company to join us at the 89th Annual Iowa Turfgrass Conference & Trade Show on February 14-16, 2023. This year's show will again be held at the Holiday Inn Airport in Des Moines.

This conference will mark my 25th year in attending this event as an attendee and/or exhibitor. I look forward to attending every year to network with colleagues, walk through the trade show and continuing education. I truly believe the Iowa Turfgrass Conference & Trade Show is one of the premier turf events in the Midwest.

The 2022 Conference & Trade Show returned to in-person and provided some real excitement to visit with colleagues and representatives. Over the course of the 3 days the show provided 438 attendees ranging from students, parks & rec, lawn care professionals, sports field managers, and golf course superintendents. The show provided 79 booths in an 18,000 Square foot room for the attendees to roam, visit, and educate themselves. With your help we would love to exceed these numbers!

The 2023 Conference & Trade Show preparation by several individuals began the day after the 2022 Show ended and we are really excited about a couple changes to the program. The 3-day event is packed with continuing education, 9 hours of exhibiting, silent auction, and networking receptions.

I would like to highlight a couple new changes to the program this year with the return of a Keynote speaker and adjusted schedule for Pesticide Training. This event is an excellent opportunity to learn from others, strengthen existing and build new relationships, support turfgrass research in the state of Iowa. With your support the future of the turfgrass industry will get brighter.

I would also like to challenge returning attendees to introduce someone new to the conference. It could possibly be a club board/committee member, owner, athletic director, favorite customer, or potential new association member! Help make this great industry stronger!

On behalf of the Iowa Turfgrass Institute, we appreciation your commitment to making the turfgrass industry better and look forward to seeing you in February at the Holiday Inn Airport!

Thank You!

Brian D. Abels
Iowa Turfgrass Institute President

CONFERENCE SCHEDULE

TUESDAY, FEBRUARY 14, 2023

Registration Opens	11:00 am
Educational Seminars	12:30 pm - 6:00 pm
Association Membership Socials	6:00 pm - 10:00 pm
IPLCA Annual Meeting	6:00 pm

WEDNESDAY, FEBRUARY 15, 2023

Educational Seminars	8:30 am - 11:45 pm
Luncheon in Exhibit Hall	12:15 pm
Trade Show Open	12:15 pm - 3:15 pm & 4:15 pm - 6:00 pm
ISFMA Annual Meeting	1:00 pm - 2:00 pm
Iowa GCSA Annual Meeting	2:15 pm - 3:15 pm
Keynote	3:15 pm - 4:15 pm
Tradeshow Happy Hour	4:15 pm - 6:00 pm
All Industry Reception	6:00 pm - 8:00 pm

THURSDAY, FEBRUARY 16, 2023

Pesticide Applicator Training (Required)	8:00 am - 9:00 am
Trade Show Open	9:00 am - 11:30 am
Silent Auction	9:00 am - 10:30 am
CAT 5&6 PAT	9:00 am - 10:00 am
Exhibitor Tear Down	11:30 am
Category 3 T, O&T	11:00 am - 12:00 pm

ABOUT OUR CONFERENCE

750 +	Turfgrass Professionals
70 +	Exhibiting Companies
26	Education Sessions
20	Hours of Education

GENERAL INFORMATION

REGISTRATION
There are three easy ways to register in advance for the Iowa Turfgrass Conference and Trade Show:

1. ONLINE at www.iowaturfgrass.org/conference for immediate processing via credit card.
2. MAIL completed registration form(s) with payment to: 1605 N Ankeny Blvd, Suite 210, Ankeny, IA 50023.
3. EMAIL completed registration form(s) with credit card information to: jeffl@iowaturfgrass.org

ON-SITE REGISTRATION
Registration will be open during the following times inside the entrance to the Holiday Inn Des Moines - Airport/ Conference Center:

- Tuesday, February 14, 11:00 am - 5:00 pm
- Wednesday, February 15, 7:30 am - 5:00 pm
- Thursday, February 16, 7:30 am - 11:00 am

CANCELLATION POLICY
Conference and Trade Show cancellation requests must be in writing and received by January 13, 2023, to receive a refund. A $35 administrative fee will be charged for all full and / or partial cancellations. After this date, no refunds will be made.

WEATHER RELATED ABSENCES
Refunds due to weather related absences will NOT be honored unless the entire Iowa Turfgrass Conference and Trade Show cannot be held.

ADVANCED REGISTRATION BENEFITS
Members of the Iowa Golf Course Superintendents Association, Iowa Sports Turf Managers Association and the Iowa Professional Lawn Care Association receive discounted registration pricing for all Iowa Turfgrass Conference and Trade Show offerings. All individuals can also register in advance of January 13, 2023, to receive additional discounted pricing.

BADGES AND ADMITTANCE
An official badge must be worn at all affiliated events during the three-day Iowa Turfgrass Conference and Trade Show. Badges can be picked up at the registration desk during registration hours. Credentials will not be mailed prior to the event.

COMPLIMENTARY SPOUSE REGISTRATION
Complimentary registration is offered on Wednesday to spouses/significant others of allied association members. Significant others must be registered in advance, by selecting the spouse registration option and including their name on the registration form.

COMPLIMENTARY PARKING
Parking is free all around the Holiday Inn Des Moines-Airport/Conference Center.

HOLIDAY INN DES MOINES
AIRPORT / CONFERENCE CENTER

ADDRESS:
6111 FLEUR DR
DES MOINES, IA 50321

PHONE:
(515) 287-2400

RATES:
RATES START AT $112 PER NIGHT
(INCLUDES BREAKFAST)

HOTEL CUTOFF DATE IS
FEBRUARY 10TH, 2023

BOOK ONLINE:
HTTPS://WWW.IHG.COM/HOLIDAYINN/HOTELS/US/EN/DES-MOINES/DSMAP/HOTELDETAIL

***USE BOOKING CODE : TUR**

FEATURED SPEAKERS

MAJOR, USMC (RET) SEAN QUINLAN KEYNOTE SPEAKER

SINCE HIS RETIREMENT FROM TEACHING AND COACHING IN 2017, MAJOR QUINLAN HAS TOURED THE COUNTRY AS AN INSPIRATIONAL PUBLIC SPEAKER. WITH HIS MANY REAL-LIFE EXPERIENCES AND HIS EXTENSIVE KNOWLEDGE OF GOOD LEADERSHIP, MAJOR QUINLAN IS ABLE TO CONNECT TO A CROWD ON A PERSONAL LEVEL – WHETHER IT BE SPEAKING TO A GROUP OF 1,000 OR 20. HE HAS GIVEN MOTIVATIONAL AND INSPIRING SPEECHES AT COLLEGES, LEADERSHIP SUMMITS, PUBLIC SCHOOLS, ATHLETIC CONFERENCES AND BANQUETS, AMONG MANY OTHERS.

TRAVIS HOGAN

Travis Hogan, the head groundskeeper at Arrowhead Stadium in Kansas City, began his turf management career as a superintendent, spending time at venues such as Pebble Beach and Blackwolf Run.

JIM KERNS, PH.D.

Jim focuses on etiology, epidemiology and management of diseases of both warm- and cool-season grasses. His research program focuses on understanding the biology of ultradwarf bermudagrass diseases, large patch of zoysiagrass, plant parasitic nematodes in turf and diseases of creeping bentgrass. The mission of the program is to provide efficacious and cost effective management strategies to turfgrass managers in NC and beyond.

ZAC REICHER , PH.D.

Zac Reicher has been a Technical Specialist on Bayer's Green Solutions Team since March of 2015, covering all states west of the Mississippi. He spent the 19 years prior to Bayer as a professor of turfgrass science at Purdue University and Uinv. of Nebraska. He's been working in turf since 1980 when he started killing greens at Dyersville (Iowa) Golf and Country Club at the tender age of 15.

JOHN N. ROGERS, III , PH.D

His current turfgrass research interests at MSU include performance turf renovations, turfgrass establishment and soil modification. Since 2012, he has assisted with over 20 golf course renovations. Starting in 2020, he began consultations with Keeneland Association and Churchill Downs for Turf racecourses maintenance and renovations. His consultations on golf course, athletic field, and turfgrass matters are extensive throughout United States as well as China, Greece, Japan, Dominican Republic, Argentina, Brazil, Australia, Wales, England, and Spain. His National and International lectures and presentations total over 270, with over 230 publications and one book.

CHRIS ZUGEL, CGCS

In his current position, Chris oversees Destination Kohler golf course maintenance facilities, programs and superintendents for Whistling Straits and Blackwolf Run. He led the golf course preparations and maintenance program for the 2020 Ryder Cup including golf course pre- and daily event preparation, maintenance volunteer program and vendor management. Chris holds a Bachelor of Science Degree in Landscape Horticulture from Colorado State University with an emphasis in Turf Management, and his professional experience includes Assistant Superintendent-TPC Eagle Trace and Manager-Grounds for the Milwaukee Brewers.

OPPORTUNITIES FOR YOU

Trade Show

Iowa's premier educational and networking opportunity for the turfgrass industry. Come see the latest in equipment, fertilizers, grass seed, pesticides, and other turfgrass products.

Iowa GCSA Social - Hotel Bar

Back again, Iowa GCSA members can get together after the Educational Seminars on Tuesday for a networking opportunity with fellow golf course superintendents.

IPLCA Social - Room 160

IPLCA members, experience the Second Annual Social with fellow lawncare operators after the Educational Seminars on Tuesday for snacks and a beverage.

ISTMA Social - Pool

Continuing the tradition, ISTMA members will get together after the Educational Seminars on Tuesday for appetizers, beverages, and networking opportunities.

Silent Auction

Returning 2023, an All-Industry Silent Auction will take place at the trade show. Each association will participate in this event, while offering the opportunity to purchase great products.

All Industry Reception

The All-Industry Reception will be on Wednesday night following the trade show. Join us for hors d'oeuvres, beverages, and excellent socialization.

TUESDAY

	GOLF	SPORTS	LAWN
12:30-1:30	***Jim Kerns, Ph.D.*** Effective Mangement of Root Diseases of Cool-Season Turfgrass	***Thomas Donelan and Thomas Gould*** Iowa State University Sports Turf Update	***Aaron Johnsen*** Using Data/Metrics to Drive Performance
1:30-2:30	***David Marks USDA/ Andy Kellner*** Iowa DNR Wildlife Damage Identification and Management	**Nick Christians, Ph.D.** Common Athletic Field Weeds	***Jim Kerns, Ph.D.*** Practical Turfgrass Microbiology
BREAK 2:30-2:45			
2:45-3:45	***Randy Robinson, Chad Graff, Jim Sedrel*** Mental Health Panel	***Jim Kerns, Ph.D.*** Turfgrass Troubleshooting: Abiotic vs. Biotic Problems	***David Marks USDA/ Andy Kellner*** Iowa DNR Wildlife Damage Identification and Management
3:45-4:45	***Shelia Finney*** GCSAA Memeber Programs	***Paul Zwaska, DuraEdge*** Iowa Infield Skins, Can't Live With Them, Can't Live Without Them	***Jared Hoyle, Ph.D.*** Maximizing Lawn Care Weed Control Programs
BREAK 4:45-5:00			
5:00-6:00	***Adam Thoms, Ph.D.*** Iowa State University WinterTurf Round Table	***Jared Hoyle, Ph.D.*** Maximizing Sports Field Weed Control Programs	**Will Haselbauer** Creating a Plan to Hire and Build Your Team
6:00	***Iowa GCSA Social Hotel Bar***	**ISFMA Social by Pool**	**IPLCA Annual Meeting/ IPLCA Social Room 160**

WEDNESDAY

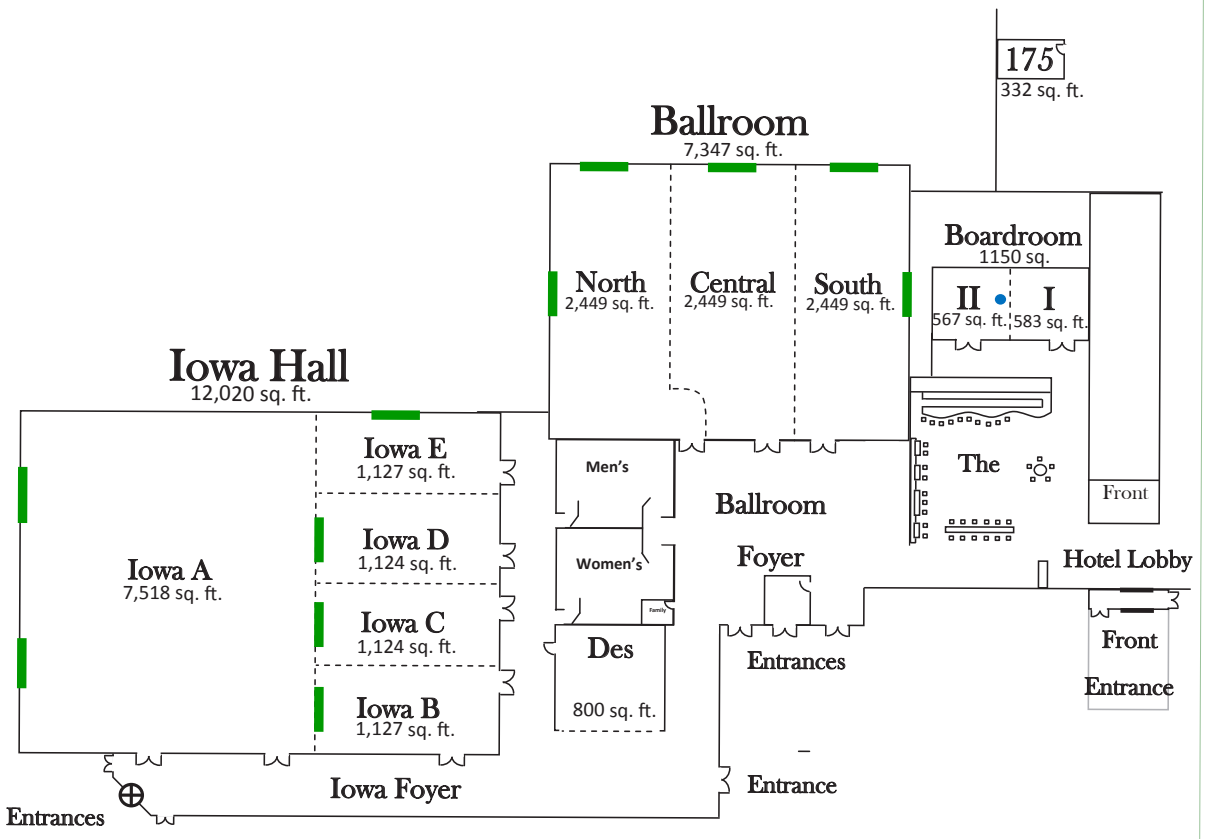
GOLF	SPORTS	LAWN	
John N. Rogers, III, Ph.D. Varied Depth Sand-based Construction	***Travis Hogan*** Managing the Playing Surface	**Kitt Tovar Jensen** Maximizing Business Tax Deductions	**8:30-9:30**
Chris Zugel Recap of the Ryder Cup	***John N. Rogers, III, Ph.D.*** World Cup 2026 Update	***Jeff Iles, Ph.D.*** Iowa State University Tree Care	**9:30-10:30** **BREAK 10:30-10:45**
Jared Hoyle , Ph.D. Maximizing Golf Weed Control Programs	**Jim Seelman, Lee Van Meeteren** Sports Turf Panel	**Nick Christians, Ph.D.** Plant and Soil Interactions	**10:45-11:45**
ITI AWARDS AND RECOGNITION CEREMONY			**11:45-12:15**
TRADE SHOW GRAND OPENING LUNCH ON TRADE SHOW FLOOR			**12:15-6:00**
2:15-3:15	**1:00-2:00**		
Iowa GCSA *Annual Meeting*	**ISFMA** *Annual Meeting*		
ALL INDUSTRY RECEPTION by Pool			**6:00**

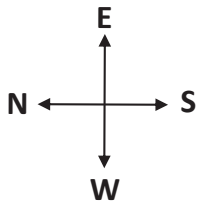
THURSDAY

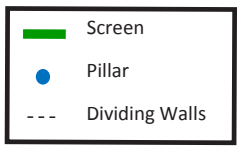
Registration Opens	7:30
PAT - Required Topics	8:00-9:00
Trade Show Opens WITH DONUTS AND COFFEE	9:00-11:00
Silent Auction Closes	10:30
PAT - CAT 5 & 6 (Note this session will last from 9:00-10:00)	9:00-10:00
ZAC REICHER, Ph.D. ***BAYER*** (3T and O&T PAT)	11:00-12:00

FLOOR LAYOUT

First Floor Meeting Rooms







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