



IOWA TURFGRASS CONFERENCE & TRADESHOW

2024

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

ATTENDEE PACKET

HOLIDAY INN DES MOINES - AIRPORT/CONFERENCE CENTER

FEBRUARY 13-15, 2024 | 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 90th. Annual Iowa Turfgrass Conference & Trade Show on February 13-15, 2024. This year's show will again be held at the Holiday Inn Airport in Des Moines.

This conference will mark my 26th. 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 2023 Conference & Trade Show had the return of a keynote speaker and great education lineup. Over the course of the 3 days the show provided 447 attendees ranging from students, parks & rec, lawn care professionals, sports field managers, and golf course superintendents. The show provided 90 exhibitors 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 2024 Conference & Trade Show preparation by several individuals began the day after 2023 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.

This event is an excellent opportunity to learn from others, strengthen existing and build new relationships, and 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. 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 appreciate 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 13, 2024

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..... 5:00 pm
ISFMA Annual Meeting..... 6:00 pm

WEDNESDAY, FEBRUARY 14, 2024

Educational Seminars 8:30 am - 11:45 am
ITI Awards & Recognition Ceremony ... 11:45 am - 12:15 pm
Luncheon in Exhibit Hall 12:15 pm
Trade Show Open 12:15 pm - 3:00 pm &
4:15 pm - 6:00 pm
Iowa GCSA Annual Meeting..... 1:15 pm - 2:15 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 15, 2024

Pesticide Applicator Training (Required).. 8:00 am - 9:00 am
Trade Show Open 9:00 am - 11:00 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
3OT PAT..... 11:00 am - 12:00 pm

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

ADVANCED REGISTRATION BENEFITS

Members of the Iowa Golf Course Superintendents Association, Iowa Sports Field 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 12, 2024, to receive additional discounted pricing.

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 13, 11:00 am - 5:00 pm
- Wednesday, February 14, 7:30 am - 5:00 pm
- Thursday, February 15, 7:30 am - 11:00 am

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.

CANCELLATION POLICY

Conference and Trade Show cancellation requests must be in writing and received by January 17, 2024, 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.

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.

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.

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 9TH, 2024**

BOOK ONLINE:

*USE BOOKING CODE : TUR



FEATURED SPEAKERS



JAMES MANSKE, KEYNOTE SPEAKER

JAMES MANSKE HAS OVER 18 YEARS IN THE GREEN INDUSTRY, AND HAS GROWN HIS LAWN & LANDSCAPING COMPANY TO 7 DIVISIONS AND OVER 70 INTERNAL TEAM MEMBERS. JAMES HAS ADDITIONALLY BUILT MULTIPLE BUSINESSES INCLUDING A REAL ESTATE INVESTMENT COMPANY, AND AN INNOVATIVE EQUIPMENT AND FABRICATION COMPANY. HE SHARES THROUGH HIS AMAZON BEST-SELLING BOOK, THINKING HORIZONTALLY, HIS SIGNATURE TALKS, AND HIS COACHING PROGRAMS, SUCCESSFULLY PROVEN PROCESSES TO HELP OTHERS EXPAND THEIR BUSINESSES AND LIVES.



BEN MCGRAW, PH.D.

Dr. Ben McGraw is an associate professor of Turfgrass Science at Penn State University, specializing in insect pest management. He obtained a Bachelors of Science from the University of Maine, his Master of Science degree in Entomology from the University of Massachusetts, Amherst, and a doctorate in Entomology from Rutgers University. Dr. McGraw's appointment at Penn State includes teaching, research, and extension. His research program focuses on understanding insect ecology and behavior to develop sustainable turf pest management practices.



QUINCY LAW, PH.D.

Dr. Quincy Law is an Assistant Professor of Turfgrass Science at Iowa State University. Previously, Dr. Law worked as an Assistant Professor of Invasive and Noxious Weeds at North Dakota State University, and he earned his bachelor's degree at Iowa State University and his master's and PhD at Purdue University, under the guidance of Dr. Aaron Patton. Dr. Law teaches various turfgrass courses and conducts turfgrass research on weed biology and control, reducing inputs, and soils. Quincy spends his free time playing golf and catching fish.



SAM SCHMIDT

Sam founded Above Par Tech of Iowa in 2018 with the goal of providing GPS spray solutions to the turf market. Since 2018, the product lines have expanded along with the geographical area in which you can find Above Par Tech's products. He spent 5 years in a role testing competitive technology for John Deere Intelligent Solutions Group. After John Deere, he worked for the sprayer equipment startup company, MaggrowTec. It was during this time that Sam discovered the benefits the turf market could realize from the use of GPS technology.



WAYNE HORMAN

Wayne Horman is a graduate of the University of Wisconsin-Madison, BS in Soil Science and Horticulture with a Major in Turfgrass Management. Wayne has served on a number of boards, including the Wisconsin Turfgrass Association, serving as past president, former board member of STMA. More recently served as a consultant with Scotts - MLS/MLB. My current role with Landmark Seed is the Director of New Product Development



ADAM THOMS, PH.D.

Adam Thoms is an Associate Professor and Turfgrass Extension Specialist at Iowa State University. He travels the state trying to help with turfgrass issues and conducts research to help improve turfgrass management. Dr. Thoms also is in charge of all of the advising of the undergraduate program at Iowa State and teaches three classes for the Turfgrass Students at Iowa State. When not at work he enjoys time with his family. If you don't know Adam, please meet him and don't be afraid to have him out if there is an issue, he is here to help.

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

Iowa GCSA members can get together for food and drinks after the Educational Seminars on Tuesday for a networking opportunity with fellow golf course superintendents.

IPLCA Social - Room 160

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

ISFMA Social - Pool

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

Silent Auction

Returning 2024, 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

12:30-1:30

GOLF

Jeff Iles, Ph.D.

Trees for the Iowa
Landscape

SPORTS

Wayne Horman

Seed Update for
2024-25: Is There
Another Cliff Coming

LAWN

Adam Thoms, Ph.D.

No Mow May Truths
& Alternatives

1:30-2:30

Chava Mckeel

Government Affairs

Ben McGraw, Ph.D.

Proper Products for the
Pests of Sports Turf

Wayne Horman

Seed Update for
2024-25: Is There
Another Cliff Coming

BREAK
2:30-2:45

2:45-3:45

Quincy Law, Ph.D.

Grass Roots Revival:
Tackling Turf Challenges in
Iowa and Beyond

Sam Schmidt

GPS & Sprayer
Technology

Ben McGraw, Ph.D.

Tales from an Extension
Entomologist

BREAK
3:45-4:00

4:00-5:00

Sam Schmidt

GPS & Sprayer
Technology

Adam Thoms, Ph.D.

Benefits of Turfgrass

Quincy Law, Ph.D.

Grass Roots Revival:
Tackling Turf Challenges in
Iowa and Beyond

5:00-6:00

Ben McGraw, Ph.D.

The Latest on the
Changing Landscape of
Turfgrass Insect Control

Quincy Law, Ph.D.

Grass Roots Revival:
Tackling Turf Challenges in
Iowa and Beyond

IPLCA
Annual Meeting

6:00

Iowa GCSA Social
Hotel Bar

ISFMA
Annual Meeting
(Social by the pool
to follow)

IPLCA Social Room
160

WEDNESDAY

GOLF

Paula Sliefert, Ben Pease, Ph.D., and Todd Loecke

State of Industry Post Covid

SPORTS

Paula Sliefert, Ben Pease, Ph.D., and Todd Loecke

State of Industry Post Covid

LAWN

Molly Biggs, Zac Messer, and Keyshell Hodgson

Plant Identification

8:30-10:00

BREAK

10:00-10:15

Matt Giese, Nic Mitchell, and Zac Reicher, Ph.D.

Stump the Chump

Matt Giese, Nic Mitchell, and Zac Reicher, Ph.D.

Stump the Chump

Nick Christians, Ph.D.

Turfgrass Mathematics

10:15-11:45

ITI AWARDS AND RECOGNITION CEREMONY

11:45-12:15

TRADE SHOW GRAND OPENING
LUNCH ON TRADE SHOW FLOOR

12:15-3:00

1:15-2:15

Iowa GCSA Annual Meeting

JAMES MANSKE
KEYNOTE SPEAKER

3:15-4:15

TRADESHOW OPEN WITH HAPPY HOUR

4:15-6:00

ALL INDUSTRY RECEPTION
by Pool

6:00

THURSDAY

Registration Opens

7:30

PAT - Required Topics

**You must attend this session for Cat 3OT, 5 and 6 Certifications*

8:00-9:00

Cat 5 & 6 PAT

9:00-10:00

Trade Show Opens
WITH DONUTS AND COFFEE

9:00-11:00

Silent Auction Closes

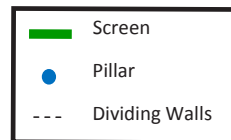
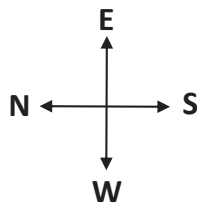
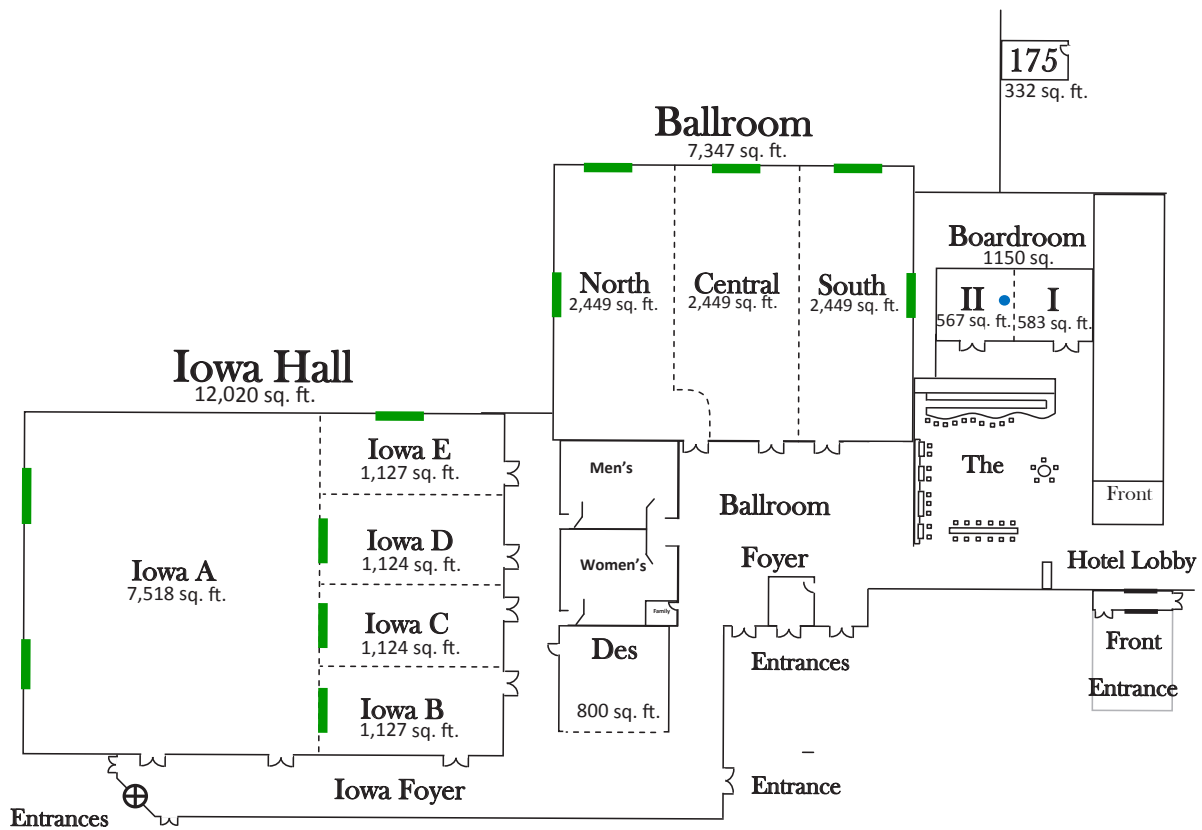
10:30

3OT PAT

11:00-12:00

FLOOR LAYOUT

First Floor Meeting Rooms





IOWA TURFGRASS
INSTITUTE

