



ATTENDEE PACKET



ITI CONFERENCE & TRADE SHOW

February 10th - 12th, 2026 | Des Moines, IA

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



You're Invited!

Iowa Turfgrass Professionals,

On behalf of the Iowa Turfgrass Institute Board of Directors, you are invited to attend the 2025 Iowa Turfgrass Conference, February 10–12, 2026, at the Holiday Inn Des Moines Airport/Conference Center.

This event is the Midwest's premier turfgrass gathering, offering education for every sector of the industry—golf, sports turf, and lawn care. In addition to top-notch sessions, enjoy a half-acre trade show with 90+ exhibitors, great networking opportunities, and the popular All-Industry Reception on Wednesday evening.

Each year's conference is built from your feedback to ensure the best possible experience. As the official kickoff to the new turf season, this event is one you won't want to miss. Be sure to take a look at the next few pages of this packet and please consider joining us at this year's event. We look forward to seeing you in February!

Doug Krantz
Doug Krantz

Iowa Turfgrass Institute
Board President

TUESDAY, FEB. 10th

Registration Opens.....11:00 am
Educational Seminars 12:30 pm - 5:00 pm
Association Membership Socials 5:00 pm - 10:00 pm
IPLCA Annual Meeting 5:00 pm

WEDNESDAY, FEB. 11th

Registration Opens 7:00 am
Educational Seminars 8:00 am - 11:30 am
ITI Awards & Recognition Ceremony ..11:30 am - 12:15 pm
Luncheon in Exhibit Hall 12:15 pm
Trade Show Opens 12:15 pm - 4:00 pm
Trade Show Happy Hour 3:00 pm - 4:00 pm
IGCSA Annual Meeting 1:00 pm - 2:00 pm
ISFMA Annual Meeting 2:15 pm - 3:15 pm
Featured Speaker 4:30 pm - 5:30 pm
Happy Hour 5:30 pm - 6:00 pm
All Industry Reception 6:00 pm - 8:00 pm

THURSDAY, FEB. 12th

Registration Opens 7:30 am
Pesticide Applicator Training (Required) 8:00 am - 9:00 am
Trade Show Opens 9 :00 am - 11:00 am
Silent Auction 9:00 am - 10:30 am
CAT 5 & 6 PAT 9:00 am - 10:00 am
3OT PAT11:00 am - 12:00 pm
Exhibitor Tear Down 11:30 am

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: 8050 Golf House Drive, Des Moines, IA 50211
3. **EMAIL** completed registration form(s) with credit card information to: matt@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, Feb. 10th, 11:00 am - 5:00 pm
- Wednesday, Feb. 11th, 7:30 am - 5:00 pm
- Thursday, Feb. 12th, 7:30 am - 8:00 am

CANCELLATION POLICY

Conference and Trade Show cancellation requests must be in writing and received by January 15, 2025, 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 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 31, 2026, 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 \$119 per night (Includes Breakfast)

**** Hotel Cutoff Date is January 21, 2026**

BOOK ONLINE:

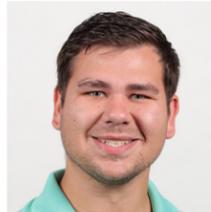
Click [HERE](#) and enter in the dates of Feb. 9th - 11th, 2026 to receive the special room block rate

FEATURED SPEAKERS



Kyle Dickson, PH.D.

Dr. Dickson is a researcher at the University of Tennessee in Knoxville, where his work focuses on advancing athletic field safety and performance. Additionally, he serves as the Executive Director of the Alliance for Low Input Sustainable Turf (A-LIST), a position he has held since 2022. In this role, he leads efforts to promote as well as identify environmentally sustainable and high-performing turfgrass varieties.



Matt Fleetwood, Ph.D.

As Global R&D and Technical Services Manager for The Aquatrols Company, Dr. Matt Fleetwood is responsible for managing the research and development of our portfolio of adjuvants, soil surfactants and other supplemental maintenance products, as well as providing technical support to our customers and sales team. Dr. Fleetwood handles product innovation pipeline, research trials and new product development, working to bring our innovative solutions to customers.



Tom Gould

Tom Gould is based in Chicago, Illinois and is a consulting agronomist for the USGA Green Section. Tom received his bachelor's and master's degrees from Iowa State University in Horticulture with an emphasis in Turfgrass Management. While completing his master's degree, Tom worked full-time as a Research Scientist, managing turfgrass areas and research trials. He additionally was an integral part of the field renovation of Jack Trice Stadium- Iowa State's football field. Prior to joining the USGA staff, Tom was the assistant golf course superintendent at Chicago Golf Club in Wheaton, Illinois.



Paul Hurst

Paul Hurst earned a Political Science degree from the University of Missouri in 1992 before discovering his true calling in turf management, later completing a Plant Science degree in 1996. His career in golf course management spans decades, beginning with three years as an Assistant Superintendent at Gustin Golf Course, followed by another three years at St. Clair Country Club, where he eventually served as Superintendent for ten years. For the past 15 years, he has co-owned GreensPro, continuing his dedication to the industry.



Gregg Munshaw, PH.D.

Dr. Munshaw has had a 30+ year career managing, messing up, learning from, teaching about, consulting on, and researching various turfgrasses. He is currently Director of PARC Research and Consulting where they test grasses, products, and practices in the transition zone.

ADDITIONAL SPEAKERS:



Matt Anderson
The Toro Company



Christian Baldwin
The Aquatrols Company



Kris Baldwin
Iowa State University



Shawn Buckner
City of Ankeny



Holly Espenhover
UnityPoint Health



Jeff Iles, Ph.D.
Iowa State University



Quincy Law, Ph.D.
Iowa State University



Tami Madsen
CIWW



Jake Newman
RJ Lawn & Landscape



Rob Sikma
LA Memorial Coliseum



Paula Sliefert
SFMA CEO



Alex Stuedemann
PGA Tour



Adam Thoms, Ph.D.
Iowa State University



Kristine Tidgren
Iowa State University



Dane Wilson
Wakonda Club



Brian Dornsbach
Stihl

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.

Silent Auction

Returning 2026, 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.

Iowa GCSA Social - Hotel Bar

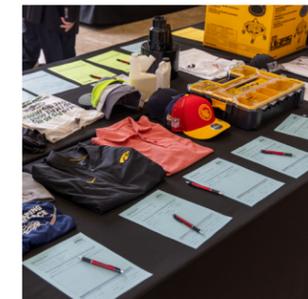
Iowa GCSA members can get together for food and drinks after the Educational Seminars on Tuesday for a networking opportunity with fellow golf course superintendents.

ISFMA Social - By Pool

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

IPLCA Social - Room 160

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



TUESDAY

WEDNESDAY

	Room 1	Room 2	Room 3
11:00	Registration Opens		
12:30 - 1:30	Dr. Gregg Munshaw - How Much Do Improved Varieties Really Benefit Your Golf Course?	Christian Baldwin - Driving Turf Performance: Novel Surfactants And Their Impact On Playing Surfaces	Dr. Jeff Iles - Trees... Important Fixtures in Any Landscape
1:30 - 2:30	Dr. Matt Fleetwood - Soil Surfactants To Manage Weather Extremes	Dr. Gregg Munshaw - Ballfield On A Budget: Practices & Products To Get The Most Bang For Your Buck	Holly Espenhover - Turning Tension Into Trust: Skills To De-Escalate And Connect
Break 2:30 - 2:45			
2:45 - 3:45	Dr. Adam Thoms - 2025, A Year Of Struggles And Frustration, One To Forget	Dr. Kyley Dickson - Research For The World Cup And Beyond	Dr. Matt Fleetwood - Maximizing Chemical Efficacy: In The Tank, Through The Air And On The Target
Break 3:45 - 4:00			
4:00 - 5:00	Dr. Quincy Law - Research Highlights:PGR Use On Golf And Sports Turf	Dr. Kyley Dickson - Advancement In Turgrass Varieties: Reducing Inputs Without Compromising Quality	Dr. Gregg Munshaw - Problem Solving For The Lawn Care Operator
5:00 - 6:00	Iowa GCSA Social - Hotel Bar	Iowa SFMA Social - By Pool	IPLCA Annual Meeting IPLCA Social - Room 160

	Room 1	Room 2	Room 3
8:00 - 9:00	Dane Wilson/Alex Stuedemann - Planning For Success: Tournament Preparation With The PGA Tour	Matt Anderson- Turfgrass Management Trends	Tami Madsen, Jake Newman, Dr. Adam Thoms & Shawn Buckner - Panel Discussion - The Ripple Effect: How Lawn Watering Impacts Central Iowa's Drinking Water
Break 9:00 - 9:15			
9:15 - 10:15	Tom Gould - USGA Year In Review From The Central Region	Rob Sikma - You Want To Put What On The Field?	Brian Dornsbach - Safety Training, Chain Saw Safety Training and Maintenance
Break 10:15 - 10:30			
10:30 - 11:30	Kris Baldwin - Sharpen Your AI Edge For Optimal Communications And Productivity	Paula Sliefert - Leadership For SFMA And On	Kristine Tidgren - Tax Matters for Lawn Care Professionals
ITI Awards and Recognition Ceremony			
Trade Show Grand Opening Lunch on Trade Show Floor			
1:00 - 2:00	Iowa GCSA Annual Meeting	2:15 - 3:15	Iowa SFMA Annual Meeting
Trade Show Happy Hour Starts			
Paul Hurst Featured Presentation - From Superintendent To The Dark Side - 10 Things You Should Know Before You Take A Job in Sales			
Happy Hour			
All Industry Reception By Pool			
6:00			

THURSDAY

7:30

Registration Opens

8:00 - 9:00

PAT - Required Topics

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

9:00 - 10:00

Cat 5 & 6 PAT

9:00 - 11:00

Trade Show Opens

With Donuts and Coffee

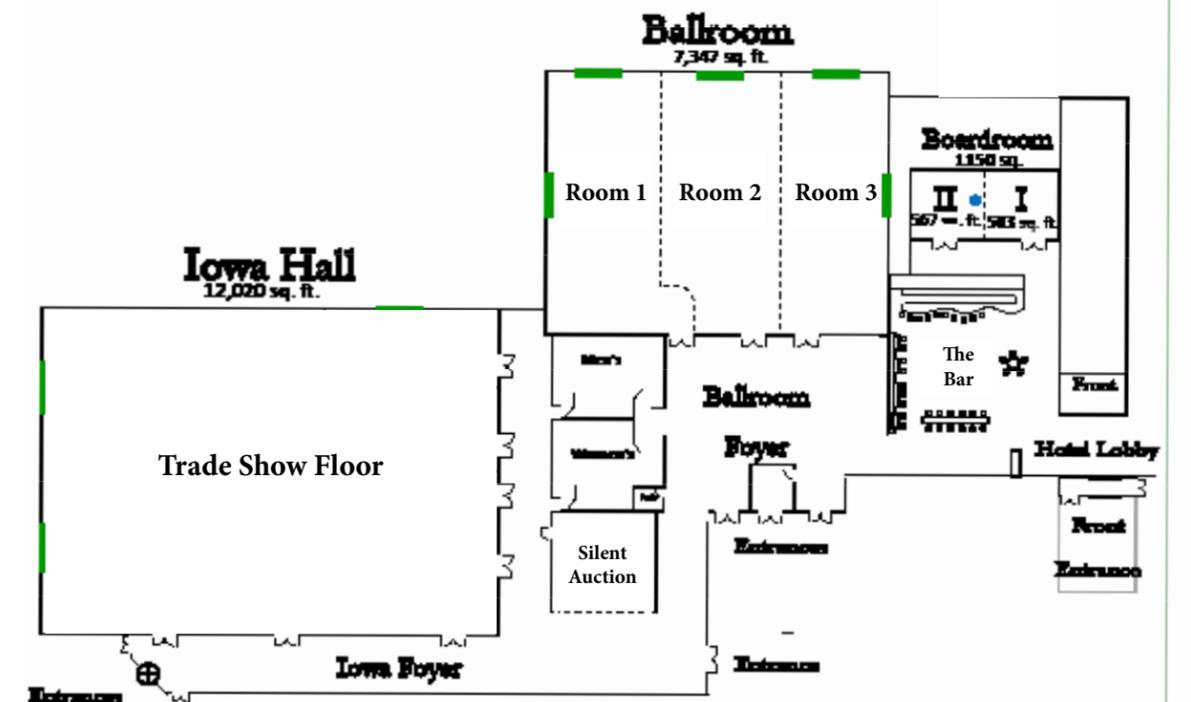
10:30

Silent Auction Closes

11:00 - 12:00

3OT PAT

First Floor Meeting Rooms



Airport Holiday Inn • 6111 Fleur Drive • Des Moines, IA 50321 • (515) 287-2400 • www.holidayinn.com/from-airport

