
2024 GCSAA CONFERENCE AND TRADE SHOW FACT SHEET

January 29-February 1, 2024
Phoenix Convention Center
Phoenix, Ariz.

GCSAA COMMUNICATIONS/MEDIA RELATIONS STAFF CONTACTS:

Angela Hartmann, director, communications, (785) 393-1361 or ahartmann@gcsaa.org

Mike Strauss, manager, media relations, (785) 865-8444 or mstrauss@gcsaa.org (media contact)

Kelsey Underwood, communications specialist: (785) 331-9423 or kunderwood@gcsaa.org

Claudia Alterman, senior manager, digital content: calterman@gcsaa.org

Scott Hollister, GCM editor-in-chief/director, publications: (785) 424-0932 or shollister@gcsaa.org

MEDIA CENTER ON SITE: The Media Center is in Room 101A in the west building of the Phoenix Convention Center, away from the Trade Show floor. The room is open for credentialed media use (work area, meetings, interviews, etc...) during trade show floor hours – Wednesday, Jan. 31, 10 a.m.-5 p.m. and Thursday, Feb. 1, 9 a.m.-3 p.m.

WIFI INFORMATION – If you need WIFI in the Convention Center prior to Wednesday, you should be able to connect to the building's free WIFI. If that doesn't work and you need another log in please contact Mike Strauss at 785-865-8444 or mstrauss@gcsaa.org. Information on media WIFI access Wednesday and Thursday will be available in the Media Center in Room 101A in the west building (see hours above).

ONLINE INFORMATION SOURCES:

- Download the GCSAA Conference and Trade Show App on your phone. The app is full of information, including exhibitors, attendees, trade show and convention center maps, speaker information, etc...
- Conference and Trade Show Main Page – <https://gcsaaconference.com/>
- Media Page - <https://gcsaaconference.com/media>
- Press Releases and Company Information - <https://gcsaaconference.com/media/industry-news-releases>

SUSTAINABILITY SHOWCASE: Located outside the convention Center at Canyon on Third, the collaboration between GCSAA, GCBAA, USGA and ASGCSA is an interactive area showcasing the industry's progress toward golf's sustainability. While the area will be open for the show beginning Tuesday at 11 a.m. Media are invited to interact with experts at the following times:

Tuesday, 1-2 p.m. - The theme is resource management and data and experts will be on hand for interaction.

Wednesday, noon-1 p.m. First Green event. 1 p.m. – Experts on hand to interact regarding golf's impact on communities.

Thursday, 10 a.m. - The topic is Golfer Experience and will be about how golf is moving the game forward.

(A list of experts will be provided soon)

THE GCSAA CONFERENCE AND TRADE SHOW: The GCSAA Conference and Trade Show is presented by The Golf Course Superintendents Association of America (GCSAA), presenting partners American Society of Golf Course Architects (ASGCA), Golf Course Builders Association of America (GCBAA), and United States Golf Association (USGA) and participating partners, National Golf Course Owners Association (NGCOA) and National Golf Foundation (NGF). It is the largest trade show in the golf course management industry.

PHOENIX: The GCSAA Conference and Trade Show returns to Phoenix for the first time since 1987. The show will be held at the Phoenix Convention Center, while the GCSAA Golf Championships will precede the show with events at Talking Stick Golf Club, Camelback Golf Club and Whirlwind Golf Club, January 27-29. While the show has not been in Phoenix since 1987, the golf championships were played here in 1991 (the show was in Las Vegas that year). Next year's GCSAA Conference and Trade Show is scheduled for San Diego, Calif., Feb. 1-6, 2025.

GCSAA LEADERSHIP: J. Rhett Evans is GCSAA's chief executive officer. Evans joined the GCSAA staff July 9, 2009, as chief operating officer and was promoted to CEO in January 2011. He is the eighth CEO in the history of the 98-year-old association, which was formed in 1926.

Kevin P. Breen, a certified golf course superintendent (CGCS) was elected as the association's 86th president at the annual meeting, Feb. 4, 2022. He was elected for a second one-year term last year and became just the fourth multiple-term president in association history and the first since 1947. The 32-year GCSAA member is the superintendent at La Rinconada Country Club, Los Gatos, Calif.

GCSAA ANNUAL MEETING: The 2023 annual meeting of the Golf Course Superintendents Association of America is Thursday, Feb. 1, as part of the GCSAA Conference and Trade Show. The meeting features the election of a new board of directors. Jeff L. White, CGCS, director of agronomy at Indian Hills Country Club in Mission Hills, Kan., has been nominated to the office of president.

GCSAA AWARD WINNERS RECOGNIZED AT SUNRISE CELEBRATION

The Sunrise Celebration presented in partnership with Syngenta, takes place in North Ballroom 120 of the Convention Center, Wednesday, Jan. 31 at 8:30 a.m.

- **Old Tom Morris Award** – Dottie Pepper, former LPGA Tour professional and current television broadcaster is the recipient of the 2024 Old Tom Morris Award from the Golf Course Superintendents Association of America. The award has been presented annually since 1983 to an individual who, through a lifetime commitment to the game of golf, has helped to mold the welfare of the game in a manner and style exemplified by Old Tom Morris. Tom Morris, a four-time British Open winner, was the longtime superintendent at St Andrews in Scotland until his death in 1908.
- **Outstanding Contribution Award** – Tenia Workman, executive director of the Georgia GCSA, is the recipient of this award. The award is given to an individual who has made a significant contribution to the membership through outstanding contributions for the golf course industry.

SEND-OFF CELEBRATION: Presented in partnership with John Deere, the Send-Off Celebration takes place in the North Ballroom 120 of the Convention Center, Thursday, Feb. 1 at 3:15 p.m. The celebration includes results of the 30th annual Collegiate Turf Bowl competition, an introduction of the 2023 GCSAA Board of Directors, and recognition of the Col. John Morley Award for Distinguished Service, Presidential Award for Environmental Stewardship and the Emerging Leader Award recipients.

- **Col. John Morley Award for Distinguished Service** – William "Bill" Murray, CGCS, retired, will be recognized. The award named for GCSAA's founder was revamped in 2021 and is now presented annually to an individual who is or has been a GCSAA Class A or B superintendent member and has made a significant contribution to the advancement of the golf course superintendent's profession.
- **President's Award for Environmental Stewardship** – Wayne Mills, superintendent at La Cumbre Country Club in Santa Barbara, Calif., will be honored. This award is based on exceptional environmental contributions to the game of golf – contributions that exemplify the superintendent's image as a steward of the land.
- **Emerging Leader Award** – Richard "Richie" Kremer from Connecticut will be recognized. The award was established in 2022 and recognizes a GCSAA member who displays continuous growth in service and leadership.

EDUCATION FOR SUPERINTENDENTS: The GCSAA Education Conference is the largest education event in the industry, covering all aspects of golf course management, including agronomics, environmental management, communication, leadership and business management. The event features more than 318 hours of education.

TURF BOWL FOR COLLEGE STUDENTS: The GCSAA Conference and Trade Show reaches students through the annual Collegiate Turf Bowl, presented in partnership with John Deere Golf, a highlight of the week for hundreds of future industry professionals who test their classroom and field knowledge as part of a team representing their schools. As of Jan. 2, 64 teams and 243 students from 28 different schools are competing. Penn State is the defending champion, winning its 5th title in the last 9 years and stopping Purdue's two-year winning streak. Past results at <https://www.gcsaaconference.com/education/student-activities/turf-bowl-past-winners>

GCSAA GOLF CHAMPIONSHIPS: The championships, presented in partnership with The Toro Co. for the 30th year, and benefiting the GCSAA Foundation, offer four different events over three days (Jan. 27-29) and draws members of all abilities. Competitions take place at Camelback Golf Club, Talking Stick Golf Club and Whirlwind Golf Club. Course Fact Sheets and Tournament History are available at <https://www.gcsaa.org/media/tournament-fact-sheets> under the special events tab. The National Championship is a 36-hole, stroke-play at Camelback and features 72 GCSAA member with a 5.0 handicap index or lower. In total nearly 600 GCSAA members will participate in the events, which also include a scramble, four ball and classic. Dylan Foster of The Verandah Club in Fort Myers, Fla. Is the defending national champion.

MEDIA EVENTS: Coverage of the GCSAA Conference and Trade Show takes place across GCSAA's various channels. Visit www.gcsaa.org, www.gcsaaconference.com, www.gcmonline.com (the site for GCM magazine) and www.gcsaa.tv for updates. Stay connected on Twitter at @GCSAAConference and use #GCSAAConference to be a part of the conversation. You can also follow GCSAA's feeds on Twitter (@GCSAA), Facebook (GCSAAFB), and Instagram (@GCSAA).

PGA TOUR RADIO: The association welcomes the remote broadcast of PGA Tour Radio's "Katrek and Maginnes On Tap," 2-4 p.m. (Mountain), Monday, Jan. 29 through Wednesday, Jan. 31. The broadcast takes place in the atrium lobby of the West Building and features nine guests over the three days. The popular show is heard on SiriusXM PGA Tour Radio channel 92.

PODCAST STAGE: A podcast stage is in Booth 19 next to the GCM booth. Speakers will allow attendees to listen to the podcasts while they are being recorded on the stage.

Wednesday Schedule

Noon – Reel Turf Techs (Trent Manning)

1 p.m. – ADA Presentation with Jason Sfire

2 p.m. – Leo Feser Award

3 p.m. – From the Jingweeds (Matt Guilfoil)

Thursday Schedule

10 a.m. – Earth Works (Kevin Hicks)

Noon – GCSAA Podcast with Amy Bockerstette