



## NEWS RELEASE

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### **PBI-Gordon Brings Industry Support, Education, and a Little Fun to the 2026 GCSAA Conference & Show**

**SHAWNEE, Kan. – January 26, 2026 –** [PBI-Gordon Corporation](#) is heading to the 2026 [GCSAA Conference & Show](#) in Orlando, Fla., with a strong focus on supporting superintendents and showcasing proven turf management solutions.

Attendees are invited to stop by **booth 2448** to learn more about the company's long-standing relationship with the Golf Course Superintendents of America Association, talk disease and weed management with product experts, explore market-leading products, and even take part in a "putt for prizes" contest for a chance to win a premium putter.

"The GCSAA Conference & Show is one of the most important opportunities we have each year to connect with superintendents and demonstrate our long-standing commitment to the industry," said Kevin Laycock, Vice President, Sales and Order to Ship for PBI-Gordon Corporation. "Through our support of the GCSAA Foundation and our focus on practical, science-backed solutions, our goal is to provide tools and insights that attendees can put to work this season and into the future."

#### **Industry Support**

A [Col. John Morely Centennial Campaign Legacy Leader](#), PBI-Gordon has donated to the GCSAA Foundation to commemorate the association's 100<sup>th</sup> anniversary in 2026. The donation helps support a new endowment honoring GCSAA founder, Col. John Morely, to fund new and innovative initiatives for the next 100 years.

"PBI-Gordon Corporation is a decades-long supporter of the GCSAA," said Jason Manz, Vice President, Strategic Marketing and New Business Development for PBI-Gordon Corporation. "It's always an honor to stand by the association and the vital work it does in the industry to educate and develop superintendents, advance the profession, advocate for issues we all believe in, and ultimately grow the game of golf."

#### **Technical Education from PBI-Gordon Turf Experts**

PBI-Gordon's Field Development & Commercial Representative Team will also take the Trade Show Stage to share insights on managing some of the most common and challenging turf issues. Two brief, focused presentations will cover disease and weed control strategies that superintendents can implement right away.

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**Wednesday, February 4**

Time: 2:00 - 2:15 p.m.

Topic: "Preventive Fairy Ring Control with Pedigree Fungicide SC"

Presented by: Kevin Miele, M.S., Northeast Field Development Representative

**Thursday, February 5**

Time: 9:15 - 9:30 AM

Topic: "Sedge and Broadleaf Weed Control Solutions from PBI-Gordon, featuring Arkon™ and Q4® Plus

Presented by: Alan Estes, M.S., Southeast Field Development Representative

Jared Hoyle, Ph.D., Midwest Field Development Representative

**Proven Products on Display**

In addition to education and industry support, PBI-Gordon will highlight several trusted turf management products at the show, including:

- [Arkon™ Herbicide Liquid](#) utilizes the proprietary active ingredient Pyrimisulfan in an innovative liquid formulation for post-emergent control of nutsedge and kyllinga. The herbicide also reduces the number and viability of nutsedge tubers and controls dollar weed, chickweed, henbit, and many other labeled broadleaf weeds.
- [Pedigree Fungicide SC](#) is an innovative liquid formulation that uses the active ingredient Flutolanil to provide fairy ring control. A preventative application of Pedigree also targets some of the most damaging turf diseases: brown patch, leaf and sheath spot, large patch, red thread, pink patch, yellow patch, southern blight, and gray snow mold. It delivers safe and consistent performance on creeping bentgrass, Kentucky bluegrass, annual bluegrass, annual and perennial ryegrass, red fescue, tall fescue, Bermudagrass, zoysiagrass, and St. Augustinegrass.
- [Q4® Plus Turf Herbicide for Grassy & Broadleaf Weeds](#) combines four powerful active ingredients into a single, broad-spectrum formulation that kills crabgrass and other tough broadleaf weeds, including foxtail, chickweed, clover, and dandelion. Because it is pre-mixed, Q4 Plus reduces the need for tank mixing – which helps reduce labor costs. It is highly selective on cool-season turfgrasses – which makes it ideal for use on perennial and annual ryegrasses, listed bluegrasses, and fescues. It can also be used on bermudagrass and other select warm-season turf species.
- [Segway® Fungicide SC](#) offers proven preventative and curative control of all four types of Pythium development: Pythium root dysfunction, Pythium blight, Pythium damping-off, and Pythium root rot. With no known cross-resistance with existing fungicides, Segway is an ideal addition to a rotation program. It is labeled for use on both cool- and warm-season turfgrass varieties.

**About PBI-Gordon Corporation**

With a line of herbicides, fungicides, insecticides, growth regulators, and other products, PBI-Gordon Corporation is a national leader in the professional turf and ornamental management industry. Based in the Kansas City metro area, PBI-Gordon has been in business for more than 75 years and is 100 percent employee-owned. For more information, visit [PBIGordonTurf.com](http://PBIGordonTurf.com) or call 800-884-3179.

***Important: Always read and follow label instructions before buying or using PBI-Gordon products. The label contains important conditions of sale, including limitations of remedy and warranty. Please check with your state or local extension service before buying or using the products. Arkon™, Q4® Plus, and Segway® are trademarks of PBI-Gordon Corporation.***

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