



IOWA TURFGRASS CONFERENCE & TRADESHOW

2019

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

ATTENDEE PROGRAM

PRAIRIE MEADOWS EVENT CENTER
JANUARY 15 - 17, 2019 | ALTOONA, IA

YOU'RE INVITED TO ATTEND

Dear Turfgrass Industry Professional,

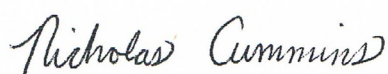
It is hard to believe that 2018 has almost come and gone and we are once again looking forward to hosting the 2019 Iowa Turfgrass Conference and Trade Show, Iowa's premier educational and networking opportunity for the turfgrass industry.

The 2018 Iowa Turfgrass Conference and Trade Show, held this past January, was a giant success, with over 700 total attendees eager to educate themselves and build relationships face-to-face with other attendees. Our 2018 Trade Show floor was sold out - with 73 exhibiting companies occupying 99 booth spaces! Even with last year's success, our board of directors and staff have worked diligently to make continual improvements to this great event and we're excited to introduce a new schedule and program for the 2019 Conference and Trade Show.

Attend the 2019 Iowa Turfgrass Conference and Trade Show and experience:

- NEW and improved schedule, featuring shorter conference length, increased educational hours, revised trade show hours, and new opportunities for all attendees.
- NEW Awards & Scholarship Banquet - enjoy a three course, plated dinner while celebrating outstanding individuals receiving awards and scholarships for their success in 2018.
- 36 educational sessions - move from room to room and listen to presentations of your choice.
- 16 speakers and instructors. Featured speakers for 2019 include: Dr. Bill Kreuser (University of Nebraska-Lincoln), Dr. David Gardner (Ohio State University), Dr. John Sorochan (University of Tennessee), and Dr. Jared Hoyle (Kansas State University).
- More than 70 exhibiting companies giving turfgrass professionals the opportunity to network and discuss the latest products and services in the turfgrass industry.
- ISTMA Silent Auction - get unbeatable deals on products for your organization while supporting students in the turfgrass industry.

Make a commitment to better yourself and your organization in 2019 by attending the Iowa Turfgrass Conference and Trade Show in January.



Nick Cummins
Iowa Turfgrass Institute President

SCHEDULE

Tuesday, January 15, 2019

On-site Registration 11:00 am - 5:00 pm
Meadows Event Center Entrance
Education Sessions..... 12:45 pm - 5:00 pm
Skinner Ballroom A, B and C
Trade Show Grand Opening..... 5:00 pm - 7:00 pm
Bishop Ballroom
ISTMA Membership Social..... 7:00 pm - 10:00 pm
Spectator's Sports Bar & Grill

Wednesday, January 16, 2019

On-site Registration 7:30 am - 5:00 pm
Meadows Event Center Entrance
Education Sessions..... 9:00 am - 12:15 pm
Skinner Ballroom A, B and C
Trade Show: Day 2 12:15 pm - 5:30 pm
Bishop Ballroom
Lunch..... 12:15 pm - 1:00 pm
Bishop Ballroom
IPLCA Annual Meeting 1:00 pm - 1:45 pm
Skinner Ballroom A
Iowa GCSA Annual Meeting..... 2:30 pm - 3:15 pm
Skinner Ballroom A
ISTMA Annual Meeting..... 4:00 pm - 4:45 pm
Bishop Ballroom
Cocktail Social Hour 5:30 pm - 6:30 pm
Meadows Commons
Awards & Scholarship Banquet 6:30 pm - 8:30 pm
Bishop Ballroom
Poker Tournament 9:00 pm - 11:00 pm
Prairie Meadows Casino

Thursday, January 17, 2019

On-site Registration 7:30 am - 12:00 pm
Meadows Event Center Entrance
Education Sessions..... 9:00 am - 11:15 am
Skinner Ballroom A, B and C
Pesticide Applicator Testing..... 9:00 am - 12:00 pm
Grandquist Room
Lunch..... 11:15 am - 12:00 pm
Meadows Commons
PAT: Category 5 11:30 am - 12:00 pm
Skinner Ballroom
PAT: Categories 3OT, 5, 6, & 10..... 12:15 pm - 2:15 pm
Skinner Ballroom

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: shawn@iowaturfgrass.org.

ON-SITE REGISTRATION

Registration will be open during the following times inside the entrance to the Meadows Event Center:

- Tuesday, January 15, 11:00 am - 5:00 pm
- Wednesday, January 16, 7:30 am - 5:00 pm
- Thursday, January 17, 7:30 am - 12:00 pm

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 December 1, 2018, 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 near the Meadows Event Center entrance 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.

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.

CANCELLATION POLICY

Conference and Trade Show cancellation requests must be in writing and received by January 1, 2019, to receive a

HOTEL ACCOMMODATIONS



Prairie Meadows Casino, Racetrack and Hotel

1 Prairie Meadows Dr, Altoona, IA 50009

Prairie Meadows is the official host hotel of the 2019 Iowa Turfgrass Conference and Trade Show. Stay and network with other industry professionals throughout the conference week in Prairie Meadows' award-winning hotel, which is connected to the Meadows Event Center and the casino.

Call 515-957-3000 for reservations

Reference: Iowa Turfgrass Conference & Trade Show

BOOK ONLINE:

<http://uspmc.webhotel.microsdc.us>

Use Group Code: 012119IOW_001

RATES:

\$110 - King or 2 Double Queen Beds

\$130 - Junior King Suite

\$150 - King Suite

Hotel Cutoff Date is Wednesday, December 19, 2018

refund. A \$35 administrative fee will be charged for all full and/or partial cancellations. After this date, no refunds will be made.

COMPLIMENTARY PARKING

Parking is free and plentiful. Parking includes many handicap spaces and valet parking. Super Hero parking is also available for active and reserved duty military, veterans, EMS personnel, law enforcement and firefighters.

FEATURED SPEAKERS



Bill Kreuser, Ph.D.

University of Nebraska-Lincoln: Assistant Professor, Extension Turfgrass Specialist

Bill Kreuser, Ph.D., is a turfgrass extension specialist and assistant professor at the University of Nebraska-Lincoln. He earned his B.S. and M.S. degrees at University of Wisconsin-Madison and his Ph.D. at Cornell University. Kreuser's research focuses on winter desiccation and spring green-up, iron layer formation in sand putting greens, and nitrogen fertilization management. His appointment at UNL is 60 percent extension and 40 percent research.

Kreuser worked as research manager at UW-Madison, where he developed a GDD model to apply PGRs. During his time at Cornell, he also worked as spray technician at the Robert Trent Jones Golf Course.



John Sorochoan, Ph.D.

University of Tennessee: Distinguished Professor

A native of Calgary, Alberta, Canada, Dr. John Sorochoan began working on the grounds crew at Earl Grey Golf and Country Club in 1988. He received his Ph.D. in Turfgrass Science from Michigan State University in 2002, and is presently a Distinguished Professor of Turfgrass Science and Management in the Plant Sciences Department at the University of Tennessee (UT). Dr. Sorochoan is also the Director for the UT Center for Athletic Field Safety.

Dr. Sorochoan is responsible for the department's academic turf programs at both the undergraduate and graduate level and teaches several classes in the Turfgrass Science and Management Program. His research program coordinates investigations on environmental turf stress physiology including indirect heat, shade, drought, and wear stress for golf course, sports turf, and commercial and home lawn turf. His research also includes athletic field management, including athletic field performance and safety, athlete to surface interactions, new cultivar and species evaluation for management and use, sustainable strategies for reduced inputs for golf courses, residential turf, and sod production.



Jared Hoyle, Ph.D.

Kansas State University: Assistant Professor

Jared Hoyle, Ph.D., is currently an assistant professor and extension turfgrass specialist at Kansas State University. Hoyle earned his bachelor of science in horticulture science in 2006, master of science in crop science in 2009 at North Carolina State University and doctorate in 2012 in agronomy and Soils at Auburn University. He continued conducting turfgrass research as a post-doctoral research associate at the University of Georgia. Hoyle's applied research and extension program focuses on cultural and chemical weed management in turfgrass systems and managing/establishing low input turfgrass systems.



David Gardner, Ph.D.

Ohio State University: Professor

David Gardner, Ph.D., is an associate professor of horticulture at The Ohio State University. He teaches courses in turfgrass management, ornamental plant identification and statistics. His research focuses on turfgrass physiology and weed management.

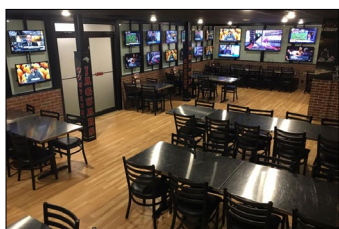
OPPORTUNITIES FOR YOU



Trade Show - January 15-16, 2019

5:00 pm - 7:00 pm, 12:15 pm - 5:30 pm

The Iowa Turfgrass Trade Show gives industry professionals the opportunity to network and discuss the latest products, services and outdoor power equipment in the green industry from over 70 exhibitors across the midwest. The Trade Show Grand Opening kicks things off on Tuesday evening, followed by five more hours on Wednesday afternoon, including concurrent education sessions during trade show hours.



ISTMA Membership Social - Tuesday, January 15, 2019

7:00 pm - 10:00 pm

The Iowa Sports Turf Managers Association invites its members to attend the annual Membership Social, which is held on the first night of the Iowa Turfgrass Conference and Trade Show each year. The 2019 Membership Social will once again be held at Spectator's Sports Bar and Grill, one block west of Prairie Meadows Racetrack, Casino and Hotel. The Membership Social is free to attend and the ISTMA will be providing

food for all attendees and guests. Join the ISTMA for a night full of food, fun and socializing in a casual atmosphere.

Please RSVP by selecting the Membership Social option on your registration form.



Silent Auction - January 15-16, 2019

Open during Trade Show hours

The Iowa Sports Turf Managers Association's popular Silent Auction will once again be held on the Bishop Ballroom stage during trade show hours at the 2019 Iowa Turfgrass Conference. All funds raised through the Silent Auction enable the ISTMA to award scholarships to Iowa students pursuing careers in the sports turf industry.

All trade show attendees may bid on products.



Awards & Scholarship Banquet - Wednesday, January 16, 2019

6:30 pm - 8:30 pm

Help us celebrate outstanding individuals receiving awards and scholarships for their success in 2018. The Iowa Turfgrass Institute, the Iowa Golf Course Superintendents Association and the Iowa Sports Turf Managers Association will hand out a combined 10 annual awards to deserving individuals and over \$12,000 in scholarships to worthy students. In a business casual setting, attendees will receive a plated, three course

meal, featuring steak, served with a house salad, freshly baked artisan breads, seasonal vegetables, and accompanied with a sweet dessert. Cash bars will also be available for interested individuals. Join us in honoring these individuals for their significant accomplishments in 2018. **Please RSVP by selecting the Awards & Scholarship Banquet option on your registration form. There is no cost to attend; however, seating will be limited to the first 300 individuals.**



Iowa Turfgrass Poker Tournament - Wednesday, January 16, 2019

9:00 pm - 11:00 pm

Do you like to play poker? Join other Iowa Turfgrass Conference & Trade Show attendees for a special buy-in poker tournament held inside the Prairie Meadows casino. Prairie Meadows will administer the poker tournament and be responsible for handling all the cash entries and award the winnings following the event.

EDUCATION PROGRAM

TUESDAY | JANUARY 15, 2019

12:45 pm - 1:30 pm

Why care about clipping yield and volume? - Bill Kreuser, PhD, University of Nebraska

Turf managers are growth rate managers; it affects turf performance, aesthetics and labor requirements. Learn how to monitor and manipulate growth rate to address your goals.

Skinner Ballroom A

Keeping the Water Flowing - Derek Nees, Brotcke Well & Pump, Inc

Covering the basics of where and how water is recovered from either ground or surface water reservoirs, including pump types, anatomy, electrical controls, and maintenance.

Skinner Ballroom B

2018: A Year Full of Frustrations - Adam Thoms, PhD, Iowa State University

A review of the issues seen in Iowa turfgrass this past season and ways to help with those issues for upcoming years. Also discussed are results of various natural products and how they performed for weed control.

Skinner Ballroom C

1:30 pm - 2:15 pm

2019 Rules and Their Effect on Course Preparation - Chad Pitts, Iowa Golf Association

Golf's new, modernized rules go into effect on January 1, 2019, affecting the way golf course superintendents mark and prepare their courses for daily and tournament play. Learn about these changes and properly set up your golf course in 2019.

Skinner Ballroom A

Drive Your Growth Rate Across the Goal Line - Bill Kreuser, PhD, University of Nebraska

Traffic tolerance, recovery and aesthetic quality are top of mind for many sports field managers. This seminar will discuss the link between growth rate and performance. Are PGRs appropriate for sports turf?

Skinner Ballroom B

Iowa Tree Update - Jeff Iles, PhD, Iowa State University

Covering new shade tree cultivars and performance in Iowa. Various pests of trees will be discussed.

Skinner Ballroom C

2:30 pm - 3:15 pm

Up to Speed: Mowing, PGRs and Green Speed - Bill Kreuser, PhD, University of Nebraska

Green speed is the main reason superintendents use PGRs and reduce nitrogen fertilization, but how are these factors, including double and triple mowing, related to green speed? This seminar will cover factors that do and don't impact green speed.

Skinner Ballroom A

Herbicides in the Pipeline for Sports Turf - Jared Hoyle, PhD, Kansas State University

Limited options are available for weed management on sports fields. Luckily new herbicides will be hitting the market soon that will be available for use on sports fields. This presentation will explain how you can maximize weed control on your sports fields with these new control options, especially for those difficult to control weeds.

Skinner Ballroom B



TUESDAY | JANUARY 15, 2019 (CONTINUED)

2:30 pm - 3:15 pm

Employee Benefits - Aaron Loan, Blue Grass Enterprises

Why offer an employee health plan? What are the funding strategies that can be used to make it affordable?

Skinner Ballroom C

3:15 pm - 4:00 pm

New Herbicides Coming to a Course Near You - Jared Hoyle, Kansas State University

In the near future new herbicides are going to be available for use on golf courses. This presentation will cover the good, bad and ugly of these new herbicides and how they can fit into your weed management program.

Skinner Ballroom A

Sports Turf Research Update - Adam Thoms, PhD, Iowa State University

This presentation will focus on the sports turf research projects being done in Iowa. It will cover topics including: improving traffic tolerance with wetting agents, the performance of natural products for weed control, wetting agent performance on baseball infield's, various aeration methods performance under traffic, and changes in the rootzone from athletic field paint.

Skinner Ballroom B

Turfgrass Performance Updates - Ben Pease, MS, Iowa State University

A presentation focusing on how various turfgrass cultivars performed in Iowa, and should serve as a guide for seed buying in 2019. This will cover disease incidence, color, establishment, and in some cases shade tolerance.

Skinner Ballroom C

4:15 pm - 5:00 pm

Maintaining Tradition and Adapting to Change - Brian Hickey, Palmer Hills Golf Course

Palmer Hills staff and consultants, including the National Golf Foundation and Paul Miller Design have crafted a long range vision to provide exciting new state of the industry golf options that will provide excitement and variety for new and existing golfers.

Skinner Ballroom A

Traffic Changes Everything - Ben Pease, MS, Iowa State University

Ben will discuss what we know from previous traffic work as well as the physiological changes in the turfgrass plant after traffic. Learn what chemicals change in the plant and the timings of those changes after traffic.

Skinner Ballroom B

Fertility and the Law of Minimum - Michael Loan, Blue Grass Enterprises

Guidelines, testing, confusion, and "more-on" fertilizing. It's more fun than a barrel of monkeys.

Skinner Ballroom C

EDUCATION PROGRAM

WEDNESDAY | JANUARY 16, 2019

9:00 am - 9:45 am

Developing a Topdressing Program: Part 1 - Nick Christians, PhD, Iowa State University

This presentation focuses on the development of a topdressing program for your golf course. It will showcase many examples from throughout the golf course industry of topdressing done right, and when it is incorrect what happens.

Skinner Ballroom A

Herbicides for Organic Lawn Care - David Gardner, PhD, Ohio State University

There is an ever increasing interest in the use of natural/organic/minimal risk products for weed control and our understanding of how to best utilize them continues to evolve. This talk will focus on the latest recommendations for the control of grasses, sedges and broadleaf weeds.

Skinner Ballroom B

New Herbicide Options for Lawn Care - Jared Hoyle, PhD, Kansas State University

Weed management is key in any lawn care program and choosing the right herbicide for the job can be difficult. With the addition of new herbicides into the turfgrass market learn how these new additions can be used in your programs.

Skinner Ballroom C

9:45 am - 10:30 am

Developing a Topdressing Program: Part 2 - Adam Thoms, PhD, Iowa State University

The second hour of topdressing will focus on much of the research that has been done on topdressing, ways to save money while topdressing, and ways to manage thatch with topdressing. This session will also allow for discussion on how superintendents in Iowa are topdressing, and how they feel their programs are working.

Skinner Ballroom A

Developing a Topdressing Program - Nick Christians, PhD, Iowa State University

Topdressing can greatly improve an athletic field playing surface when done correctly, however there are some rules to follow or it can hurt the drainage. This presentation lays out a good topdressing program and what can be done when you inherit layers on your athletic field.

Skinner Ballroom B

Communicating with Customers - David Gardner, PhD, Ohio State University

Pesticides and fertilizers are important tools for proper turfgrass management; yet their use is sometimes controversial. In this session some of the common questions that end users are faced with concerning pesticide applications are discussed along with some information that may be utilized to formulate an answer.

Skinner Ballroom C



WEDNESDAY | JANUARY 16, 2019 (CONTINUED)

10:45 am - 11:30 am

Weed Control in Landscape Beds - David Gardner, PhD, Ohio State University

Key to successful control of weeds in landscape beds is to choose the right product and apply it at the right time, which depends on correct identification of the weed and knowledge of its life cycle. Recommended control strategies for the different types of weeds common to ornamental beds will be presented.

Skinner Ballroom A

Fertility and the Law of Minimum - Michael Loan, Blue Grass Enterprises

Guidelines, testing, confusion, and “more-on” fertilizing. It’s more fun than a barrel of monkeys.

Skinner Ballroom B

Common Lawn Care Diseases - Nick Christians, PhD, Iowa State University

Disease identification and treatment are critical to keeping satisfied clients. We will cover cultural and chemical controls along with how to identify diseases, and ways to prevent disease development.

Skinner Ballroom C

11:30 am - 12:15 pm

Keeping the Water Flowing - Derek Nees, Brotcke Well & Pump, Inc

Covering the basics of where and how water is recovered from either ground or surface water reservoirs, including pump types, anatomy, electrical controls, and maintenance.

Skinner Ballroom A

Mapping Technologies for Sports Fields - Chase Straw, PhD, University of Minnesota

Introducing G.P.S. equipped sensor technology to help manage safer athletic playing surfaces. Discussions on how GPS maps of soil moisture, hardness and cover can be used to correlate to athletic field safety.

Skinner Ballroom B

Selecting Turfgrasses for Lawn Care - Wayne Horman, Landmark Turf & Native Seed

Get an update on the current state of the seed market and review the latest species being used in yards across the midwest. We will also cover seed coatings and whether they help improve germination and establishment.

Skinner Ballroom C

12:15 pm - 1:00 pm

Lunch

A luncheon is provided inside the Trade Show floor for all Wednesday attendees. Seating is available in the Meadows Commons, if necessary.

Bishop Ballroom

EDUCATION PROGRAM

WEDNESDAY | JANUARY 16, 2019 (CONTINUED)

1:00 pm - 1:45 pm

IPLCA Annual Meeting

Iowa Professional Lawn Care Association members are encouraged to attend the Annual Meeting to review and discuss relevant association information.

Skinner Ballroom A

1:45 pm - 2:15 pm

IPLCA Discussion

Often times, there is no better way to better yourself than peer-to-peer conversation. Join us as we discuss topics affecting you and your workplace each and every day. Help facilitate the conversation by bringing your own topics to discuss.

Skinner Ballroom A

2:30 pm - 3:15 pm

Iowa GCSA Annual Meeting

Iowa Golf Course Superintendent Association members are encouraged to attend the Annual Meeting to review and discuss relevant association information.

Skinner Ballroom A

3:15 pm - 3:45 pm

Iowa GCSA Discussion

Often times, there is no better way to better yourself than peer-to-peer conversation. Join us as we discuss topics affecting you and your workplace each and every day. Help facilitate the conversation by bringing your own topics to discuss.

Skinner Ballroom A

4:00 pm - 4:45 pm

ISTMA Annual Meeting

Iowa Sports Turf Managers Association members are encouraged to attend the Annual Meeting to review and discuss relevant association information.

Skinner Ballroom A

4:45 pm - 5:15 pm

ISTMA Discussion

Often times, there is no better way to better yourself than peer-to-peer conversation. Join us as we discuss topics affecting you and your workplace each and every day. Help facilitate the conversation by bringing your own topics to discuss.

Skinner Ballroom A

5:30 pm - 6:30 pm

Cocktail Social Hour

Join all attendees for an hour of networking prior to the Awards and Scholarship Banquet. Hors d'oeuvres and a cash bar will be available during this relaxing hour for all attendees.

Meadows Commons



THURSDAY | JANUARY 17, 2019

9:00 am - 9:45 am

Mower Configurations to Optimize Playability - John Sorochan, PhD, University of Tennessee

This seminar will teach you about the latest mower engineering configurations to develop mowing practices to successfully manage putting greens. Discussion will include: incorporating grooming brushes into your putting green mowing schedule, understanding “Behind Center Distance” (BCD), “Frequency of Clip” (FOC), and effective mowing height for putting green speed.

Skinner Ballroom A & B

Ask the Experts - Nick Christians, PhD; Donald Lewis, PhD; Richard Jauron, MS

2018 was a challenging year. This session offers you the opportunity to ask any questions related to turf issues from this past year, or any other burning questions you may have relating to turf and horticulture.

Skinner Ballroom C

9:45 am - 10:30 am

Ask the Experts - Nick Christians, PhD; Donald Lewis, PhD; Richard Jauron, MS

2018 was a challenging year. This session offers you the opportunity to ask any questions related to turf issues from this past year, or any other burning questions you may have relating to turf and horticulture.

Skinner Ballroom A & B

Science to Improve Safety and Performance - John Sorochan, PhD, University of Tennessee

This seminar will teach you about the latest discoveries for athletic field maintenance, including: facts regarding athlete injuries, research focusing on athlete to surface interactions, implementation of primary cultural practices focussing on sports turf wear tolerance, and natural and synthetic turf – what you need to know.

Skinner Ballroom C

10:45 am - 11:15 am

Understanding and Managing Shade - John Sorochan, PhD, University of Tennessee

Protect your turf from the shade. This seminar will teach you to accurately diagnose shade stress on turf and help you develop management practices to successfully manage turf under shade conditions.

Skinner Ballroom A & B

11:30 am - 12:00 pm

Pesticide Recertification Training: Category 5

Any individual seeking pesticide applicator re-certification in aquatic pest management must attend the category 5 training at 11:30 am. For category 5 re-certification, you must attend the following 2-hour training session as well.

Skinner Ballroom

12:15 pm - 2:15 pm

Pesticide Recertification Training: Categories 3OT, 5, 6, and 10

Continuing instructional credits are being offered to certified pesticide applicators for re-certification of commercial or private licenses in categories 3O (Ornamental Pest), 3T (Turf Pest), 3OT (Ornamental and Turf Pest), 6 (Right-of-Way), and 10 (Research and Demonstration).

Skinner Ballroom



Iowa Turfgrass Institute
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