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*Our Mission is to promote the welfare of the game of golf, the science and art of golf course management, the organizational and business effectiveness of the profession, the professional image and well-being of individual members, and to unite golf course superintendents within the Greater Kansas City area.*

Heart of America Chapter

# GCSAA

GOLF COURSE SUPERINTENDENTS ASSOCIATION OF AMERICA



Environmental  
Institute for Golf

Governor's Club



# Heart Beat

December 2016

## CALENDAR OF EVENTS

**December 12-13, 2016**

Common Ground  
Olathe Convention Center

**January 6, 2017**

New Year Party  
Boulevard Brewery

**February 8, 2017**

Hospitality Suite  
Orlando, FL

## Common Ground Education Conference



Heart of America GCSA  
638 W. 39th Street  
Kansas City, MO 64111  
816-561-5323  
www.hagcsa.org

### Inside This Issue

- President's Message
- Common Ground Update
- Committee Reports
- Equipment Managers Meeting Recap
- Chapter Delegate Report

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## President's Message

**T**hank you to those that attended our recent HAGCSA Annual Meeting at Lake Quivira. I am truly honored to be chosen to serve as the 2017 HAGCSA President. It is something that I have always strived for. Thank you to Duane Sander, CGCS, for his leadership and guidance this past year as President. He did an outstanding job leading our association in 2016!



**Andy Klein, CGCS**  
Falcon Ridge Golf Course

The Heart of America has gained respect around the nation as one of the best GCSAA chapters. It has been led by some of the best individuals in our country. Your 2017 Board of Directors are excited to keep the momentum going in the upcoming year.

We have a lot to look forward to in 2017. Some of the things we will be focusing on as a board are increasing membership participation at events, retain and increasing our financial stability, continue our involvement with other affiliations such as Wee One, Footprints iN Fairways and S.N.A.G., assist with the Equipment Managers Association and continue to provide good educational and social activities to our membership just to name a few.

Thank you to the vendors that helped support the HAGCSA this past year. Our association is very fortunate to have such great vendors that continue to support us and without them we would not be able to provide such great events to our membership. Thanks for your continued support!

We have some great events coming up. Be sure to sign up for the Common Ground Education Conference being held December 12th and 13th at the Olathe Convention Center. Ethan Shamet and the Education Committee have put together a great two day educational and networking event that is a must attend event. After the holiday season the HAGCSA Holiday Party will be held at the Boulevard Brewing Company on January 6.

Again, thanks for giving me the opportunity to serve as your President this upcoming year. Please feel free to contact me if you should have any ideas, suggestions or concerns. I look forward to seeing everyone at our upcoming events.

Thanks,  
**Andy Klein, CGCS**



## Board of Directors

### President

Andy Klein, CGCS  
Falcon Ridge Golf Course  
913-707-3563; andy.klein@greatlifekc.net

### Vice President

Tim Nielsen  
Creekmoor Golf Club  
816-331-3306; timjnielsen@hotmail.com

### Secretary/Treasurer

Ethan Shamet  
Falcon Lakes Golf Course  
913-244-3988; eshamet@yahoo.com

### Immediate Past President

Duane Sander, CGCS  
Shoal Creek/Hodge Park Golf Course  
816-695-5908; duanesander@aol.com

### Directors

Chris Benisch (S&R Tournament & Co-Chair Rounds4Research)  
Deer Creek Golf Course  
913-681-2965; chris.benisch@greatlifegolf.com

Jon Bennett (Public Relations & Co-Chair Tournaments)  
Sunflower Hills Golf Course  
913-721-2139; jonathan@sunflowerhillsgolfcourse.com

Matt Delventhal (Tournaments; Public Relations)  
Minor Park Golf Course  
816-942-3977; mdelventhal@gmail.com

Mark Newton, CGCS (Education & S&R Tournament)  
Canyon Farms Golf Club  
913-515-3467; mnewton@greatlifekc.net

Brent Stephenson (Rounds4Research & Wee One)  
Staley Farms Golf Club  
816-500-5421; brent.stephenson@greatlifegolf.com

Grant Suderman (Membership & Employee Tournament)  
Kansas City Country Club  
913-362-7950; gsuderman@kccc.com

### Special Directors

Taylor Olson (Employee Tournament & Assistant Program)  
Creekmoor Golf Course  
816-331-3306; taylorolson40@hotmail.com

Wes Kleffner (MO Cup Challenge)  
Bayer Environmental Science  
913-205-5381; wes.kleffner@bayer.com

Richard Shumate (Affiliate Liaison)  
Van Wall Equipment  
913-397-6009; richard.shumate@vanwall.com

### Editor

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913-707-3563; andyklein@greatlifekc.net

### Chapter Delegate

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Lake Quivira Country Club  
913-238-1046; jelldridge@quiviralake.com

### Executive Director

Kim Weitzel  
816-561-5323; kweitzel@westerneda.com

# HAGCSA Assistant Program Arrowhead Stadium Tour

By Grant Suderman, 2016 Special Director

On October 31, 2016, the HAGCSA Assistant Program hosted a tour of the "Home of the Chiefs," Arrowhead Stadium. The tour was sponsored by PRP money donated to the Assistant Program from Turfwerks, Professional Turf Products, Supreme Turf Products and John Deere Golf & Van Wall. Thanks to all of the sponsors who make these experiences possible.



Eighteen Assistant Superintendents attended the two hour Arrowhead Stadium tour that journeyed through the press box, suites, locker room, Chiefs Hall of Honor and playing field. Hosting the field tour was Arrowhead Superintendent Travis Hogan. Travis started the field tour off by sharing his career path from golf course management and how he transitioned to the sports turf arena. He provided great insight of the cultural practices and challenges that face him in his quest for providing exceptional conditions at an NFL stadium.



Thanks for all those who attended the event. We want to thank the PRP sponsors and both Travis Hogan (pictured in red Chiefs pullover) and the Arrowhead staff for their great tour of the stadium. GO CHIEFS!!



## MONEY BACK IN YOUR POCKET

The Heart of America GCSA provides an Employee Awards Program to help offset some of the cost of school for those who are full-time employees taking turfgrass classes.

### CONGRATULATIONS to our 2015 RECIPIENTS

#### MARK BERNHARDT

Highland Springs Country Club  
(Ozark Technical Community College)

#### NICHOLAS HUNTER

Lake Quivira Country Club  
(Johnson County Community College)

~ 2016 Opportunities will be available in October. Watch our website for details: [www.hagcsa.org](http://www.hagcsa.org) ~

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**GOLD PARTNERS**



**SILVER PARTNERS**



# Common Ground Update

By Ethan Shamet, Director

We all might still be mowing greens or cool season fairways, but the Common Ground Conference is in a few days. Make sure you all attend as the dates will be December 12th and 13th at the Olathe Conference Center.



Make sure you all get to the first day early, as Joel Goldberg from the Royals will kick off the conference and then Rebecca Chain, a dermatologist, will discuss what we should do and look for when we are out in the sun. This will be a very good and informative speaker for all of us. Also Josh Lewis, former Superintendent from Chambers Bay, will talk about his experience with the US Open in 2015.



Tuesday will also be a good day with Zach Reicher starting off and ending with a talk about the new labor laws affecting all of us. Make sure you visit all the vendors as a stamp card will be issued and a drawing at the end of each day will insure one attendee a prize.

I hope to see you there.

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**MARK YOUR CALENDARS**

**Celebrate the New Year with  
Heart of America GCSA**

**Friday, January 6, 2017**

**6:00pm**

**Boulevard Brewery**



# First Equipment Managers Program in the Books

**W**ith the help of the Heart of America and our local area distributors, we successfully held our first HAGCSA Equipment Managers meeting on October 26th at The Kansas City Country Club. The first official meeting brought together 20 Equipment Technicians and Superintendents from across the region to learn, discuss and share ideas. Steve Randall of the GCSAA spoke with us about the benefits associated with the new EM classification as well as the strides the GCSAA is making with its new Equipment Managers certification program. This program looks to push technicians to achieve higher recognition in their careers. Chris Rapp, Equipment Manager at Bellerive Country Club in St. Louis, shared his experience with forming the technicians group for the Mississippi Valley GCSA and what a great asset it has been for those in his region. Finally, our main speaker, Mike Dahlin of Jacobsen, presented to us with a hands on demonstration of what to look for while troubleshooting problematic electrical issues. Complete with six lab stations, attendees were walked through each problem step by step.



I would personally like to thank all of our sponsors for giving their time and also thank our sponsors: Kansas Golf and Turf, Professional Turf Products, VanWall and the HAGCSA for their support and to all the Superintendents who allowed their Technicians a day away from the shop!



*You're Invited to our . . .*

## HOSPITALITY *Event*

Co-Hosted By:



**Wednesday, February 8, 2017**

**6:00pm – 9:00pm**

**Miller's Ale House**

8963 International Dr, Orlando, FL 32819

**Serving:**

Hors d' oeuvres & Beverages

**Cost:**

FREE of Charge

FOLLOW US ON . . .



# Chapter Delegate Report

By Jeff Eldridge, CGCS, Chapter Delegate

## Key Messages

- **CPI Dues Process** - GCSAA has a long-term membership dues pricing structure that ties a proposed dues increase to the Consumer Price Index (CPI). The GCSAA Board makes a recommendation to the membership on changes to A, B or C membership dues every two years based on the CPI. The CPI increased by 1.2 percent over the past two years and this translates to a proposed \$5 dues increase for A, B and C members. This proposed increase will be voted on at the Annual Meeting. The delegates also heard about a proposed Bylaws amendment in which the dues approved by the membership could not exceed the set amount. This would allow flexibility to offer introductory, reduced membership dues for new members or other entities.

- **Political Action Committee** - GCSAA is investigating the possibility of resurrecting a GCSAA Political Action Committee (PAC) to further its advocacy efforts on behalf of the membership and remain the leader in advocacy for the golf industry. GCSAA stressed that if a PAC were started the money distributed would be to aid champions of policies that advance GCSAA's priorities from the GCSAA Priority Issue Agenda, not a particular person or party. Staff will provide additional educational materials to each chapter before year end to help gauge the level of interest. Please contact Chava McKeel if you have questions about a PAC at 800-472-7878 or cmckeel@gcsaa.org. Your comments will be vital to shape the direction of this initiative.

- **Rounds 4 Research Auction** - The delegates celebrated the success of the top 4 chapter fundraisers in the 2016 R4R Auction. Chapters are encouraged to find a champion – a delegate, the president, chapter executive – someone who will spearhead the initiative in their chapter. The 2017 Auction will be April 1-9. Chapters just need to recruit the rounds to donate – GCSAA administers the rest of the program. Call or email Mischia Wright, Associate Director, EIFG at 800-472-7878 or mwright@gcsaa.org.

- **Member Engagement Through Committees and Task Groups** - Delegates learned more about GCSAA's committee and task group process. We are asking you to spread the word that GCSAA is looking for volunteers. The Call for Volunteers for 2017 will open on November 1. More information will be available on the GCSAA website or call our office at 800-472-7878.

- **Membership Growth** – GCSAA has a renewed focus on membership growth and value. We need your help at the local level as we are working to achieve a set goal of 20,000 members by 2020. Delegates were presented with several different membership growth initiatives, including ideas to partner with affiliated chapters. Delegates heard about, and asked questions concerning potential bylaws definition changes surrounding the ISM and EM classifications aimed at being more inclusive and introducing others to golf employment and opportunities.



- **Department of Labor Overtime Rule** – December 1, 2016 is the deadline when the new Department of Labor overtime pay rule goes into effect. The final rule will raise the exempt salary threshold indicating eligibility from \$455/week to \$913 (\$47,476 per year). All golf facilities should come into compliance with this significant jump in the salary threshold in the next 6 months. GCSAA has provided a webinar and other important resources to help you get ready for the change at <http://www.cqrcebgage.com/gcsaa/Labor>.

- **BMP Planning Guide and Template** – Delegates heard about GCSAA's 50 by 2020 BMP initiative. This aims to have all 50 states with a golf centric BMP program in place by 2020. GCSAA unveiled portions of its new BMP Planning Guide and online template which can be utilized by the chapters creating the state level BMP's program. We will need your help at the local level as key constituents within your state and chapter will play a vital role in this initiative.

- **Interactive Meeting** – Delegates took part in small group discussions and an interactive Town Hall with the GCSAA Board of Directors.

- **Candidate Presentations and Breakouts** – the candidates for the 2017 GCSAA Board of Directors gave presentations and hosted breakout rooms for the delegates. The delegates were awarded ample time to interact and ask questions of the candidates. Those running for the 2017 GCSAA Board of Directors are:

- For President - Bill Maynard, CGCS
- For Vice President - Darren J. Davis, CGCS

Continued on next page



## Chapter Delegate Report - cont.

- For Secretary / Treasurer  
Rafael Barajas, CGCS  
John R. Fulling Jr., CGCS
- For Directors (six members are on the slate for three director positions)  
Mark F. Jordan, CGCS  
Jeffrey F. Millies, CGCS  
Kevin P. Sunderman  
Rory Can Poucke  
John Walker  
Jeff L. White, CGCS
- There are three open positions for director, with John R. Fulling Jr., CGCS and Mark F. Jordan, CGCS, at the end of their two-year director terms and John Walker completing a one-year appointment. The three candidates receiving the most votes will be elected to two-year terms.

- For the secretary / treasurer candidates, if Rafael Barajas, CGCS, is elected secretary / treasurer, John R. Fulling Jr., CGCS, will have to be nominated from the floor for the position of director, since he is at the end of his two-year term, and the remaining year of Rafael Barajas, CGCS, director's term would be filled by an appointment. If John R. Fulling Jr, CGCS, is elected secretary / treasurer, Rafael Barajas, CGCS, will automatically remain on the board as a director for another year.
- Kevin P. Breen, CGCS, remains on the board with one year remaining in his two-year term. Peter J. Grass, CGCS, will serve on the board for one year as immediate past president. John J. O'Keefe, CGCS retires from the board after serving the last year as immediate past president.
- If you have any questions regarding the voting process or the slate of candidates, please contact GCSAA at 800-472-7878.

# SAVE THE DATE!



**Heartland Green Industry Expo**

## Common ground

**December 12-13, 2016**  
**Olathe Convention Center**

This collaborative expo will be the only place in Kansas and Missouri to see and hear about the latest products and services from sponsored vendors, receive *continuing* education credits for pesticide certification and see renowned speakers on green industry business, turf, irrigation, lawn and ornamental and golf course topics.

~ Attendance and Sponsorship Information Forthcoming. ~

## A MUST Attend. Save the Date!

# Tournaments and Meetings/Programs Report

By Brent Stephenson, Director



We are wrapping up 2016. We had a great year and we are very excited to see what 2017 has in store. We always want to promote member participation and that will be the theme as we transition the new board of directors. We want to continue to build membership participation as we feel like it is the life blood of our association.

The next event we would like to see you all attend is our New Year event at Boulevard Brewing Company on January 6th. This is a nice event to bring your spouse or significant other to. We have a nice dinner at the banquet facility located at Boulevard Brewing Company. We have booked Todd Lamanske (<http://magictodd.com/>). Todd is a Magician from Kansas City. I have heard many people rave about him and we are happy to have him participate in our event.

---

**Remember we will be awarding prizes for the attendance contest. Eligibility is based on the number of qualifying events attended by the HAGCSA member.**

---

All HAGCSA members are eligible. Those members with the highest attendance record will be entered into the drawing for the prizes. The HAGCSA member must be present at the New Year Party to win.

We hope to see record attendance this year. It is a must attend event at a great venue.

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# Meet Your 2017 Board



## EXECUTIVE BOARD

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*Falcon Ridge Golf Course*

### **VICE PRESIDENT**

**Tim Nielsen**  
*Creekmoor Golf Club*

### **SECRETARY/TREASURER**

**Ethan Shamet**  
*Falcon Lakes Golf Course*

### **IMMEDIATE PAST PRESIDENT**

**Duane Sander, CGCS**  
*Shoal Creek Golf Course*



## DIRECTORS

### **Chris Benisch**

*Deer Creek Golf Course*

### **Jonathan Bennett**

*Sunflower Hills Golf Course*

### **Matt Delventhal**

*Minor Park Golf Course*

### **Mark Newton, CGCS**

*Canyon Farms Golf Club*

### **Brent Stephenson**

*Staley Farms Golf Club*

### **Grant Suderman**

*Kansas City Country Club*

## CHAPTER DELEGATE

### **Jeff Eldridge, CGCS**

*Lake Quivira Country Club*

### **Special Directors Appointed by the President:**

Taylor Olson, Creekmoor Golf Club  
Wes Kleffner, Bayer Environmental Science  
Richard Shumate, Van Wall Equipment

# HAGCSA Volunteers Clean Up Harris Park

On Tuesday, November 15th, members from the HAGCSA volunteered to help a struggling park clean up its grounds. The two hour effort helped clean up Harris Park by picking up trash, mowing the entire facility, string-trimming and spraying out all the weeds. Thanks to VanWall for providing the large-area mower and Reinders for providing the herbicides! Thanks to the many volunteers who brought their equipment and helped make this afternoon a success! What has become



known as a safe place for kids to play and the Ivanhoe neighborhood residents to host functions, Harris Park has long been a fixture in this Kansas City, Missouri community. Local resident and land owner Chris Harris is intent on providing a safe and beautiful space for residents to enjoy. Over the years he has added basketball courts, miniature golf and a large playground area.

In the near future, with the help of many including the HAGCSA and the Midwest Section of the PGA, we hope



to help Chris realize his dream of providing a golf experience that kids and adults of the area have never been introduced to. We feel this is an excellent opportunity to utilize our expertise and further our mission of growing the game of golf.

At this time, we are in the beginning phases of planning and organization. We have asked for the help of local golf course architect Todd Clark to design the low maintenance, synthetic turf golf experience. Others are helping Chris set up the non-profit financial part of the equation. In the long-term, we hope to set up a viable, long-term financial solution to help maintain the facility. Once complete, we see the facility as an opportunity to introduce golf programs that will get more people involved with the game.

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# PERFECT ATTENDANCE



Since 1933



**Our Mission** is to promote the welfare of the game of golf, the science and art of golf course management, the organizational and business effectiveness of the profession, the professional image and well-being of Individual members, and to unite golf course superintendents in this area.

## ~ ATTENDANCE CONTEST ~

The Tournaments and Meetings/Programs Committee is excited to roll out the new “HAGCSA ATTENDANCE CONTEST”. Eligibility is based on the number of qualifying events attended by the HAGCSA Member. All HAGCSA Members are eligible. Those Members with the highest attendance record will be entered into the drawing for the following prizes. The HAGCSA Member must be present at the New Year Party to win.

### PRIZES

- Platinum Prize - HAGCSA Logo Yeti 45 cooler (valued at \$450)
  - Gold Prize - GO PRO Hero camera (valued at \$150)
  - Silver Prize - HAGCSA Logo Yeti Coffee Cup (valued at \$50)
- Total value of prizes is estimated at \$600.00.

There will be a sign-in sheet at the registration table that must be signed to prove registration and attendance at each event. The Tournament and Meetings/Programs Committee will be responsible for keeping records of attendees that are eligible for the award. The HAGCSA board of directors will attest the eligible candidates prior to the drawing at the New Year Party. The eligible HAGCSA Members will be drawn from a hat at the New Year Party. The first person drawn will win the platinum prize, the second person drawn will win the gold prize, and the third person drawn will win the silver prize.

This award will be presented January 13<sup>th</sup> at the Annual HAGCSA New Year Party.

### QUALIFYING EVENTS

- Feb 23 - Bowling Event at College Lanes
- March 8 - Shop Talk at Deer Creek Golf Club
- May 4 - Wee One at Tiffany Greens Golf Club
- May 16 - Footprints in Fairways at Ironhorse Golf Club
- May 23 - Joint meeting at Falcon Ridge Golf Club
- July 11 - S&R Tournament at Kansas City Country Club
- August 25 - Past Presidents/Fall Classic Event at the T-Bones
- September 22 - Vendor Appreciation at Twin Peaks in Olathe.
- November 2 - Annual Meeting
- December 12 & 13 - Common Ground at Olathe Conference Center
- January 13 - New Year Party



# CONFERENCE SCHEDULE

DECEMBER 12	BUSINESS (Salon C)	RECERTIFICATION (Salon D&E)	GOLF (Salon F)
7:00am – 8:00am	<b>Registration &amp; Continental Breakfast</b>	<b>Registration &amp; Continental Breakfast</b>	<b>Registration &amp; Continental Breakfast</b>
8:00am – 9:00am	<b>Inside Looks at a Season with the Kansas City Royals</b> Joel Goldberg, FOX Sports, Kansas City Royals Broadcaster <i>(NOTE: Session Location: Salon F)</i>	<b>Turf Pesticides and Their Safe Usage</b> Gary Custis, Control Solutions <b>Hours: 1 (KS: 3A, 3B; MO Required)</b>	<b>Inside Looks at a Season with the Kansas City Royals</b> Joel Goldberg, FOX Sports, Kansas City Royals Broadcaster
9:15am – 10:15am	9:15am – 11:00am <b>The Building Blocks of a Successful Business</b> Bruce Wilson, Bruce Wilson & Company	<b>Ornamental Pests and Treatment</b> Gary Custis, Control Solutions <b>Hours: 1 (KS: 3A; MO Required)</b>	<b>Birdies, Bogeys and Basal Cell: A Guide to Skin Cancer</b> Rebecca Chain, Dermatology Consultants Midwest <i>Sponsored by: Bayer Environmental Science</i>
10:15am–10:30am		<b>BREAK</b>	<b>BREAK</b>
10:30am –11:30am	11:00am – 11:30am <b>H2B Update</b> Bill Gordon, Signature Landscape	<b>New Developments in Pesticides, Waste and Labels</b> Heath Schesser, PBI-Gordon <b>Hours: 1 (KS: 3A; MO Required)</b> <i>Sponsored by: B.W. I. Companies</i>	<b>What's New, What's Hot and What's Not: Commercial Products Coming Through the Pipeline</b> Dr. Jared Hoyle, Kansas State University
11:30am – 1:00pm	<b>LUNCH</b>	<b>LUNCH</b>	<b>LUNCH</b>
1:00pm – 2:00pm	<b>Recruit, Reward &amp; Retain the Very Best</b> Jim Welch, The Growth Leader	<b>Turf Pests and Their Control</b> Dr. Jared Hoyle, Kansas State University <b>Hours: 1 (KS: 3B; MO Required)</b>	<b>2015 US Open: What I Learned</b> Josh Lewis, Almaden Golf & Country Club <i>Sponsored by: Herfort Norby Golf Course Architects</i>
2:00pm – 2:15pm	<b>BREAK</b>	<b>BREAK</b>	<b>BREAK</b>
2:15pm – 3:15pm	<b>Understanding HR</b> Belinda Waggoner, People People	<b>Turf Disease</b> Dr. Lee Miller, University of Missouri <b>Hours: 1 (KS: 3B; MO Required)</b>	<b>USGA: What's New?</b> Josh Daniels, USGA <i>Sponsored by: Kansas City Turf Supply</i>
3:30pm – 4:30pm	<b>Hobby Farming with Wine Tasting</b> Cindy Reynolds, Somerset Vineyard & Winery	(3:30pm – 5:00pm) <b>Kansas Laws, Clean Water*, Endangered Species Videos*, and Missouri Laws*</b> <b>Hours: 1 (KS Core; MO Required*)</b>	<b>Research Update</b> Dr. Lee Miller, University of Missouri <i>Sponsored by: Reinders, Inc.</i>
DECEMBER 13	IRRIGATION (Salon C)	RECERTIFICATION (Salon D&E)	GOLF (Salon F)
7:00am – 8:00am	<b>Registration &amp; Continental Breakfast</b>	<b>Registration &amp; Continental Breakfast</b>	<b>Registration &amp; Continental Breakfast</b>
8:00am – 9:00am	<b>Irrigation Design: Making Your System Bullet Proof</b> Jim Borneman, Ewing Irrigation <i>Sponsored by: Ewing Irrigation</i>	<b>EAB and the Difference in Kansas City</b> Matt Evans, Ryan Lawn & Tree <b>Hours: 1 (KS: 3A)</b>	<b>Got Seed Heads?</b> Zach Reicher, Bayer Environmental Science
9:15am – 10:15am		<b>Turf</b> Cole Thompson, University of Nebraska <b>Hours: 1 (KS: 3B)</b>	<b>Top 10 Questions from Turf Professionals</b> Kyle Miller, BASF
10:15am – 10:30am	<b>BREAK</b>	<b>BREAK</b>	<b>BREAK</b>
10:30am – 11:30am	<b>Principles of Backflow Devices</b> Jim Borneman, Ewing Irrigation <i>Sponsored by: Ewing Irrigation</i>	<b>Scale Insects</b> Dr. Ray Cloyd, Kansas State University <b>Hours: 1 (KS: 3A)</b>	<b>GDD Models to Predict PGR Performance</b> Bill Kreuser, University of Nebraska
11:30am – 1:00pm	<b>LUNCH</b>	<b>LUNCH</b>	<b>LUNCH</b>
1:00pm – 2:00pm	<b>Smart Irrigation Products</b> Jim Borneman, Ewing Irrigation <i>Sponsored by: Ewing Irrigation</i>	<b>How to Manage Turf to Reduce Pesticide Resilience</b> Bill Kreuser, University of Nebraska <b>Hours: 1 (KS: 3B)</b>	<b>Integrating Silvery-Thread Moss Control Strategies</b> Cole Thompson, University of Nebraska
2:00pm – 2:15pm	<b>BREAK</b>	<b>BREAK</b>	<b>BREAK</b>
2:15pm – 3:15pm	<b>LED Lighting Design &amp; Marketing</b> Ken Simons, FX Luminaire <i>Sponsored by: Ewing Irrigation</i>	<b>Turf &amp; Ornamental Weed Management</b> Dr. Rodney St. John, Ryan Lawn & Tree <b>Hours: 1 (KS: 3A, 3B)</b>	<b>Common Misconceptions About Pythium Disease in Turfgrass</b> Matt Giese, Syngenta
3:30pm – 4:30pm	<b>Making Your Next Lighting Installation Bullet Proof</b> Ken Simons, FX Luminaire <i>Sponsored by: Ewing Irrigation</i>	<b>New Ornamental Variety: Introductions Addressing Disease &amp; Pest Issues</b> Chad Weinand, Loma Vista <b>Hours: 1 (KS: 3A, 3B)</b>	<b>New and Anticipated Wage &amp; Hour Changes Affecting the Golf Industry</b> Kerri Reisdorff, Ogletree Deakins



# SPONSORSHIP & TABLE TOP OPPORTUNITIES

Heartland Green Industry Expo: "Common Ground"  
December 12-13, 2016 • Olathe Convention Center • Olathe, KS

Our sponsorship packages allow your company to be spotlighted in a unique way with commercials, table-top displays, ads and signage. Don't miss this opportunity to be where your customers will be. These are non-exclusive opportunities – more than one supplier can choose the same event (i.e.: breaks, breakfasts, lunches); however only one sponsor will be designated to each education session. For cost of exclusive sponsorship (covering full cost of specified event), please call the Management Company 816-561-5323.

## **PLATINUM SPONSOR - \$1,500**

**Table Top + Lunch** (4 available; 2 each day)

- Sponsor of a Lunch.
- 8ft Table Top display **for two days**  
*All materials must fit on table (no equipment or materials on floor.)*
- 5 minute promotion of your company's products/service at an education session
- Sponsor of a one hour education session
- Logo in Program as a Lunch Sponsor
- Logoed Signage during Lunch
- Logoed Table Tents at all Tables
- Literature and/or give-a-ways distributed during lunch
- ¼ Page Ad in Program *Due: December 1*
- Logoed Signage During Education Session
- 3 Free Conference Registrations (Includes Table Top Reps.)

## **GOLD SPONSOR - \$1,000**

**Table Top + Coffee Break** (8 available; 2 at each break)

- Sponsor of a Coffee Break
- 8ft Table Top display **for two days**  
*All materials must fit on table (no equipment or materials on floor.)*
- 3 minute promotion of your company's products/services at an education session
- Sponsor of a one hour education session
- Logo in Program as a Coffee Break Sponsor
- Logoed Signage during Coffee Break
- Literature and/or give-a-ways distributed during break
- Business card size Ad in Program *Due December 1*
- Logoed Signage During Education Session
- 2 Free Conference Registrations (Includes Table Top Reps.)

## **SILVER SPONSOR - \$650**

**Education Session** (multiple available)

- Sponsor of a one hour education session
- 8ft Table Top display **for two days**  
*All materials must fit on table (no equipment or materials on floor.)*
- 3 minute promotion of your company's products/services at an education session
- Business card size Ad in Program *Due December 1*
- Logoed Signage at Education Session
- 2 Free Conference Registrations (Includes Table Top Reps.)

## **TABLE TOP HOURS**

### **Move In**

- Monday, December 12, 2016 from 6:00am – 7:00am

### **Show Hours**

- Monday, December 12, 2016 from 7:00am – 2:30pm
- Tuesday, December 13, 2016 from 7:00am – 2:30pm

### **Dismantle**

- Tuesday, December 13, from 2:30pm – 4:30pm

## **TABLE TOP INCLUDES:**

8 ft. table, 2 chairs & trash can.  
All materials must fit on the table.  
No materials or equipment are allowed on the floor.

## **SUBMITTALS (Logos, Ads, Literature)**

Please submit logos, camera-ready ads and/or literature no later than **December 1** to: Kim Weitzel, P.O. Box 419264, Kansas City, MO 64141 or [kweitzel@westerneda.com](mailto:kweitzel@westerneda.com) (**no reminder notices, no extensions**)

## **SOLICITATION**

No solicitation will be allowed at the conference or during the table top show unless a table top has been purchased. Those that don't adhere to this rule may be asked to leave the conference, at the discretion of the conference committee.

## **TABLE TOP LOCATION** **(NEW THIS YEAR)**

Table Tops are now located in the lunch & break room for easy access to event attendees; on **BOTH** days.

Assignments will be determined by the committee.

Please indicate on the sponsorship form what competitors you wish not to be next to.

# SPONSORSHIP & TABLE TOP CONTRACT

Heartland Green Industry Expo: "Common Ground"  
December 12-13, 2016 • Olathe Convention Center, Olathe, Kansas

## INSTRUCTIONS

Please complete contract and return to the Association office with your check in the amount indicated below. This agreement becomes effective when it is approved, accepted and signed by the Association. This agreement, dated \_\_\_\_\_ is made between the Heartland Green Industry Expo: Common Ground Committee and \_\_\_\_\_ (Table Top Firm).

In consideration of the sum indicated below as table top rental price, the Heartland Green Industry Expo leases space in their table tops area pursuant to the Rules and Regulations as defined and published as they appear in the attached document, and which are made a part hereof. Heartland Green Industry Expo hereby assigns the required space(s), but the Exhibitor grants Heartland Green Industry Expo the right to alter locations if and as necessary to create a more effective exhibiting area, subject to the approval of the table top vendor. Table top vendor is entitled to a display area as defined in the Rules and Regulations. Table top vendor understands and agrees that expenses for trucking and handling of materials and equipment into and out of the building; for erecting and decorating the display; for electrical service and power; and for all other costs incidental to operation of the table top, are not part of the show fee and are paid separately by table top vendor to the Official Contractor or suppliers of these services.

## APPLICATION (Fully complete the information below exactly as it should appear in the show program and all official listings.)

Company Name \_\_\_\_\_ Contact Name \_\_\_\_\_

Full Address \_\_\_\_\_ Phone (\_\_\_\_) \_\_\_\_\_

E-mail \_\_\_\_\_ Website (platinum sponsors) \_\_\_\_\_

## REPRESENTATIVES ATTENDING (Number of Representatives Allotted: Silver Sponsor/2; Gold Sponsor/2; Platinum Sponsor/3):

1) \_\_\_\_\_ 2) \_\_\_\_\_ 3) \_\_\_\_\_

### TABLE TOP LOCATION (NEW THIS YEAR)

Table Tops are now located in the lunch & break room for easy access to event attendees; on **BOTH** days. Assignments will be determined by the committee. Do not place my company next to the following competitors:

1) \_\_\_\_\_ 2) \_\_\_\_\_ 3) \_\_\_\_\_

## SPONSORSHIP PACKAGE & EDUCATION SESSION:

No. of Packages	Totals	Session Title you Wish to Sponsor (Request)
_____ Platinum (\$1,500)	\$ _____ =	1st) _____ 2nd) _____
_____ Gold (\$1,000)	\$ _____ =	1st) _____ 2nd) _____
_____ Silver (\$650)	\$ _____ =	1st) _____ 2nd) _____
<b>TOTAL AMOUNT DUE</b>	<b>\$ _____</b>	

~ ALL APPLICATIONS MUST ACCOMPANY AT LEAST A 50% DEPOSIT ~

## PAYMENT:

Check (Full Payment)  50% Deposit now and I agree to pay remaining balance on or before December 2, 2016.

## ACCEPTANCE OF RENTAL TERMS AND ACKNOWLEDGEMENT OF RULES AND REGULATIONS:

We (Table Top Firm) hereby acknowledge that we have read, understand and accept the terms and conditions for exhibiting as set forth here and in the rules and regulations which are a part hereof, and will abide by such rules and regulations and any amendments thereto as published from time to time by management for governing this show.

For: Table-Top & Sponsoring Firm

Signature \_\_\_\_\_

Name (printed) \_\_\_\_\_

For: Heartland Green Industry Expo: Common Ground

Space no(s). \_\_\_\_\_ Date \_\_\_\_\_

Signature \_\_\_\_\_

Mail or Fax Vendor Contract with your payment to: Heartland Green Industry Expo, P.O. Box 419264, Kansas City, MO, 64141; Fax: 816-561-1991  
on or before December 2, 2016.

# REGISTRATION FORM

**Heartland Green Industry Expo: "Common Ground"**  
**December 12-13, 2016 • Olathe Convention Center, Olathe, Kansas**

**ASSOCIATION**

I belong to the following Association(s) or received my conference materials from (check the boxes that apply):

- Heart of America Golf Course Superintendents Association (HAGCSA)**
- Mid-America Green Industry Council (MAGIC)**
- N/A**

**TRACK PREFERENCE** (select one)

In order to accommodate seating for each session, we would like to know what "track" you plan to attend most:

- Business    Irrigation    Recertification    Golf

**PLEASE PRINT OR TYPE** (one name per form – copy form if needed)

Name \_\_\_\_\_ Organization \_\_\_\_\_

Organization's Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Daytime Phone \_\_\_\_\_ E-mail \_\_\_\_\_

**REGISTRATION & FEE**

	<u>Member</u>	<u>Non-Member</u>	
	Early-Bird / After Dec. 4	Early-Bird / After Dec. 4	
<input type="checkbox"/> Full Conference (December 12 & 13).....	\$200 / \$225	\$250 / \$275	\$ _____
<input type="checkbox"/> One Day Only: <input type="checkbox"/> December 12 <input type="checkbox"/> December 13.....	\$120 / \$145	\$170 / \$195	\$ _____
<input type="checkbox"/> Registration <b>at the Door</b> (Full Conference) .....	\$250	\$300	\$ _____
<input type="checkbox"/> Registration <b>at the Door</b> (One Day Only) .....	\$170	\$220	\$ _____
<input type="checkbox"/> Student (eligible: full-time students only).....	\$50	\$50	\$ _____
		<b>TOTAL</b>	<b>\$ _____</b>

*NOTE: Additional fees apply for late sign-ups and onsite walk-ins (at the door), as listed. No Exceptions.*

**PAYMENT**

- Check Enclosed (check made payable to: Heartland Green Industry Expo). Payment must accompany registration form.
- Invoice my Organization (By invoicing, you must be a member of one of the co-host associations and agree to pay total amount due by December 2, 2016. Invoicing not permitted after December 2.)

**CANCELLATION / REFUND POLICY**

If cancellation is necessary, substitutions are permitted. A written request for a refund must be received on or before December 2, 2016. The amount refunded will be less a \$25.00 processing fee. No refunds will be made after this date. Mail your request to the Mgmt. Office: P.O. Box 419264, Kansas City, MO 64141.

**DEADLINE**

Mail or Fax Registration with Payment on or before December 2, to the:  
 Heartland Green Industry Expo, P.O. Box 419264, Kansas City, MO 64141, Fax: 816-561-1991

**NEW LOCATION**

Olathe Convention Center: 10401 S. Ridgeview Road (K-10 & I-435), Olathe, Kansas 66051

**MANAGEMENT OFFICE**

Heartland Green Industry Expo: P.O. Box 419264, Kansas City, MO 64141, 816-561-5323; Fax: 816-561-1991; kweitzel@westerneda.com

**TAKE  
ADVANTAGE**

- Register three or more people *from the same company* and receive **10% OFF** your total registration fee!
- Members can sign-up their **staff at the member pricing.**

**SAVE!**

**Everyone Needs Education to Grow in their Field and Position.  
 Use this Opportunity to Sign-Up your Staff, your Boss or Spread the Word to your Colleagues.**

# NEW YEAR PARTY



Celebrate the New Year at the Boulevard Brewery!



**DATE:** Friday, January 6, 2017

**LOCATION:** Boulevard Brewery  
2501 Southwest Boulevard  
Kansas City, MO 64108

**SCHEDULE:** 6:00 p.m. - Registration & Cocktails  
7:00 p.m. - Dinner  
7:45 p.m. - Program & Awards  
8:30 p.m. - Entertainment: Magician

**COST:** \$60.00 per person (spouses and significant-others are welcome to attend.)

**FREE HAGCSA Membership:** A separate drawing will be held for three free HAGCSA 2017 Memberships in categories: A/SM, C, AF. Must be present to win.

**DRESS CODE:** Business Casual

**RESERVATIONS:** Mail, Fax or Email Reservation no later than Monday, January, 2.

**TITLE SPONSOR**



**FOOD & BEVERAGE SPONSOR**



Yes, I/we plan to attend the New Year Party!

Attendee(s): \_\_\_\_\_ Spouse/Significant: \_\_\_\_\_  
 \_\_\_\_\_  
 \_\_\_\_\_  
 \_\_\_\_\_

Main Contact: \_\_\_\_\_ Company: \_\_\_\_\_

Address: \_\_\_\_\_

Phone: \_\_\_\_\_ Email: \_\_\_\_\_

**PAYMENT** (\$60 per person):

Check Enclosed     Invoice(\*)     Credit Card: No.: \_\_\_\_\_  
 Exp.: \_\_\_\_\_ Security Code: \_\_\_\_\_  
 Name on Card: \_\_\_\_\_

Please email me a receipt. (Must provide email address above.)

**POLICY:**

- > By indicating you wish to be invoiced, you agree to pay total invoice upon receipt. Invoices will be sent electronically when an email is provided.
- > Cancellation refunds will not be provided within 72 hours of event.
- > "No Shows" will be billed.



Complete form and Mail, Fax or Email no later than Monday, January 2.

**Heart of America GCSA**

P.O. Box 419264, Kansas City, MO 64141

816-561-5323/phone; 816-561-1991/fax; www.hagcsa.org



## EMPLOYEE AWARD PROGRAM

The Heart of America GCSA is now accepting applications for the Employee Awards Program to help offset some of the cost of school for those who are full-time employees taking turfgrass classes. These criteria must be met:

### You must:

- Be a current full-time employee of a Heart of America GCSA member now and when eligible class(es) were taken.
- Have worked 1,800 hours within the current calendar year for a current Heart of America GCSA club/organization.
- Be a part-time student carrying 11 credit hours or less.
- Attend an accredited college or institution in Kansas or Missouri.
- Carry a grade of C or better in the eligible class(es).

### To be Eligible:

- All classes submitted (including online course and/or out-of-district course) must be part of the written curriculum of a degree or certificate program in the turf industry (successful certification or 4 year degree)
- All classes must be taken in calendar year of 2016 (i.e. spring, summer or fall semester of 2016).
- Transcripts and proof of payment must accompany application.
- All applications must be complete fully and have the necessary signatures – no exceptions.

### Need to Know:

- Out-of-District residences and online classes will receive in-state rate tuition reimbursement. (Instate rate x number of hours or \$1,500. The lesser of the two.)
- **This is an Award, NOT a total reimbursement or scholarship. \*\*\***
- Awards are for tuition costs only and at the discretion of the S&R Committee and Board of Directors.
- To enable HAGCSA in helping as many employees as possible, please do not apply for an award if your club reimburses educational expenses.
- **Deadline for application is January 31, 2017.**

### Submit Application to:

Heart of America  
Scholarship & Research Committee  
P.O. Box 419264  
Kansas City, MO 64141-6264

Attention Superintendents: If you have an employee working for you and taking classes during off-hours, this is an excellent opportunity for you to help them offset the cost of their classes. Please fill out the bottom portion of the application and submit to the address shown above.



**EMPLOYEE AWARDS APPLICATION**

For Part-Time College Tuition  
 Classes Completed in Spring, Summer and/or Fall 2016  
**TO BE COMPLETED BY APPLICANT – ALL QUESTIONS MUST BE ANSWERED:**

**PLEASE PRINT OR TYPE**

Name:	Soc.Sec.No.	-	-
Address:			
City:	State:	Zip:	
Daytime phone:	Evening phone:		
Current Employer:			
Years Employed:			
Previous Employer (if with current employer less than 1 year):			
College you are attending:			
Class(es) you are attending:			
Cost of class/amount applied for: (please attach receipt and final transcript):			
Please describe in 50 words or less how you expect to benefit from taking this class:			

**TO BE COMPLETED BY SUPERINTENDENT:**

Position of applicant:
Years of employment:
Career goals:
Please describe the applicant in 25 words or less:

<i><b>Applicant's signature:</b></i>
<i><b>Superintendent's signature:</b></i>
<i><b>Date:</b></i>

**Deadline for application - January 31, 2017**

# Vendor Directory

2016 Heartbeat Advertisers



## **BASF**

Cozette Hadley  
515-231-1347

## **Bayer Environmental Science**

Wes Kleffner  
913-205-5381

## **B.W.I. Companies**

Tom Campbell  
800-247-4954

## **Commercial Turf & Tractor**

Bryan Wood  
800-748-7497

## **E-Z-Go Golf Carts**

George Hobbs  
913-515-9877

## **Helena Chemical Company**

John Sheehe  
913-441-0676

## **Herfort Norby Golf Course Architects**

Kevin Norby  
952-361-0644

## **PBI Gordon**

Heath Schesser  
816-460-6216

## **Professional Turf Products**

Brad Davisson  
913-449-8238

## **Reece Nichols**

Kirby Joy  
816-344-1893

## **Reinders, Inc.**

Mike Maas  
913-217-0650

## **Select Turf, Inc.**

Jim Keeven  
573-634-3444

## **SiteOne Landscape Supply**

Ken Harding  
913-208-6546

## **Supreme Turf Products**

Mike Kipper  
913-829-3611

## **Todd Valley Farms**

Wayne Thorson  
402-624-6385

## **Turf & Soil Diagnostics**

Sam Ferro  
855-769-4231

## **Turkwerks**

Brian Freeman  
913-530-3903

## **Urban Tree Specialists**

Bret Cleveland  
816-214-8327



# MEMBERSHIP APPLICATION

Name \_\_\_\_\_ GCSAA Membership #: \_\_\_\_\_

Club or Company \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Phone \_\_\_\_\_ Fax \_\_\_\_\_

E-mail \_\_\_\_\_ Spouse's Name \_\_\_\_\_

Check here if you wish to receive your mailings at home.

Home Address: \_\_\_\_\_ City \_\_\_\_\_ St \_\_\_\_\_ Zip \_\_\_\_\_

## JOB INFORMATION: LIST CURRENT EMPLOYMENT FIRST

DATES EMPLOYED		EMPLOYER NAME & CITY/STATE	TITLE
From _____	To _____	_____	_____
From _____	To _____	_____	_____
From _____	To _____	_____	_____

I hereby make application for membership in the Heart of America Golf Course Superintendents Association and attach herewith my dues for the current year. If accepted, I agree to uphold the by-laws of this Association and subscribe to the following code of ethics. To the end that confidence and respect may be enjoyed by members of our Association, the code of ethics is promulgated and observation of its provisions required.

- Every member shall take pride in his/her work and regard it as a profession in which all members strive to maintain its good name.
- Realizing that the best asset that a member can have is thorough knowledge of his/her business, he/she shall constantly try to improve his/her knowledge and effectiveness by freely exchanging experiences and ideas with fellow members and take advantage of all opportunities for improvement.
- He/she shall endeavor to maintain courteous relations with his/her employer and his/her associates and endeavor to have his/her employees take pride in doing their work well.
- In accomplishing his/her own and the Association's best interest, observance of the following suggestions are recommended.
  - **Seeking Employment:** 1. Seek counsel of local associations when applying for a position in a new district; 2. Recommend only qualified GCSAA members; 3. Ascertain the wage scale in the district in which you are seeking employment, then uphold that talk with the person who last held or now holds the position of Golf Course Superintendent.
  - **Visiting:** 1. Announce your HAGCSA or GCSAA membership when visiting; 2. Always contact the Superintendent of the course you are visiting; 3. Honor requests for technical help from golf courses only when channeled through the Superintendent of the course making the request.

**Communication Consent:** I agree to receive notices, advertisements, announcements, brochures, and other information from Heart of America Golf Course Superintendents of America via facsimile, telephone or e-mail. I further agree that my express permission to fax, telephone or e-mail me such notices and other information will continue and have no date of expiration, unless a written request is received indicating a change in permission.

**ATTESTED:** The applicant must be attested by two Heart of America GCSA members.

Attested \_\_\_\_\_ Date \_\_\_\_\_

Attested \_\_\_\_\_ Date \_\_\_\_\_

Applicant's Signature \_\_\_\_\_ Date \_\_\_\_\_

**Please include Annual Membership Dues with Application (Term: January to December):**

Superintendents/\$130 - Assistant Superintendents/\$70 - Supplier/\$130 - Golf Course Employees/\$70 - Student/\$25

### Heart of America Golf Course Superintendents Association

P.O. Box 419264 • Kansas City, MO 64141-6264 • 816-561-5323 • Fax 816-561-1991 • www.hagcsa.org

**OFFICE USE:**  Acknowledgment Email  Board Approval  Database  Welcome Email/Website Password  Mailing/Roster  Process Payment