

Sunday, October 12, 2025

7:00 p.m. - Bushwood Briefing - meet your fellow conference attendees and see old friends while you join for a no-host gathering at Coeur d'Alene Taphouse Unchained. *Unchained is located across from The CDA Resort Hotel, or can be accessed by the hotel sky bridge.*

Monday, October 13, 2025

Education presented in the Convention Center

6:30 a.m. Registration desk is open.

Continental breakfast sponsored by:

Changes (cancellations, or additions if there is availability) for the golf tournament accepted until 10 a.m. today.



7:45 – 8:05 a.m. Welcome

Event moderated by Dane Gamble, Bridger Creek Golf Course, Bozeman, Mont.

8:10 – 9:10 a.m. Tech Meets Turf: Real-World AI Tools for Superintendents

Mike Richardson, Ph.D, Professor, University of Arkansas, Fayetteville Ark. Artificial intelligence (AI) has been described as the most important advancement in human history. It is already seamlessly integrated into many aspects of our daily lives, but how can golf course superintendents take advantage of AI to improve their operational efficiency? This seminar will cover a wide range of ways that AI can be used, including correspondence, mathematics, language translation, and equipment repair. It will also be interactive in that we will apply AI in real time to real problems.

9:10 – 9:20 p.m. Group Introduction

9:20 – 9:40 a.m. Break

9:40 – 11:30 a.m. Giving Effective Feedback & Performance Management

Jodie J. Cunningham SPHR, SHRM-SCP

You were promoted because you were good at doing the work. Now, your job is to lead the people who do the

work. But that's no easy task! Call-outs, conflict, and poor performance are a few of many issues you likely deal with as a manager. The challenge: It takes skill and practice to navigate your people issues effectively. Anxiety, apprehension, uncertainty, insecurity, procrastination...likely you've experienced all of these when faced with giving tough feedback and addressing poor performance. That can change! Learn tips on performance management preparation and tangible ways to improve your team's performance and engagement through effective feedback.

11:35 – 11:55 a.m. Business Meeting

PEAKS & PRAIRIES GCSA President Ryan Knapp presiding. Nominating chair, Garrett Turner, offers the following slate for your consideration: Officers: President: Pat Nowlen, Polson Bay Golf Club, Polson, Mont.; Vice President: Brandon Barkley, 3 Creek Ranch Golf Course, Jackson, Wyo.; and Secretary/ Treasurer: Sean Sullivan, CGCS, The Briarwood, Billings, Mont. Director positions: (2) three-year director positions are open. Nominated for the Board of Directors: Matthew Fregly, Big Sky Resort, Big Sky, Mont.; Tim Furan, Meadowlark Country Club, Great Falls, Mont.; Mark Lyon, Teton Pines Resort & Country Club, Jackson, Wyo.; and Scott Wandler, Larchmont Golf Course, Missoula, Mont.

11:35 – 12:45 p.m. Lunch

Sponsored by:



12:50 – 1:50 p.m. Tees — The Long and The

Short *Jan Bel Jan, ASGCA, Jan Bel Jan Golf Course Design, Jupiter, Florida* By reviewing sample golf courses of various total distances and evaluating individual holes from the tees offered, attendees will be able to determine if additional back or more-forward tees may be necessary at their courses for present-day golfers. Assessment of holes relative to the club's range of handicaps and the orientation and elevations of tees, landing areas, hazards, and greens will enable thoughtful relocation or placement tees that can provide a positive ROI. Proper tee placement can improve the flow and speed of play and engage the

Trade Show Distributors:

Monday

9:30 – 11:20 a.m. Convention Center - Equipment Distributors move in first as overhead door will be shut at 11:00 a.m. to allow booths along wall to set up. If you are showing equipment, it is important to bring it in during this time.

11:00 – 1:30 p.m. Trade Show individual booth move in - Convention Center (overhead door will be closed by 11a.m. to allow set up along wall) (Must be ready to show by 2 p.m.)

Tuesday

6:00 – 9:00 a.m. Trade Show Exhibitor move out of Convention Center

strategic mindset of the competitive golfer and encourage success of the social golfer.

1:50 – 2:10 p.m. Break *co-sponsored by:*
AQUA AID SOLUTIONS, RIDGETOP GOLF and PBI GORDON

2:10 – 3:10 p.m. The Danger Lurking Beneath: Strategies to effectively manage root diseases on cool-season turf *Paul Koch, Ph.D, Professor, Department of Plant Pathology, Molecular and Environmental Toxicology Center, University of Wisconsin – Madison.* Root-infecting diseases are some of the most frustrating and misunderstood diseases of golf course turfgrass. In this presentation we will list the primary root-infecting diseases of cool-season turf, identify the cultural and environmental conditions that lead to their development, and discuss strategies for effectively managing each disease.

3:10 – 6:30 p.m. Northwest GCSA TRADE Show - Take advantage of this opportunity to talk to leading supporters at a unique event. Benefit from discussions about products and services while these companies support our chapters. Open to conference registrants (family).

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Tuesday, October 14, 2025

7:00 a.m. Continental breakfast *co-sponsored by:*
ENVU, RAFT RIVER SOD, and
WATERTRONICS

7:20 – 7:40 a.m. Business Meeting IDAHO
GCSA President Alex Bliss presiding. Nominating
chair, Brandon Crim, offers the following slate for
your consideration. President: Paul Venable, Warm
Springs Golf Course, Boise, Idaho; Vice President:
Adam Lott, Whitetail Club, McCall, Idaho; and
Secretary/ Treasurer: Ken Thornock, The Valley
Club, Hailey, Idaho. (1) two-year and (1) one-year
(fulfilling Thornock's term) director positions are
open. Nominees are: Matthew Gourlay, CGCS, MG,
Hillcrest Country Club, Boise, Idaho; and (Incum-
bent) Dereck Stanfield, Sand Creek Golf Club, Idaho
Falls, Idaho.

8:00 – 8:55 a.m. Your Golf Course's Design
and How It Affects Everyday Golfers *Jan Bel*
Jan, ASGCA, Jan Bel Jan Golf Course Design, Jupiter,
Florida By learning the origins of golf course design
and the evolution of design styles, attendees will be
able to assess golf holes on their courses for contem-
porary play. They will be able to evaluate golf hole
features and how they impact various players: long and
short, precise and wayward, seasoned and youthful,
skilled and novice. Appreciation of the era in which

your course was designed can help in prioritiz-
ing golf course conditioning, planning for golf
hole/course ren-ovation, and upgrading or
adding practice areas to encourage more rounds,
increase golfer fun, improve pace of play and
augment club revenue.

9:00 – 9:55 a.m. Modern Strategies for
Snow Mold Control in a Shifting
Environment *Paul Koch, Ph.D, Professor,*
Department of Plant Pathology, Molecular and
Environmental Toxicology Center, University
of Wisconsin – Madison Snow mold control is
difficult under normal circumstances. But
recent years have brought increased regulation
of fungicides commonly used for snow mold
control and warmer winters that make snow
mold control more uncertain. In this presenta-
tion, we will discuss how research on fungicide
persistence and disease modeling can aid super-
intendents in managing snow mold in the future.

9:55 – 10:15 a.m. Break

10:15 – 11:15 a.m. Leading Out *Rhett*
Evans, GCSAA CEO, Lawrence, Kansas We
all face unexpected challenges that feel like an
uphill climb. GCSAA Chief Executive Officer
Rhett Evans will share lessons he learned while
successfully summiting the highest peak on
earth, Mount Everest. Learn how these same
principles of purpose, passion and perseverance
can help you overcome difficulties you may
encounter and lead to greater personal and
professional growth.

11:15 – 11:35 a.m. Business Meeting
INLAND EMPIRE GCSA President Ivan
Gibbs presiding. Nominating chair, Mike
Grilley, offers the following slate for your con-
sideration. President: Brent Austin, LaGrande
Country Club, LaGrande, Oregon; Vice-
President, Brandon Bubar, Avondale Golf
Course, Hayden, Idaho; Secretary/Treasurer,
Daniel Frederiksen, The Club at Black Rock,

An exceptional event for all who love turf –
worthy of a third gathering...

Northwest GCSA TURFGRASS EXPO

October 13 - 14, 2025

The Coeur d'Alene Resort
on the shore of Lake Coeur d'Alene
Coeur d'Alene, Idaho

Hotel Reservations are due by September 23
Early registration rate available until Sept 22

Ultimate Diamond Sponsors:



Hosted by these chapters:

Idaho Chapter
Inland Empire Chapter
Peaks & Prairies Chapter



Coeur d'Alene, Idaho

Nominated for the Board of Directors (1) 3-year term, (1) 1-year term (fulfilling Frederiksen's term): Zach Bauer, CGCS, CDA National Reserve, Coeur d'Alene, Idaho; (Incumbent) Kal Zaranec, Circling Raven Golf Club, Worley, Idaho
Nominated as the Allied Board of Director (1) 3-year term: Kevin Hicks, EarthWorks, Coeur d'Alene, Idaho; (Incumbent) Shane Hughes, Planet Turf, Richland, Wash.

11:45 a.m. - Lunch *(for those with golf or who pre-ordered for pickup at course)* Sponsored by:



1:00 p.m. Northwest GCSA Golf

Challenge: CDA National Reserve, Host Superintendent Zach Bauer, CGCS Shotgun/Scramble. Lunch boxes will be in the carts. *(Approximately a 30-minute drive. Car pool as needed, many are happy to assist.)*

IMPORTANT: At the CDA National Reserve, only CASH will be accepted for beverages. Pro shop purchases can still be made with a credit card.

Additional golf: The Coeur d'Alene Resort Golf Course. Shotgun/Scramble. Host Superintendent: Tom Walker Lunch boxes will be in the carts. Space is limited for play - *(Drive your vehicle to the course, or limited hotel van transportation will be available).*

Golf attire: Collared shirts and no jeans

Thank you to our Master of Ceremonies, Dane Gamble, Bridger Creek Golf Course, Bozeman, Mont.

Our Speakers:

Jan Bel Jan, ASGCA, came from a Pittsburgh, Penn., golf family and opened her own firm after working for 20+ years in a senior position with Tom Fazio in golf course design, construction, and project management. As a registered landscape architect, certified arborist, and former assistant superintendent, Bel Jan offers a unique perspective on the playability, strategy, ecology, economics, and aesthetics of golf courses. She has been at the forefront of promoting golfer retention through thoughtful golf course design for the medley of golfer skill levels. Courses renovated by Bel Jan in 2014, 2016, and 2018 earned the American Society of Golf Course Architects' "Design Excellence Award." Her contributions have been recognized in the USGA's new Golf House Pinehurst, where she is featured in the "Science of Golf" gallery. Bel Jan was a key contributor to the PGA of America's 2018 publication, "Setting Up Golf Courses for Success." She was president of the American Society of Golf Course Architects 2019-2020 and is the on the executive committee of the ASGCA Foundation.

Jodie Cunningham, SPHR SHRM-SCP

is the CEO and talent optimization expert at Optimus Talent Partners. As a Certified Partner with The Predictive Index, she specializes in workforce analytics, which helps organizations get the right people in the right jobs and grow their exceptional talent. Cunningham is also a talent strategist and search consultant for Kopplin, Kuebler and Wallace, where she provides club leaders with guidance, a framework, and resources to design strong leadership and support teams, select top talent and create productive work environments that maximize business results. With over 20 years of experience in human resources, Cunningham has a diverse background spanning the hospitality and professional sports industries. She holds a bachelor's degree in communication from Arizona State University and a master's degree in organizational management from the University of Phoenix. Cunningham has also achieved the highest human resources certifications of SPHR and SHRM-SCP.

J. Rhett Evans is the CEO of the Golf Course Superintendents Association of America (GCSAA), where he leads strategic planning and the daily work that benefits nearly 22,000 superintendents and turf industry professionals. A committed servant leader, Evans collaborates closely with the Board of Directors and association staff to develop education, advocacy, and partnership initiatives that elevate both the profession and the game. He also serves as GCSAA's principal ambassador—cultivating strong ties with local chapters, industry allies, and key stakeholders to advance the association's mission, drive industry success, and foster broader stakeholder engagement. Besides spending time with his family, and enjoying the golf course, Evans is an avid outdoorsman, four-time Ironman triathlete, and an Everest summiteer.

Paul Koch, Ph.D., is a professor in the Department of Plant Pathology at the University of Wisconsin – Madison and has been with UW since 2005. His research focuses primarily on developing precision disease management strategies for snow mold and dollar spot in turfgrass, investigating the fate and impact of turfgrass pesticides in the environment, and the turfgrass microbiome. Koch also oversees the University of Wisconsin's Turfgrass Diagnostic Lab and the UW Turfgrass Fungicide Testing Program.

Mike Richardson, Ph.D., has been a faculty member in the Department of Horticulture at the University of Arkansas since 1998, where he teaches undergraduate and graduate courses in turfgrass management and conducts research on cultural practices that impact cool- and warm-season turfgrass production in transition zone environments. Richardson has published over 150 scientific journal articles and 13 book chapters, and presented his work to turfgrass managers in 45 states and 25 countries around the world.