

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** is available (*sponsorships welcome*). *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 *Elections presided by president Ryan Knapp, Stock Farm, Hamilton, Mont.*

11:35 – 12:45 p.m. Lunch (*sponsorships welcome*)

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

1:50 – 2:10 p.m. Break (*sponsorships welcome*)

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

Trade Show Distributors:

Tuesday

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.)

Wednesday

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

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. Only registrants and booth participants allowed for this special event.

Tuesday, October 14, 2025

7:00 a.m. Continental breakfast (*sponsorships welcome*)

7:20 – 7:40 a.m. Business Meeting IDAHO GCSA *Elections presided by president Alex Bliss, Sun Valley/ElkHorn Golf Course Sun Valley, 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 contemporary 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 prioritizing golf course conditioning, planning for golf hole/course renovation, 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

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.

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 Elections
presided by president Ivan Gibbs, Leavenworth Golf Club, Leavenworth, Wash.

12:30 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.)*

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).*

While we hope to accommodate all players, if both courses fill, we would be happy to suggest area courses to enjoy.

Be sure to read more about course preferences and what is included with the registration at each course.

Golf attire: Collared shirts and no jeans

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

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 11
Early registration rate available until Sept 22

Ultimate Diamond Sponsor:

TBA

Hosted by these chapters:

Idaho Chapter
Inland Empire Chapter
Peaks & Prairies Chapter



GCSAA

Golf Course Superintendents Association of America

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 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 work-force 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.

Thank you to our Master of Ceremonies, Dane Gamble, Bridger Creek Golf Course, Bozeman, Mont. Dane is one of the longest term members of the Peaks & Prairies GCSA — beginning with the association in its earliest years when it was called by another name! (Of which we can't say as it has been trade marked by another entity.)

Reserve your HOTEL room BY September 11

Northwest GCSA Turfgrass Expo

October 13 & 14, 2025

The Coeur d'Alene Resort

Tele: (888) 965-6542

Specify GCSA1025 when calling to make your hotel reservations.

Single-Double:

Park Tower - \$159.00 (+ surcharge and tax)

Lake Tower - \$199.00 (+ surcharge and tax)

Note: September 11, 2025 is earlier than the meeting pre-registration date!

Online Code: *(live link on website registration)*

<https://reservations.travelclick.com/114393?groupID=4829195>

The online link contains only the contracted dates with a limited arrival for Saturday. *For any Pre/Post request instead call the Reservations Department to determine if there is inventory available and if the group rate can be honored.* If you are having any trouble with your online reservation, just call **(888) 965-6542** for assistance.

Included in the fine print :

- Deposit required equal to one night's stay. Reservations changed or cancelled less than (7) days prior to the event will forfeit the deposit.

- Our hotel rate is substantially discounted. **It is important** to make your hotel reservations prior to the cutoff of September 11. If room reservations are made early enough, and our block is filled BEFORE the cut-off, we will attempt to get more rooms added.