ORLANDO, FLA. (Dec. 6, 2022) – The United States Golf Association has increased its support for the Golf Course Superintendents Association of America (GCSAA), in an ongoing effort to advance education, research and career development in golf through the GCSAA Conference and Trade Show.

The USGA joins the Golf Course Builders Association of America (GCBAA) and the American Society of Golf Course Architects (ASGCA) as Presenting Partners of the GCSAA Conference and Trade Show. Hosted annually, the GCSAA Conference and Trade show offers a week of interactive education, hands-on experiences, and celebration of the golf course management industry. The 2023 conference is scheduled to take place Feb. 6-9 in Orlando, Fla.

> *"This is just the start, as golf leads the way to advance key issues like resource conservation, while keeping our courses healthy and viable for generations," said Mike Whan, CEO of the USGA.*

"GCSAA golf course superintendents play a vital role in the future of golf, and their expertise and commitment to the environment have helped advance the game in so many innovative ways," said Matt Pringle, Ph.D., managing director of the USGA Green Section. "The USGA and the GCSAA have a shared vision to ensure golf courses continue to thrive and golfers have a course on which to play in every community. We look forward to bringing the vision to life, starting with the conference, and far beyond it."

The USGA's increased engagement with the GCSAA Conference and Trade Show includes active participation in the first-of-its-kind Interactive Grass Stage at the 2023 gathering. The Stage, a four-way collaboration between the GCBAA, GCSAA, USGA and ASGCA, covers 20,000 square feet on the trade show floor and features the conference's most important discussions.
Several USGA Green Section agronomists and experts will also conduct a series of educational sessions as part of the conference's schedule of events.

In addition to serving as a Presenting Partner at the conference, the USGA has also expanded its working relationship with GCSAA through a multi-year collaboration focused on supporting the environmental and economic sustainability of golf courses while also improving playing conditions for golfers.

"Collaboration is vital to golf's future, and this is a clear case in which we can achieve so much more than we can do alone," said Mike Whan, CEO of the USGA. "This is just the start, as golf leads the way to advance key issues like resource conservation, while keeping our courses healthy and viable for generations."

"The USGA's expanded role with the GCSAA Conference and Trade Show enables both the USGA and GCSAA to use our industry's largest annual gathering as a platform to jointly share critical insights and valuable new approaches to golf course management in a face-to-face setting," GCSAA CEO Rhett Evans said. "Their elevated involvement in the event is indicative of the overall increased collaboration between our two associations."

The GCSAA Conference and Trade Show will be preceded by the GCSAA Golf Championships, presented by Toro.

To learn more and register for the GCSAA Conference and Trade Show go towww.gcsaaconference.com.

About GCSAA
The Golf Course Superintendents Association of America (GCSAA) is a leading golf organization in the United States. Its focus is on golf course management, and since 1926 GCSAA has been the top professional association for the men and women who manage golf courses in the U.S. and worldwide. From its headquarters in Lawrence, Kan., the association provides education, information and representation to more than 19,000 members in more than 78 countries. The association's mission is to serve its members, advance their profession and improve communities through enjoyment, growth and vitality of the game of golf. Visit GCSAA at www.gcsaa.org or find us on Facebook or Twitter. Visit our industry-leading magazine at GCMonline.com.

The GCSAA Foundation is the philanthropic organization of the GCSAA. Its mission is to secure funding and support to

strengthen advocacy, education, and research that advances the work of golf course management professionals. Visit the Foundation at www.gcsaa.org/foundation.

About the USGA

The USGA is a nonprofit organization that celebrates, serves and advances the game of golf. Founded in 1894, we conduct many of golf's premier professional and amateur championships, including the U.S. Open and U.S. Women's Open Presented by ProMedica. With The R&A, we govern the sport via a global set of playing, equipment, handicapping and amateur status rules. The USGA campus in Liberty Corner, New Jersey, is home to the Association's Research and Test Center, where science and innovation are fueling a healthy and sustainable game for the future. The campus is also home to the USGA Golf Museum, where we honor the game by curating the world's most comprehensive archive of golf artifacts. To learn more, visit www.usga.org.

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https://mediacenter.usga.org/USGA-GCSAA-Presenting-Partner