

---

## 2025 GCSAA CONFERENCE AND TRADE SHOW FACT SHEET

February 3-6, 2025  
San Diego Convention Center  
San Diego, Calif.

### GCSAA COMMUNICATIONS/MEDIA RELATIONS STAFF CONTACTS:

Angela Hartmann, director, communications, (785) 393-1361 or [ahartmann@gcsaa.org](mailto:ahartmann@gcsaa.org)

**Mike Strauss, manager, media relations, (785) 865-8444 or [mstrauss@gcsaa.org](mailto:mstrauss@gcsaa.org) (media contact)**

Kelsey Underwood, communications specialist: (785) 331-9423 or [kunderwood@gcsaa.org](mailto:kunderwood@gcsaa.org)

Claudia Alterman, senior manager, digital content: [calterman@gcsaa.org](mailto:calterman@gcsaa.org)

**MEDIA CENTER ON SITE:** The Media Center is in booth #2557 on the trade show floor. The room is open for credentialed media use (work area, meetings, interviews, etc...) during trade show floor hours – Wednesday, Feb. 5, 10 a.m.-5 p.m. and Thursday, Feb. 6, 9 a.m.-3 p.m.

**WIFI INFORMATION** – This is for media only. Please do not share with others as we have limited access. Media WIFI in the Convention Center: SSID: GCSAAMedia. Password: 2025GCSAAMedia#

### ONLINE INFORMATION SOURCES:

- Download the GCSAA Conference App on your phone. The app is full of information, including schedules, exhibitors, attendees, trade show and convention center maps, speaker information, etc... To login to the GCSAA Conference App, login with the email address used to register. The password will be your first name (with the first letter capitalized).
- Conference and Trade Show Main Page – <https://gcsaaconference.com/>
- Media Page - <https://gcsaaconference.com/media>
- Press Releases and Company Information - <https://gcsaaconference.com/media/industry-news-releases>. This page is updated as releases are received.

**MEDIA COVERAGE:** Coverage of the GCSAA Conference and Trade Show takes place across GCSAA's various channels. Visit [www.gcsaa.org](http://www.gcsaa.org), [www.gcsaaconference.com](http://www.gcsaaconference.com), [www.gcmonline.com](http://www.gcmonline.com) (the site for GCM magazine) and [www.gcsaa.tv](http://www.gcsaa.tv) for updates. Stay connected on X at [@GCSAAConference](https://twitter.com/GCSAAConference) and use #GCSAAConference to be a part of the conversation. You can also follow GCSAA's feeds on Twitter ([@GCSAA](https://twitter.com/GCSAA)), Facebook (GCSAAFB), and Instagram ([@GCSAA](https://www.instagram.com/GCSAA)).

**PGA TOUR RADIO:** The association welcomes the remote broadcast of PGA Tour Radio's "Katrek and Maginnes On Tap," 2-4 p.m. PT, Monday, Feb. 3 through Wednesday, Feb. 5. The broadcast takes place in Lobby D of the San Diego Convention Center across from the Registration desk and features multiple guests over the three days. The popular show is heard on SiriusXM PGA Tour Radio channel 92.

**THINGS TO SEE:** Among the highlights are:

- Sustainability Showcase – outside the main entrance to the convention center
- Autonomous Mowing Technology – outside the main entrance to the convention center in the Plaza Park area
- Drone Technology – Drone Zone (#1225) on the trade show floor
- New Product Showcase – Across from the registration desk in Lobby D of the convention center
- Flyaway Geese Dog Demonstrations (#2036) on the trade show floor
- Inside the Shop (Equipment Manager demonstrations) (#5929) on the trade show floor
- CEO Roundtable with GCSAA's Rhett Evans and USGA's Mike Whan at GCSAA TV Stage (#2850) on trade show floor, Wednesday, 11-11:45 a.m.

**TRADE SHOW FLOOR EVENTS:** Highlights can be found here for [Wednesday](#) and [Thursday](#).

**EDUCATION SESSIONS:** Media can attend education sessions if space is available, and it is approved by the GCSAA representative near the classrooms. Please allow those who registered for the sessions to have a seat before you do. No audio can be captured. There will be more than 311 hours of education provided at the show.

(more)

---

**THE GCSAA CONFERENCE AND TRADE SHOW:** The GCSAA Conference and Trade Show is presented by The Golf Course Superintendents Association of America (GCSAA), presenting partners American Society of Golf Course Architects (ASGCA), Golf Course Builders Association of America (GCBA), and United States Golf Association (USGA) and participating partners, National Golf Course Owners Association (NGCOA) and National Golf Foundation (NGF). It is the largest trade show in the golf course management industry.

**SAN DIEGO:** This year marks the eighth time the GCSAA Conference and Trade Show will be held in San Diego. Previous visits to the city include 1963, 2004, 10, 13, 16, 19 and 22. The 2025 version of the show is the 96<sup>th</sup> all time. The very first show was in 1927 and there were no shows in 1943, 44 or 45 due to war.

**GCSAA GOLF CHAMPIONSHIPS:** Preceding the Conference and Trade Show at the San Diego Convention Center, the GCSAA Golf Championships, presented in partnership with The Toro Co for the 31<sup>st</sup> year, and benefiting the GCSAA Foundation, will take place Feb. 1-3 at Omni La Costa (National Championship), Torrey Pines (Four Ball and Golf Classic), Aviara (Four Ball and Scramble) and Del Mar (Scramble). The National Championship is a 36-hole, stroke-play event and features 72 GCSAA members with a 5.0 handicap index or lower. More than 600 GCSAA members will participate in the events, which also include a scramble, four ball and classic.

Golf action, including the national championship on Sunday and Monday, can be followed through Golf Genius:

- Online at [www.golfgenius.com](http://www.golfgenius.com) and enter GGID "25GCSAA"
- Via the app and enter GGID "25GCSAA"

[GCSAA National Championship Fact Sheet and Notes](#)

**SUNRISE OPENING SESSION:**

The Sunrise Opening Session, presented in partnership with Syngenta, takes place in Ballroom 20ABC on Wednesday, Feb. 5 from 8-10 a.m. Highlights include:

- Col. John Morley Award ([Pat Finlen](#))
- USGA Green Section Award
- Keynote speaker Paige Alms, a two-time world champion big wave surfer

**CLOSING SEND-OFF CELEBRATION:** Presented in partnership with John Deere, the Closing Send-Off Celebration, takes place in Ballroom 20ABC on Thursday, Feb. 6 from 3:15-5 p.m. Highlights include:

- Old Tom Morris Award ([Ozzie Smith](#))
- Keynote speaker Rhett Evans recounting his successful summit of Mount Everest

**TURF BOWL FOR COLLEGE STUDENTS:** The GCSAA Conference and Trade Show reaches students through the annual Collegiate Turf Bowl, presented in partnership with John Deere Golf, a highlight of the week for hundreds of future industry professionals who test their classroom and field knowledge as part of a team representing their schools. There are 75 teams and 276 students, the highest since 2012, competing. Past results at <https://www.gcsaaconference.com/education/student-activities/turf-bowl-past-winners>

**NEW STUDENT COMPETITION:** The 2025 National Turfgrass Science Invitational will debut this year and then alternate between the GCSAA and the Sports Field Management Association's national conferences. This is the first national competition in turfgrass science for FFA students. The competition will take place Tuesday, Feb. 4, and features 15 teams and more than 60 students from nine states. [Learn more here.](#)

(more)

---

**GCSAA LEADERSHIP:** J. Rhett Evans is GCSAA's chief executive officer. Evans joined the GCSAA staff July 9, 2009, as chief operating officer and was promoted to CEO in January 2011. He is the eighth CEO in the history of the 99-year-old association, which was formed in 1926.

Jeff L. White, a certified golf course superintendent (CGCS) was elected as the association's 87<sup>th</sup> president at the annual meeting, Feb. 1, 2024. The 33-year GCSAA member is the director of agronomy at Indian Hills Country Club in Mission Hills, Kan.

**GCSAA ANNUAL MEETING:** The 2025 annual meeting of the Golf Course Superintendents Association of America is Thursday, Feb. 6, as part of the GCSAA Conference and Trade Show. The meeting features the election of a new board of directors. T.A. Barker, CGCS, superintendent at Fore Lakes Golf Course in Taylorsville, Utah, has been nominated to the office of president.

**DID YOU KNOW?:** In 2024 the United States saw 545 million rounds played for the highest number ever recorded... The annual number of rounds played has increased three times in the last four years, including 2024... Golf participation totaled more than 28 million people in 2024, marking an annual increase for the seventh consecutive year... This past year saw the most new course development since 2011 as well as the fewest golf course closures in 20 years.