



**PGMS**  
professional grounds  
management society®



PGMS® 2024 ANNUAL CONFERENCE  
**TRANSFORM**  
innovate, collaborate, **engage**

Louisville, Kentucky  
October 15-18, 2024





## INNOVATE, COLLABORATE, & ENGAGE AT THE 2024 ANNUAL CONFERENCE

Join PGMS® for four days of top notch education, valuable networking, and access to the industry's largest equipment and product display, Equip Exposition.

PGMS® recognizes the ever transforming roles and responsibilities of grounds management and the need to Innovate, Collaborate, and Engage. At the 2024 Annual Conference Transform education sessions have been designed to offer timely content providing problem resolution and solution-oriented takeaways. You will learn new ideas to implement and innovations to consider. There will be countless opportunities to engage, learn and network.

Plan to Join us in Louisville for:

- 2 Informative and Inspiring Keynote Presentations
- 13 Engaging Education and Training Sessions
- Interactive Equipment Demonstrations
- Engaging Panel Discussions
- Networking opportunities at 2 Breakfasts, a Lunch, and a Welcome Reception (included with PGMS® Conference registration)
- Celebration of 2024 PGMS® Award Winners
- Full access to Equip Exposition – 1,000+ exhibitors and 30-acre Outdoor Demonstration Area (included with PGMS® Conference registration)
- Equip Exposition Welcome Reception at Churchill Downs
- New for 2024: Expanded West Wing Exhibits and Food Area!
- 2 Concert Events, featuring Trace Adkins and The Crashers

“Hearing industry experts at the education sessions has given me a handful of ideas to take home and apply. It is nice to learn what others are doing and it allows me to save time and resources.

I'd recommend attending the Annual Conference as the PGMS® organization is a great way to learn and get close to industry experts. The classes and programs will allow you to expand your knowledge and skills to help you get to that next level in your career.”



Equip Exposition brings you access to the latest in grounds equipment, services, and technology, including a 30 acre outdoor demonstration yard so you and your team can test the newest industry equipment.

Registration to the Annual Conference includes access to Equip Exposition, including keynote presentation, entrance to the show floor and outdoor exhibits, and social events.

### Show Hours for Equip Exposition:

**Wednesday, October 16**  
12:00 PM – 5:00 PM

**Thursday, October 17**  
9:00 AM – 5:00 PM

**Friday, October 18**  
9:00 AM – 2:00 PM (outdoor demo area closes at 1:00 PM)

### Welcome Reception & Concerts:

**Tuesday, October 15**  
6:30 PM – 9:00 PM  
Welcome Reception at Churchill Downs (Bus Transportation Provided)

**Wednesday, October 16**  
5:00 PM – 7:30 PM  
Happy Hour with The Crashers (Freedom Hall at Exposition Center)

**Thursday, October 17**  
7:00 PM  
Trace Adkins Arena Concert (KFC YUM! Center)

# PGMS® SCHOOL OF GROUNDS MANAGEMENT CERTIFICATE PROGRAM

## 24 CREDITS TOTAL

\*LIVE WEBINARS - 8 CREDITS MAX



## ADVANCE YOUR CAREER WITH PGMS® CERTIFICATION



Join us on Tuesday, October 15 to learn more about PGMS® certifications and to apply on site. To learn more now, scan the QR code or visit the PGMS® registration desk and/or booth.

Look for these symbols in the PGMS® schedule to indicate the core competency of each session.



### People, Leadership and Culture

Sessions cover a variety of important topics dealing with human interactions that affect grounds professionals at all levels.

**Topics may include:** Leadership, Diversity, Motivation, Hospitality, Emotional Intelligence, Talent Recruitment and Retention, Conflict Resolution, Collaboration, Business Ethics, Supervision, Effective Presentations and Team Building.



### Financial and Program Management

Sessions focus on fiscal and compliance information that enables managers along with their teams to manage financial and legal obligations.

**Topics may include:** Budgeting, Operations Inventory, Regulatory Compliance (examples may include storm water regulations, Americans with Disabilities Act, Migratory Bird Treaty Act, etc.), Safety Standards, Contract Management, Marketing and Communication, Data and Records Management, Operations Management, Risk Management, Information Technologies, and Organization Structure and Functions.



### Technical Management

Sessions cover a variety of emerging applied science and engineering topics pertinent to the living environment and surrounding infrastructure.

**Topics may include:** Arboriculture, Seasonal Flower Displays, Green Roofs, Integrated Pest Management (IPM), Biological Diversity, Herbaceous Perennials, Ornamental Grasses and Ground Covers, Plant Identification, Turfgrass Management, Urban Forestry, Irrigation, Grading and Drainage, Storm Water Management, Paving and Hardscapes, Snow and Ice Management, Waste and Recycling Management and Woody Plant.

## School of Grounds Management Certificate Program

Grounds management continues to evolve and PGMS® stays at the forefront of industry trends with all education aligning with one of three core competencies essential to effective grounds management. Stay up-to-date with the latest industry trends and complete the prestigious School of Grounds Management certificate program.

To learn more, scan the QR code.



## Continuing Education Units (CEUs)

Retain your PGMS® and other industry certifications with CEUs approved by the following organizations:

PGMS® Certified Grounds Manager (CGM®) and Certified Grounds Technician (CGT) – up to 13 CEUs

SFMA – SFMA CEUs are pending, more details will be available soon

ISA – Up to 10.25 ISA CEUs

# ANNUAL CONFERENCE SCHEDULE

## MONDAY, OCTOBER 14

11:00 AM – 5:00 PM

**PGMS® Board of Directors Meeting\***

## TUESDAY, OCTOBER 15

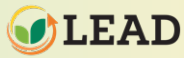
8:00 AM – 4:00 PM

**Registration Desk Open**

8:00 AM – 8:45 AM

**Coffee & Networking**

8:15 AM – 9:00 AM



**Cohort Program Continental Breakfast and Networking\***

Sponsored by



9:00 AM – 10:15 AM

**Education Session 1**



**If You Can See It, You Can Change It: 3 Keys to Navigating Change**



**Dennis McIntee, Executive Coach, Leader, Speaker & Author, Leadership Development Group**

There are outstanding opportunities for organizations to grow with their current teams yet many leaders still face hurdles. This keynote prepares leaders to thrive in today's increasingly competitive environment. Because our workforce and customers are changing, the approach to effective leadership needs to evolve.

Traditional carrot and stick type leadership no longer works. High-trust, high-performance environments demand a more collaborative approach to managing performance. As the author of several groundbreaking books on leadership, personal development, and success, Dennis offers this keynote for those looking to navigate workplace culture.

\* invitation only

Learning objectives:

- Learn to master the art of effective feedback that eliminates the drama;
- Discover how to emotionally detach from issues to increase the speed of change;
- Explore how leaders can embrace and navigate change.

10:30 AM – 11:45 AM

**Education Session 2 (select one)**



**Finance 101: The Right Tool for the Job**



**John Oyer Commercial Analytics Manager, Stanley Black & Decker**

We've seen the story before...long-time groundskeeper gets promoted to Manager and needs to manage schedules and budgets instead of the grounds. What are the next steps? Where to start? How to be successful? This course will cover finance fundamentals in a rapidly changing environment.

Leave this session understanding:

- Finance Fundamentals – financial acumen for grounds management;
- Budgeting for Maintenance – Product Life Cycle, Fuel/Life Cycle Model;
- Right Product for the Right Job – Value Prop;
- Areas to Consider – when bringing technology into an existing operation.





## Who is Frederick Law Olmsted—and Why Should You Care?



**Anne Petri, President and CEO, Olmsted Network**

This program will explore the life and work of Frederick Law Olmsted, famed social reformer and founder of American landscape architecture. Over a period of 100 years, Olmsted and the Olmsted firm undertook more than 6,000 commissions which have literally designed the American landscape. Many PGMS® members oversee Olmsted historic landscapes, and PGMS® and the Olmsted Network agreed to the creation of the Olmsted Green Star Award in 2022 when Olmsted turned 200 years old.

Participants will learn to:

- Understand the extent of the Olmsted legacy around the country;
- Understand the principles which undergird Olmsted designs;
- Consider how to take Olmsted's vision and apply it to landscape design and stewardship today.

**12:00 PM – 12:15 PM**



### Cohort Certificate and Pin Ceremony

Sponsored by

**12:15 PM – 2:00 PM**

### Education Session 3: Women's Forum Lunch



### Allyship & Leading Inclusively: One Year Later



**Panelists: Meg Smolinski, University of Maryland, Sun Roesslein, CSFM, Jeffco Schools Athletics, and Rebecca Kolowé, Sandy Spring Friends School**



**Moderator: Paula Sliefert, The Toro Company**

In 2023, PGMS® launched the inaugural Women's Forum luncheon, attended by more than 200 members of the Louisville conference. The attendees asked thoughtful questions which belayed their desire to support women and minorities in the industry. One year later, what have we learned about this?

\* invitation only

This lunch and panel session is open to all attendees and attendance is strongly encouraged for anyone in a leadership position.

Leave this session understanding:

- What steps can be taken in 2024 to recruit women, LGBTQ+, and minority staff;
- How current staff can be allies and advocate for the outliers in their departments;
- Best practices of some of the major universities, public gardens, and sports fields in our country.

Sponsored by

**2:00 PM – 3:00 PM**

### Transform Your Career with PGMS® Certification

NEW! Advance your career and increase your industry credibility with the Certified Grounds Manager (CGM®) or Certified Grounds Technician (CGT) certifications. Come learn more about these transformative programs and apply while in Louisville. See page 3 for more details.

**2:00 PM – 3:00 PM**

### LEAD Session with Dennis McIntee\*

PGMS® welcomes the 2023-2024 and 2024-2025 LEAD cohorts to this special session.

Sponsored by

**4:00 PM – 5:00 PM**

### CGM® Reception (must be a CGM®)\*

**5:00 PM – 6:15 PM**

### Annual Welcoming Reception

PGMS® welcomes you to its annual conference with a lively reception for all conference attendees to enjoy before heading to the Equip Expo reception at Churchill Downs. Renew old friendships and build new relationships while enjoying light hors d'oeuvres and cocktails.

Sponsored by Diamond Partners:



**6:30 PM – 9:30 PM**

### Equip Welcome Reception at Churchill Downs

Shuttles will run continuously throughout the evening between the hotel and Churchill Downs.

## WEDNESDAY, OCTOBER 16

7:00 AM – 8:30 AM

### Education Session 4: Breakfast of Champions



#### Global Grounds Management



#### David Roberts, CEO, ISTMA

David Roberts, CEO of the International Sports Turf Management Association, will take you through a journey of highs and a few lows during his long career in the grounds industry. He will share observations of places he has worked and people he has worked with. He will give insight into how he manages people, projects and challenges and will look at the global challenges he has seen for our industry.

The objectives of this session are:

- To learn strategies and skills to lead a team;
- To educate on the benefits of wellness and self-care;
- To practice and implement thinking outside the box and outside the field.

Sponsored by **StanleyBlack&Decker**

8:45 AM – 10:00 AM

### Education Session 5



#### Surviving an Active Shooter



#### Todd Temple, Security Consultant, Temple Security Consulting

This training module will provide a brief history on active shooter situations in the United States and will prepare the audience to view surviving an active shooter situation differently. Former FBI Agent Todd Temple will dive into detail via post review of a notable mass shooting in the United States to engage the audience in critical thinking.

The objectives of this session are:

- To educate the audience on the history of mass shootings;
- To mentally prepare the audience to survive an active shooter situation;
- To increase the audience in overall “situational awareness” while in public.

\* invitation only

10:00 AM – 11:00 AM

### Travel to Kentucky Exposition Center

Bus transportation is provided to and from the hotel and Exposition Center.

11:00 AM – 12:00 PM

### Education Session 6: Equip Exposition Opening Keynote



#### Kevin O'Connor from “This Old House”

Don't miss Kevin O'Connor's “Recruit. Retain. Inspire” keynote on the Equip Keynote Stage on Wednesday at 11:00 a.m. Kevin O'Connor has hosted the Emmy Award-winning series “This Old House” and “Ask This Old House” since 2003. Kevin will discuss hiring and retaining employees in the tough labor market. Learn from his 20 years of experience with small business owners in contracting, home services, architecture, and design.

12:00 PM – 5:00 PM

### Explore Equip Exposition!

New for 2024! Expanded West Wing Exhibits! Immerse yourself in thrilling interactive experiences like the Drone Zone featuring daily training sessions, compete at the Equip Gold Experience with indoor golf simulators, and visit the New Product Showcase for all the latest products in one place.

5:00 PM – 7:30 PM

### Happy Hour With The Crashers (Freedom Hall at Exposition Center)

Food and drinks will be available for purchase.



## THURSDAY, OCTOBER 17

7:00 AM – 8:00 AM

### PGMS® Annual Business Meeting & Continental Breakfast (open to all conference registrants)

- Induction and Introduction of Officers and Directors;
- Updates of the Society's business from the Fall Board meeting, including Branch updates;
- 2024 Certified Grounds Technician (CGT) recognition;
- What to expect in 2025;
- Opportunity to ask questions of the PGMS® Board of Directors.

8:00 AM – 9:00 AM

### Travel to Kentucky Exposition Center

9:00 AM – 5:00 PM

### Equip Expo Open (indoor and outdoor space )

9:45 AM – 11:15 AM

### Education Session 7 (select one)



#### Creating a Sustainable Grounds Management Operation



**Joe Fearn, Landscape Manager,  
University of Kansas**

Everyone seemingly wants a sustainable grounds operation. But if you are only worried about battery power and organic fertilizer, you are not considering sustainability widely enough. All aspects of our Grounds Management operations must be managed for sustainability from funding, personnel, procurement, organizational alignment, and yes, all the “green” aspects of the job. This presentation will discuss how the KU Grounds Crew is creating a sustainable operation which not only sustains the environment, but also sustains our jobs.

This presentation will:

- Expand the definition of sustainability to include all aspects of a grounds operation;
- Use a sustainability perspective to create a secure future for the positions we hold and the organizations we are a part of;
- Help change how we think of sustainability as something we do, into something we are part of;
- Provide real world examples of sustainability in action;
- Compel attendees to ponder their own definitions of sustainability and determine continual improvement in their own organizations.



#### Creating a Process to Aid in the Diagnosis of Tree and Shrub Health Issues



**Mark Ware, Arborologist, Rainbow  
Ecoscience**

The process of diagnosing pest and diseases of trees can be very bewildering at times, with many outcomes possible. Which is the right one? Diagnostics is much less intimidating if you follow a systematic process, starting from the soil and the base of the tree and work your way upwards. The branching pattern of the tree itself can provide a model you can use to map out all the information about the diseases of trees local to any area of the world you live and work in. Let's get “back-to-basics” and reinforce the important practice of diagnosis, and why it is so critical when attempting the management of tree and shrub health.

After attending this session, participants will:

- Gain insight into the vast number of different factors that can be at play and effecting the health of trees and shrubs;
- Begin to understand how to define their own processes in order to consistently and reliably recommend management options to clients;
- Learn and go through an actual diagnosis where we consider signs, symptoms and patterns.



Co-Sponsored by **Rainbow  
Ecoscience**

11:15 AM – 12:45 PM

### Lunch on Your Own – West Wing/Enjoy Equip Expo





1:00 PM – 2:15 PM

## Education Session 8 (select one)

### Leadership Principles of Crimson Tide



**Kim Byram, Director of Campus Grounds, University of Alabama**

Crimson Tide is normally used to describe the University of Alabama's athletic teams, but the phrase is also used to convey leadership principles to the grounds team. The eleven letters become principles that must be used every day to accomplish the task of having a world class landscape for a world class institution.

Leave this session understanding:

- The benefit of treating people the same;
- How to achieve results and positive outcomes in your organization;
- Tips to help your team to be enthusiastic, stay positive, and work together.

Sponsored by



### Turfgrass 101: Understanding the Basics of Plants and Soils



**Gregg Munshaw, PhD, Director of Agronomy, PARC Research and Consulting**

This presentation will describe how plants function and why maintenance practices are necessary. Understanding how plants function is critical to knowing how to manage them.

From germination through maturity, we will discuss what is going on in the plant. The impact of various management practices (fertilizing, mowing, etc.) will also be discussed.

After this session, attendees will:

- Gain a better understanding of plant growth and development;
- Appreciate how their management decisions impact the plant growth and how this affects disease, insects, and weed pressure;
- Learn a comprehensive plan for best management practices throughout the seasons to promote plant health.

Co-Sponsored by **Kawasaki**  
— ENGINES —

2:30 PM – 3:45 PM

## Education Session 9 (select one)



### Advancing Tree Inventory Technologies for Grounds Management Professionals



**Josh Behounek, Business Development Manager, Davey Resource Group**

This presentation explores cutting-edge technologies in tree inventory that are transforming the landscape of professional grounds management. We will discuss the integration of machine learning and AI with tools like LiDAR and Google Street View for enhanced accuracy in tree inventories and health monitoring. The session will also cover the application of LiDAR and aerial imagery, which provide detailed, three-dimensional views of tree species, structures and densities essential for precise grounds maintenance. Additionally, we will introduce the Normalized Difference Vegetation Index (NDVI) for remote assessment of vegetation health, crucial for maintaining healthy and vibrant landscapes. Discover how these innovative technologies can streamline operations and elevate the efficiency of grounds management practices.

Attendees will:

- Understand the application of machine learning and artificial intelligence in enhancing tree species identification and health assessment within grounds management contexts;
- Explore the functionalities and benefits of using LiDAR and aerial imagery to gain accurate, three-dimensional insights into tree structures and canopy densities;
- Learn how to leverage the Normalized Difference Vegetation Index (NDVI) for effective remote sensing and health monitoring of vegetation;
- Discuss practical examples and case studies where advanced tree inventory technologies have been successfully implemented in professional grounds management;
- Identify the best practices for integrating these technologies into current grounds management workflows to optimize efficiency and ecological health.





## Olmsted and his Design Principles at Biltmore



**Bill Quade, Director of Horticulture, The Biltmore Estate**

Frederick Law Olmsted is considered the “Father of American Landscape Architecture.” His work at the Biltmore Estate in Asheville, NC, is often considered one of his finest accomplishments. The staff at America’s largest home strive to maintain Olmsted’s original design intent for the property, 130 years later. This talk will discuss the bond that Olmsted and George Vanderbilt shared, and Olmsted’s eagerness to embark on this project as well as the design principles that current staff adhere to in maintaining a historical landscape masterpiece. Attendees will come away from this talk with a deeper understanding of Olmsted and greater appreciation of preservation at a large scale.

Attendees will:

- Learn about George Vanderbilt’s decision to hire Frederick Law Olmsted to design his Asheville home’s landscape with application for current designs;
- Define and understand Olmsted’s design principles used in his work at the Biltmore;
- Study past and present landscape projects at Biltmore and determine how the staff stay true to Olmsted’s design intent.

Co-Sponsored by



**5:45 PM – 7:30 PM**

### Annual Awards Celebration

Join PGMS® and your peers as we celebrate the accomplishments of the 2024 Green Star Awards® winners and the 2024 Certified Grounds Managers, and honor the 2024 Professional Awards recipients for their contributions to the Society and the industry.

Open to all; one drink ticket per attendee and light hors d’oeuvres. Cash bar available.

Sponsored by Diamond Partners:



## ABOUT THE PROFESSIONAL GROUNDS MANAGEMENT SOCIETY®

Established in 1911, PGMS® is the oldest individual membership organization for grounds professionals, representing industry professionals in the United States, Canada, and overseas. PGMS® members include institutional grounds managers who work for organizations such as colleges and universities, municipalities, park and recreation facilities, office parks, apartment complexes, hotel/motel/resorts, cemeteries, theme parks, etc. PGMS® membership also includes landscape contractors, students, educators, and green industry suppliers.

With local Branches across the United States, its highly acclaimed School of Grounds Management education series, and industry leading certification programs, PGMS® is a leader in education, networking and professional development for grounds professionals.

Learn more about PGMS® at our Equip Expo Booth (#4025) or visit [www.pgms.org](http://www.pgms.org)

## FRIDAY, OCTOBER 18

**7:00 AM – 2:00 PM**

**Travel to the Kentucky Exposition Center & Enjoy Equip Expo**

**2:00 PM**

**Conference Concludes (outdoor Demos end at 1:00 PM)**





professional grounds management society®

# Enhanced Equip Expo Education

Powered by PGMS.

PGMS® is providing Enhanced Education at Equip! Sessions are \$99 each and registration is available at [equipexposition.com](http://equipexposition.com).

## THURSDAY, OCTOBER 17

8:00 AM – 9:15 AM  
(select one)

### Finance 101: The Right Tool for the Job



**John Oyer** Commercial Analytics Manager, Stanley Black & Decker

We've seen the story before...long-time groundskeeper gets promoted to Manager and needs to manage schedules and budgets instead of the grounds. What are the next steps? Where to start? How to be successful? This course will cover finance fundamentals in a rapidly changing environment.

Leave this session understanding:

- Finance Fundamentals – financial acumen for grounds management;
- Budgeting for Maintenance – Product Life Cycle, Fuel/ Life Cycle Model;
- Right Product for the Right Job – Value Prop;
- Areas to Consider – when bringing technology into an existing operation.

### Developing IPM Programs for Success!



**Brandon Haley, CGM, VP of Ground Management, SSC Services for Education**

Award winning landscapes require an award winning Integrated Pest Management (IPM) program. Every property is unique and should have its own plan for the year. We will cover the steps needed to develop your own custom IPM program for the properties you manage, ensuring that they remain aesthetically pleasing with the least amount of pesticides possible. Learn how to fit cultural practices into your program in a way that does not impact events or planned applications. Develop skills to see around corners and have answers to problems that have not yet happened, reducing knee-jerk reactions and over applications. And finally, create documents that can be proudly displayed showing the care that a property will receive for the year.

Attendees will:

- Learn the purpose of IPM programs;
- Understand the steps to create your own custom program;
- Gain the confidence to accurately plan for all needs that your unique property has.



## FRIDAY, OCTOBER 18

8:00 AM – 9:15 AM

(select one)

### Exploring Autonomous Mowers



**Panelists:** Brett Ganas, Director of Grounds Department, University of Georgia

Josh Ridner, Michigan State University

Ben Collingsworth, Yellowstone Landscape  
Stihl Customer TBD



**Moderator:** Joe Kovolyan, Director of Landscape Services, University of Missouri

One of the latest advancements in lawn mowing technology is the introduction of autonomous mowers. How can this innovation help your operation and benefit your organization or company?

Join this end-user panel discussion to hear first-hand experience on how autonomous mowers have enabled grounds professionals to be more efficient by enhancing productivity, increasing safety, and allowing hardworking crews to do more with less. Learn what works best, how to put these plans in motion, and how to measure the return on these investments in your equipment.

Learning objectives:

- Understanding autonomous mowing solutions from a company or grounds perspective;
- Safe, efficient operation: site planning, personnel planning, savings/ROI planning and showing value to leadership;
- Utilizing the new technology and how to implement within the organization.

“The gathered knowledge of professionals at the PGMS® Annual Conference is like no other conference I have attended. The group has a wealth of knowledge from every region across the US and are willing and ready to share their experience with others. The conference offers so many opportunities to seasoned professionals and those new to the industry, and I'd greatly encourage those who are younger or just entering the field to attend the conference.”

**Roger Conner, CGM**  
Superintendent Tree Management, Duke University



### How To Create Your Own Landscape University



**Jeff McManus, Director of Landscape, Airport, and Golf Services, University of Mississippi**

This presentation targets leaders and decision-makers, emphasizing productivity and employee engagement for a skilled team. It delves into crafting tailored training and leadership programs adaptable to any organization. The Landscape University™ fosters staff understanding of their pivotal role in enhancing campus appeal. The aim is to cultivate a confident, motivated landscaping team imbued with a commitment to excellence.

Learning outcomes:

- Implement customized training and leadership development programs to boost organizational productivity and employee engagement;
- Engage your landscaping team through The Landscape University™ to deepen their commitment and understanding of their critical role in maintaining campus aesthetics;
- Drive team confidence and motivation by emphasizing excellence and continuous professional growth within your organization.

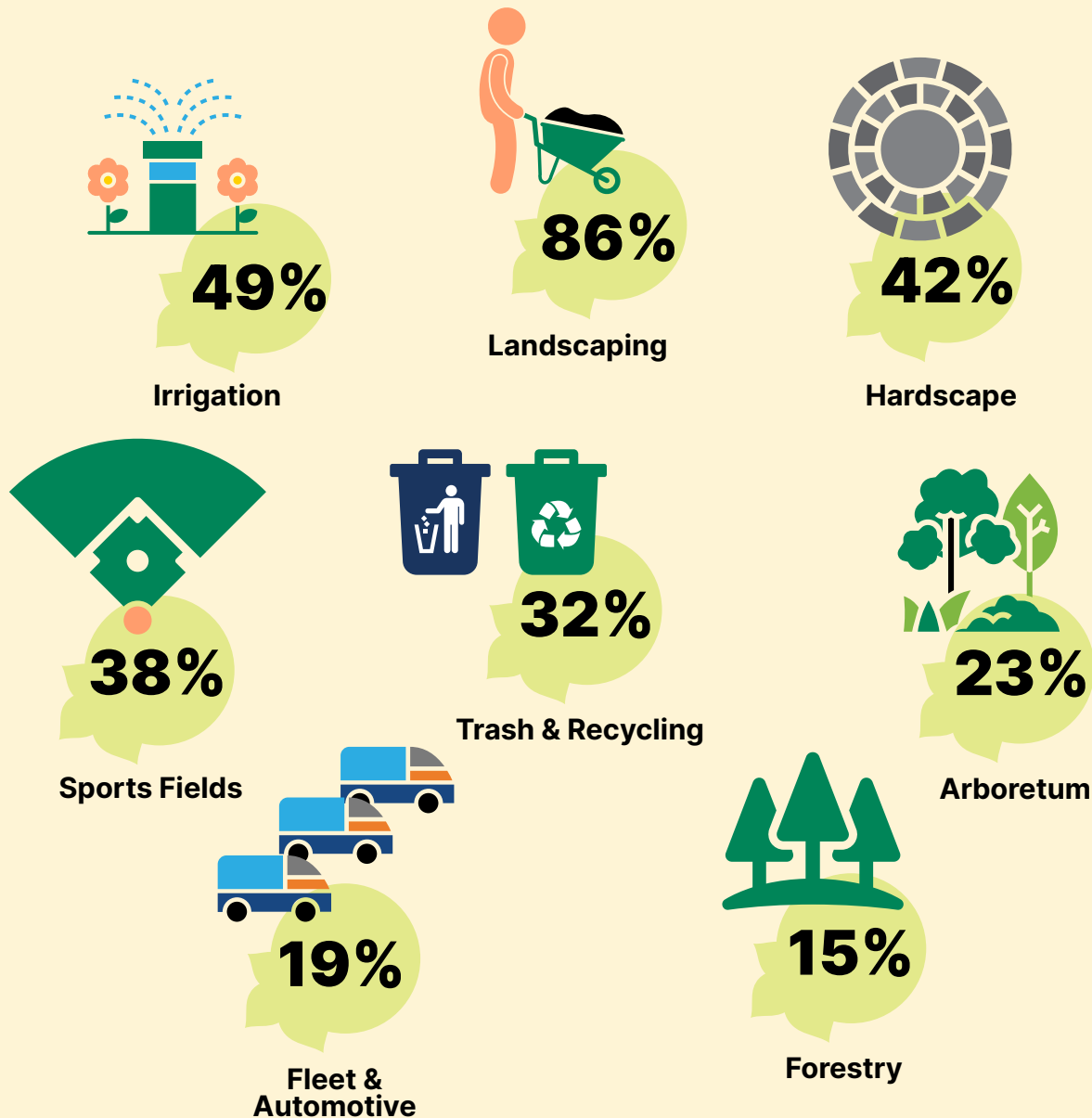
# Why Attend TRANSFORM?

As the “Department of First Impressions,” grounds are essential to projecting the correct image of an organization’s health, longevity, and priorities. Organizations that invest in well maintained grounds provide social, economic, and environmental benefits to their stakeholders and the surrounding community. Transform ensures that you and your team are on the cutting edge to create safe, sustainable, and aesthetically pleasing landscapes.

- Education to help you utilize the latest technical expertise to make the most efficient use of human and financial capital
- Engage with industry peers to proactively design and manage your grounds to meet evolving stakeholder demands
- Continually investing in professional development to ensure you and your team have the tools to operate a successful grounds operation

# Who Attends TRANSFORM?

Grounds Professionals Like You! Based on 2023 Registration Data, Attendees were actively managing one or more of the following areas of their operations:



## ADDITIONAL CONFERENCE INFORMATION

### Hotel Reservations

#### The Galt House Hotel

Located on the Ohio River, The Galt House Hotel will host many of the PGMS® Annual Conference education sessions, breakfasts, awards ceremony and celebration, and networking events.

#### Special Room Rate

PGMS® has a limited number of rooms available at the special rate of \$229 per night, plus tax.

To receive the special rate, make your reservation by Thursday, September 19 and request the "PGMS®" or "Professional Grounds Management Society®" rate. Phone: 800-THE-GALT (800-843-4258)

#### Reserve a Room Online:

#### CLICK HERE

PGMS® reserves the right to cancel any room reservations for individuals who reserve a room within the PGMS® room block and are not registered for PGMS® 2024 Annual Conference: Transform.



### Airport & Ground Transportation

Louisville's convenient location is within driving distance of 60% of America's population. For those who are flying, the Louisville International Airport (SDF) is only minutes from downtown and offers easy access to the Galt House Hotel by shuttle, taxi, or ride share.

## KEY DATES

### August 13

Last day to register at the Early Bird Rate and save \$50

### September 19

Last day to get the special conference hotel room rate, if rooms are still available

### October 8

Last day for advanced registration; onsite registration rate applies for registrations received after October 8.

## CANCELLATION AND REFUND POLICY

Cancellations must be received in writing to [info@pgms.org](mailto:info@pgms.org) on or before **Wednesday, September 25, 2024** to receive a refund of registration fees less a \$100 processing fee. No refunds are available after September 25, 2024.

### What to Wear

Proper attire for most of the conference, including Equip Exposition, is casual. Please note that if you wish to participate in the outdoor demonstration area, work boots may be necessary. Suggested attire for the Welcoming Reception is "business casual" and the Awards Ceremony & Celebration is "semi-formal." PGMS® recommends a comfortable pair of shoes for walking the Expo halls.



# REGISTRANT INFORMATION

Register online at [www.pgms.org](http://www.pgms.org). By registering for the Annual Conference, you are accepting and agreeing to abide by the PGMS® Code of Conduct, the PGMS® Conference Waiver, and the Equip Expo Waiver and Contact Policy. Check here or register for the Annual Conference to accept and agree.

Please complete this form for each registrant and send the form(s) together with payment (\*denotes required field)

Full Name*		Badge Name*	
Company*		Title/Position*	
Address*			
City*	State/Province*	Postal Code*	Country*
Phone*		Cell* (may be used for contact in case of emergency)	
Email*			

Please indicate any need for special accommodations including dietary restrictions:

In case of emergency during the conference, please contact:

Name*	Phone*
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This is my first PGMS® Annual Conference  
 Enroll me in the SGM Certificate Program (Costs \$25.00. See page 3 for details)  
 SGM Participant – I am already enrolled in the SGM Certificate Program

Which of the following do you actively manage?\*

Landscape Sports Fields Fleet/Automotive Trash/Recycling  
 Arboretum Forestry Irrigation Hardscape Supplier

Other \_\_\_\_\_

Please select your T-Shirt size (unisex):

Small Medium Large X-Large XX-Large XXX-Large

Please mark in the RIGHT COLUMN which sessions you plan to attend.

Day	Time	Session Title	Attend
Tuesday 10/15	9:00 AM – 10:15 AM	<i>If You Can See It, You Can Change It: 3 Keys to Navigating Change</i>	<input type="checkbox"/>
	10:30 AM – 11:45 AM Select one	<i>Finance 101: The Right Tool for the Job</i>	<input type="checkbox"/>
	12:15 PM – 2:00 PM	<i>Who is Frederick Law Olmsted – and Why Should You Care?</i>	<input type="checkbox"/>
	2:00 PM – 3:00 PM	<i>Allyship &amp; Leading Inclusively: One Year Later – Women's Forum Lunch &amp; Education (Open to All)</i>	<input type="checkbox"/>
	4:00 PM – 5:00 PM	<i>Transform Your Career with PGMS® Certification</i>	<input type="checkbox"/>
	5:00 PM – 6:15 PM	<i>Certified Grounds Manager (CGM®) Reception</i>	<input type="checkbox"/>
Wednesday 10/16	7:00 AM – 8:30 AM	<i>Annual Welcoming Reception</i>	<input type="checkbox"/>
	7:00 AM – 8:30 AM	<i>Breakfast of Champions: Global Grounds Management</i>	<input type="checkbox"/>
	8:45 AM – 10:00 AM	<i>Surviving an Active Shooter</i>	<input type="checkbox"/>
	11:00 AM – 12:00 PM	<i>Equip Expo Opening Keynote: Kevin O'Connor</i>	<input type="checkbox"/>
Thursday 10/17	12:00 PM – 5:00 PM	<i>Equip Exposition</i>	<input type="checkbox"/>
	7:00 AM – 8:00 AM	<i>Equip Exposition</i>	<input type="checkbox"/>
	9:00 AM – 5:00 PM	<i>PGMS® Annual Business Meeting &amp; Breakfast</i>	<input type="checkbox"/>
	9:45 AM – 11:15 AM Select one	<i>Creating a Sustainable Grounds Management Operation</i>	<input type="checkbox"/>
	1:00 PM – 2:15 PM Select one	<i>Creating a Process to Aid in the Diagnosis of Tree and Shrub Health Issues</i>	<input type="checkbox"/>
	2:30 PM – 3:45 PM Select one	<i>Leadership Principles of Crimson Tide</i>	<input type="checkbox"/>
Friday 10/18	1:00 PM – 2:15 PM	<i>Turfgrass 101: Understanding the Basics of Plants and Soils</i>	<input type="checkbox"/>
	2:30 PM – 3:45 PM	<i>Advancing Tree Inventory Technologies for Grounds Management Professionals</i>	<input type="checkbox"/>
	5:45 PM – 7:30 PM	<i>Olmsted and his Design Principles at Biltmore</i>	<input type="checkbox"/>
	8:00 PM	<i>Annual Awards Celebration! (Open to All)</i>	<input type="checkbox"/>
	9:00 AM – 2:00 PM	<i>Equip Expo Concert: Trace Atkins</i>	<input type="checkbox"/>

## ON-SITE REGISTRATION

Advance registration is preferred. On-site registration is available with a credit card payment only. No cash or check payments will be accepted on-site.

## PGMS® MEMBERSHIP – JOIN PGMS® and Save \$200!

Join PGMS® now to receive the many year-round benefits of PGMS® membership AND save \$200 on your conference registration.

## MEMBERSHIP DUES

ACTIVE	\$285 (new)	\$235 (renewal)
ORGANIZATION (up to 8 individual members under one membership)	\$650 (new)	\$550 (renewal)
SUPPLIER	\$529 (new)	\$429 (renewal)

All new memberships include the remainder of 2024 and all of 2025

## REGISTRATION RATES (Please select the appropriate box below).

Full registration includes  
 Access to all PGMS® Education Sessions • Welcoming Reception • 2 Breakfasts • 1 Lunch • Awards Ceremony • Equip Exposition

PGMS® Conference registration does not include registration for the Enhanced Equip Education at the Expo. These sessions are \$99.00 each and registration is available at [equipexposition.com](http://equipexposition.com)

REGISTRATION	ON/BEFORE	ON/BEFORE	AFTER
	8/13/24	10/8/24	10/8/24
SGM Full Conference – Member	\$459	\$509	\$549
SGM Full Conference – Non-Member	\$659	\$709	\$749
Social Member <i>includes PGMS® breakfasts, Welcoming Reception, Awards Celebration, and Equip Exposition. Social registrants do not have access to education sessions.</i>	\$275	\$275	\$275
Social Non-Member	\$359	\$359	\$409
Student <sup>A</sup> Registration – Member	\$50	\$50	\$50
Student <sup>A</sup> Registration – Non-Member	\$150	\$150	\$150
Educator <sup>A</sup> Registration – Member	\$150	\$175	\$175
Educator <sup>A</sup> Registration – Non-Member	\$200	\$225	\$225
Daily Registration – Member	\$349	\$379	\$379
Daily Registration – Non-Member	\$449	\$479	\$479
Select Day for Daily Registration Tuesday, October 15    Wednesday, October 16 Thursday, October 17    Friday, October 18			
<b>CERTIFICATE PROGRAM</b>			
Enrollment in School of Grounds Management Certificate Program Only (good for four years). Does not include Annual Conference registration.	\$25	\$25	\$25

<sup>A</sup>For student and educator registrations, you must be a full time student or educator. ID Verification required. Please submit copy of ID to PGMS® at [info@pgms.org](mailto:info@pgms.org) within three (3) days of registering.

## REGISTRATION TOTAL

Subtotal of Registration and Ticketed Events.....\$ \_\_\_\_\_  
 Subtotal of PGMS® Membership Dues.....\$ \_\_\_\_\_  
 Total.....\$ \_\_\_\_\_

Check made payable to PGMS®

Please Charge My: VISA    Mastercard    AMEX

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## IF YOU HAVE QUESTIONS OR NEED ASSISTANCE CONTACT PGMS®

PGMS®  
 2331 Rock Spring Road  
 Forest Hill, MD 21050  
 PHONE: 443-966-3852  
 E-MAIL: [info@pgms.org](mailto:info@pgms.org)

REGISTER ONLINE  
 or scan QR Code



# JOIN NOW!

Join **PGMS®** and advance your career with professional development, education and training.

*Learn more at [pgms.org](http://pgms.org)*

- ▶ **Members** represent the broadest range of grounds management in the industry
- ▶ **Education** with conferences, webinars, and the School of Grounds Management
- ▶ **Learn** valuable skills to apply and use in your position and community
- ▶ **Professional Growth** through committee, certification and volunteer opportunities
- ▶ **Networking** with a national community of grounds professionals
- ▶ **Branch Events** for additional education and networking in your local area
- ▶ **Awards, Certification** and other valuable programs



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## Conference Highlights

- Energetic Opening Session and Inspiring Keynotes
- Problem-Solving and Solution-Driven Education Sessions
- Team Focused Panel Discussions
- Network and Engage with Industry Leaders
- Stay up-to-date on the Latest Products and Technology at Equip Exposition
- Take Part in the Expo's 30-acre Demo Yard to Test Equipment



For the latest Transform updates, scan the QR code



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