

Featured Speakers



MICHAEL CLARK

[@Met_mdclark](#)

Michael Clark is one of the co-founders of BAM Weather (bamwx.com), which provides custom tailored forecasts for businesses and governments whose business is weather dependent. Originally from Whiteland, meteorology has been a passion of his since the 2nd grade. He attended Mississippi State and majored in Operational Meteorology.



BERT CREGG

Dr. Bert Cregg is an Associate Professor of Horticulture and Forestry at Michigan State University (MSU). Dr. Cregg conducts research and extension programs on physiology and management of trees in nurseries, landscapes, and Christmas tree production. He holds a doctorate in Forest Resources from the University of Georgia and was a Research Tree Physiologist for the USDA Forest Service and International Paper before joining the MSU faculty. Dr. Cregg has published numerous peer-reviewed scientific papers and trade-journal articles on tree selection, establishment, and maintenance.



MIKE GOATLEY

[@VAturf](#)

Mike Goatley is a Turfgrass Extension Specialist and Professor of Crop and Soil Environmental Sciences at Virginia Tech. Mike's primary research area involves turfgrass variety evaluations that result in the production of an annual 'Recommended Turfgrass Variety List' for Virginia's turfgrass managers. Other research areas: The identification of better adapted warm-season turfgrass alternatives to existing cool-season species, urban nutrient management, and soil remediation.



DEAN GRAVES

Graves has a bachelor's degree in agriculture/plant science from the University of Delaware, where he played college golf. He also has a two-year turf management certificate from Penn State and is one of only 1,700 active superintendents to earn the professional designation GCSAA Certified Golf Course Superintendent. Graves has been on the GCSAA Government Relations Committee and has served as the MAAGCS government relations director. *Photo by Bruce Mathewsh*



CHARLIE HALL

[@CharlieHall626](#)

Although an economist by training, Dr. Charlie Hall is currently a Professor in the Department of Horticultural Sciences at Texas A&M University and also holder of the Ellison Chair in International Floriculture. His major areas of specialization include innovative management and marketing strategies, financial analysis and benchmarking, and the situation/outlook for nursery and greenhouse crops.



DOUG KARCHER

[@uarkturf](#)

Dr. Doug Karcher is a Turfgrass Soil Specialist and Professor in the Department of Horticulture, University of Arkansas. He received a B.S. degree from The Ohio State University, and Masters and Ph.D. degrees from Michigan State University. In addition, he has several years' experience in golf course maintenance and sports turf installation and maintenance.



JACK KLEMEYER

[@JackKlemeyer](#)

Jack Klemeyer is a veteran business coach, consultant, and speaker. He is the founder of Grow Your Business Coaching; a company specializing in helping solopreneurs and small business owners attract more clients, grow their business, and live the prosperous life they deserve! His experience and knowledge comes from his education and experiences holding several leadership positions over a 12-year career with State Farm Insurance Companies after starting and running a successful insurance agency.



PAUL KOCH

[@uwppaul](#)

Assistant professor of plant pathology at University of Wisconsin-Madison. His research has primarily focused on the impact of various environmental factors on the persistence and activity of numerous fungicides applied to golf course turfgrass. Specific factors investigated include snow cover, temperature, sunlight, moisture, and microbial activity. Paul also oversees the Turfgrass Diagnostic Lab (tdl.wisc.edu) and the Turfgrass Fungicide Testing Program (tdl.wisc.edu/research.php) at the University of Wisconsin.



PAT O'BRIEN

[@pobrienhpgcc](#)

Pat O'Brien has been the Grounds Superintendent at The Hyde Park Golf and Country Club (HP) in Cincinnati, Ohio since 2004. With over 18 years of experience of managing turfgrass Pat has been fortunate to be involved directly with a golf course grow-in, complete bunker renovation, irrigation install, rough conversion and ongoing tee renovations. Pat has a Master's of Science in Management and graduated from the Penn State Golf Course and Turfgrass Management Program.



TOM VOIGT

Tom Voigt is an Associate Professor and Extension Turfgrass Specialist in the Department of Natural Resources and Environmental Sciences at University of Illinois, Urbana-Champaign. Tom is both a turf, ornamental, and native grass expert and has tremendous expertise in the culture and management of diverse grass systems. Learn from Tom's insight at the conference everything from using ornamental grasses in public gardens, selecting grasses for naturalized and native areas, and managing escaped ornamental grasses.



GENE WHITE

White joined Rentokil North America in May 2013 as regional technical director for the central markets. White has 21 years of industry experience as a technician, sales consultant, supervisor, district manager and corporate trainer. White is a member of the Entomological Society of America and Pi Chi Omega professional pest management fraternity. White is a regular speaker for industry conferences at the Purdue Pest Management Conference.



FRED WHITFORD

Dr. Fred Whitford is the coordinator of Purdue Pesticide Programs of the Purdue Cooperative Extension Service. He received a B. S. in wildlife management from Louisiana Tech University, and an M.S. and Ph.D. in entomology from Iowa State University. He has written four books, more than 200 research, extension, or regulatory publications, and has delivered over 4,000 presentations to a wide array of audiences.



PETER ZALE

Peter Zale is Curator and Plant Breeder at Longwood Gardens in Kennett Square, PA. At Longwood, he is in charge of the development, taxonomy, nomenclature, and development of Longwood's diverse plant collection, and leads Longwood's plant breeding, plant exploration, and conservation programs. Peter was Nursery and Sales manager at Marvin's Organic Gardens, the first certified organic nursery in the state of Ohio and then returned to graduate school at Ohio State where he received his Ph.D. in 2014.

