

# 2022 MGCOSA MEGA Seminar



Royal Golf Club  
Lake Elmo, MN  
December 7-8, 2022  
8:00-3:00 each day

*Supported by  
Platinum Sponsor:*



## Featured Speakers Include:



**Shawn Emerson**



**Gina Rizzi**



**Dr. Beth Guertal**



**Frank Laverdara**



**Chad Braun**



**Randy Robinson**

**\$150 - Both Days, \$100 - Single Day** *(per individual)*

**Register online at [mgcosa.org](http://mgcosa.org)**

# 2022 MEGA Seminar Schedule

## Wednesday, December 7th

Registration & Networking with light breakfast & coffee	7:00 - 8:00 am
Shawn Emerson, Past Superintendent at Desert Mountain Golf Club, AZ <b>Let's Talk Turf and Life</b>	8:00 - 10:00 am
Break	10:00 - 10:10 am
Frank LaVardera, Audubon International <b>Features &amp; Benefits of Audubon International Certification</b>	10:10 - 11:30 am
Lunch	11:30 - 12:30 pm
Randy Robinson & Steve Randall, GCSAA <b>GCSAA Update &amp; Information</b>	12:30 - 1:30 pm
Gina Rizzi, ARCUS Marketing Group <b>BMP Hero "Bees, Buffers, and Bourbon"</b> <b>Bourbon tasting to follow supported by our friends at 11 Wells Distillery!</b>	1:30 - 3:00 pm

## Thursday, December 8th

Registration & Networking with light breakfast & coffee	7:00 - 8:00 am
Gina Rizzi, ARCUS Marketing Group <b>Badass Leadership! The Power of Purpose, Compassion, and Authenticity</b>	8:00 - 9:30 am
Dr. Beth Guertal, Kansas State University <b>Physical Soil Properties</b>	9:30 - 10:30 am
Break	10:30 - 10:40 am
Dr. Beth Guertal, Kansas State University <b>Types of Nitrogen Fertilizer</b>	10:40 - 12:00 pm
Lunch	12:00 - 1:00 pm
Chad Braun, Equipment Manager, Town & County Club <b>Cradle to the Grave, Keeping you Fleet Clean and Looking Like New!</b>	1:00 - 2:00 pm
UMN Turfgrass Department <b>Winter Turf Roundtable Discussion</b>	2:00 - 3:00 pm

**Shawn Emerson** has been in the golf course industry for 40 years. Twenty-five of those years were spent at Desert Mountain Golf Club in Scottsdale, Arizona as the Director of Agronomy where Shawn presided over seven golf courses, leading them to achieve the Renovation of the Year (2003) award and an Honorable Mention for Development (2019). In addition to Shawn's management over golf courses, he has also taken care of all aspects of club landscaping, tennis, and pickle court construction/maintenance, and was part of building a world-renowned performance center. He is known for his innovative approach, using technology such as sensors, drones, operation software, and procurement management.

**Gina Rizzi**, President ARCUS Marketing Group, LLC. | Radius Sports Group

Gina is an entrepreneur, speaker, producer, and advocate for helping organizations drive innovation and financial performance while positively impacting society and the environment. She has worked in marketing and sustainability for more than 25 years partnering with Fortune 500 companies, golf courses, governing bodies, and state GCSA chapters on sustainability efforts, BMPs, and educational videos. Gina is an Affiliate member of the GCSAA, Southern Nevada GCSA, and Sierra Nevada GCSA and co-leads the Golf Industry DEI Procurement Workgroup. An active entrepreneur, her experience spans founding a life sciences company, real estate investment firm, and technology company, which provides an innovative diverse supplier portal and platform for the golf industry. In 2019 she produced Turfbusters, a show featuring uncommon education to uncover the truth behind popular turf myths which is shown annually at the GCSAA Conference & Trade Show. She received an MBA, Cum Laude, from the University of Notre Dame, BA High Honors from Michigan State, and Certificate in Sustainable Energy Management from Presidio Graduate School. Gina is passionate about running, fly fishing, and living positively and profoundly.

**Elizabeth Guertal** is a Program Director in the Feed the Future Innovation Lab for Collaborative Research on Sustainable Intensification at Kansas State University. Prior to that she worked for Auburn University as Professor of Soil Fertility, working in Turfgrass Management. Dr. Guertal received her BS and MS degrees from The Ohio State University, and her PhD from Oklahoma State University. She conducts research in soil and soil fertility management in turfgrass, teaching and advising students. She is a past-Chair of Division C-5 (Turfgrass Management, CSSA), a Fulbright Fellow, and is a Fellow of CSSA, SSSA and ASA. She is a Past President of the Crop Science Society of America.

**Frank LaVardera** is an environmental professional with over 40 years of experience. Prior to joining Audubon International, he spent 36 years as an environmental consultant helping governmental, military, industrial and commercial clients navigate the world of environmental regulations and compliance. This experience included site assessments, facility planning and permitting, remediation, and the design of environmental impact mitigation systems. Since joining Audubon International, he has been responsible for all the organization's golf related certification programs including the Audubon Cooperative Sanctuary Program, and the Signature and Classic programs. He has been a guest speaker at numerous golf related seminars and trade shows talking about environmental sustainability related to the operation and maintenance of golf courses. He holds a Master of Science degree in Urban and Environmental Studies from Rensselaer Polytechnic Institute and a Bachelor of Science in Land & Water Resources from Ramapo College of New Jersey.

**Chad Braun** has been in the turf equipment industry for over 30 years. After 6 years as Fleet Maintenance Foreman for a large commercial landscape contractor, he came to the golf side as Equipment Manager at Prestwick Golf Club in Woodbury, where he remained for 23 years before taking on a new opportunity in 2020 as Equipment Manager at Town and Country Club in St. Paul. Chad takes pride in maintaining his fleet and quality of cut to high standards.

**Randy Robinson** is the GCSAA Field Staff Representative for the Central Plains region. He joined GCSAA following six years as executive director of the Iowa Turfgrass Institute. From 2006 to 2015, he was the golf course superintendent at Ballard Golf and Country Club in Huxley, Iowa. He is a 17-year member of GCSAA. Robinson earned an associate's degree in horticulture science from Hawkeye Community College. In addition, he served in the Iowa Army National Guard's HSC 109th Medical Battalion from 1997 to 2005.