

Southeast Sports Field Management Conference & Trade Show

Presented by
NC SFMA * SC SFMA * GA SFMA

November 15-18, 2026

Myrtle Beach, SC | Hilton Resort
Kingston Plantation

www.sesportsturf.org

Deadline to save on Early Bird Registration is October 15th!

SUNDAY November 15 - 2 - 6 pm

SFMA CERTIFIED SPORTS FIELD MANAGER

Certified Sports Field Manager (CSFM) Proctored Exam **OPTIONAL** Mulligan Room - Lobby stairs to lower level

The CSFM exam will be proctored. Please note, ***pre-registration with SFMA is required, requirements must be met to sit for the exam.***

SOUTHEAST SPORTS FIELD MANAGEMENT CONFERENCE

NORTH CAROLINA SFMA N★C

South Carolina SFMA

SFMA

Conference Education

General Session Speaker

Eric Holland / Precision Turf



Eric Holland is a founding member and Member Manager of Precision Turf, LLC, a sports field construction and renovation company founded in 2003. He has more than 30 years of experience in the sports turf industry, including athletic turf management positions at Georgia Tech, the University of Virginia, and North Carolina State University.

His background as an athletic turf manager gives him a unique perspective on the planning, development, construction, and management of athletic facilities from the client's point of view. At Precision Turf, Eric is involved in the company's projects from planning through execution, with a particular focus on the details required to deliver high-quality sports fields.

Eric is a Certified Sports Field Manager (CSFM) through the Sports Field Management Association (SFMA). He has also been involved in major sports-field projects, including the construction and installation of natural-grass pitches associated with the 2026 FIFA World Cup. Precision Turf was responsible for constructing pitches, with Eric Holland leading or contributing to significant planning and coordination efforts on these projects.

Featured Speakers

Eric Holland * Dr. Casey Reynolds
DR. Navdeep Godara * Dr. Chase Straw
Dr. Adam Thoms * Dr. Paul Mulvey * Brandon Locklear
Dr. Wendall Hutchens * Casey Carrick * Erin Wilder
Gary Youmans * Chris Ball

General Session Speaker

Dr. Casey Reynolds / Executive Director TPI



Dr. Casey Reynolds, Ph.D. is the Executive Director of Turfgrass Producers International. In this role, he leads TPI's efforts in education, advocacy, research, and resource development while promoting the environmental and economic benefits of natural grass.

Dr. Reynolds has more than two decades of experience in turfgrass research, education, extension, and industry advocacy. He began his professional career in North Carolina and spent 13 years at North Carolina State University, where he earned his bachelor's and master's degrees in Crop Science and later completed his Ph.D. in Crop Science in 2013. He subsequently served as a statewide turfgrass extension specialist and faculty member in the Soil and Crop Sciences Department at Texas A&M University.

MONDAY November 16

10am | Annual Carolinas' Cup Golf Tournament
Presented by Revels Turf &Tractor and Beard Equipment

Myrtle Beach National
4900 National Drive
Myrtle Beach, SC 29579

Fee: $50/person
Includes lunch
Register online at
www.sesportsturf.org
Contact Jake Holloway With Questions
Jholloway@durhambulls.com
Registration deadline: Oct 31, 2026

Carolinas' Cup

Benefiting the Future of the Sports Field Industry

Presented By REVELS Turf & Tractor | JOHN DEERE | BEARD EQUIPMENT CO.

Golf proceeds go to student scholarships for NC & SC SFMA Members

7:30pm | Golf Awards Banquet & Welcome Reception
Sponsored by Genesis North Lawn

2026 Kickoff Event

Genesis will be hosting our Golf Awards Banquet and Welcome Reception on the North Lawn, by pool deck. We will have monday night football on tvs.

Genesis will also be sponsoring the golf awards banquet with door prizes and dinner.

genesis SPORTS FIELDS

Golf Scholarship recpients will be announced throughout the event.



MONDAY November 16

9 am | Advanced Workshop

Presented by Smith Turf & Irrigation

1000 Beach Club Boulevard, Myrtle Beach, SC 29572

Fee: $50/person
Includes lunch
Space Limited

8:30 am **Load bus at Hilton Myrtle Beach Resort**

9:00 am **Scott Grinter, Senior Director of Athletic Grounds, Coastal Carolina**
Coastal Carolina

Tour Football Stadium (new surface)and new FB practice facility
Baseball, soccer, and softball facilities.

11:30 am **Leave for Myrtle Beach Pelicans**

12:00 pm **Lunch in Myrtle Beach Pelicans Clubhouse**

12:30 pm **Brad Fowler, Clemson Extension Georgetown** Pesticide Credit NC SC GA
Back to the Basics, Pesticide Safety

This pesticide safety session takes a back-to-the-basics approach to the proper and safe use of pesticides. The session will review key principles including reading and understanding pesticide labels, personal protective equipment, proper handling and application, storage, transportation, and environmental protection. Attendees will refresh their knowledge of essential safety practices and leave with practical information to help protect themselves, others, and the environment.

1:30 pm **Cade Biddle, MB Pelicans Field Manager**

MB Pelicans Tour of new $20M renovation

2:30 pm **Load bus for return to Hilton Myrtle Beach Resort**







STI 1925 SMITH TURF & IRRIGATION TORO

TUESDAY November 17

7:00 am - 8:30 am | Breakfast
Hotel Restaurant – Mezzanine Level
Networking Breakfast Palisades Room - Continental Breakfast
Presented by Helena Agro

7:30 am - 10:30 am | Registration
Education Sessions Presented by Smith Turf & Irrigation

8:30 am - 8:40 am | Opening Session Palisades
SFMA Board Member

Industry Update from SFMA Board Member

8:40 am - 10:00 am | General Session Palisades
Eric Holland – Precision Turf
World Cup

Discussion focused on the complete field-management process for World Cup match venues, from initial facility preparation and field installation through game-day preparation, between-match maintenance, and eventual field deconstruction. The session will highlight operational planning, coordination, challenges encountered, lessons learned, and overall experiences managing field conditions throughout the tournament..

10:00 am - 10:10 am | Conference Committee
Conference update Palisades

10:15 am - 12:30 pm | Trade Show Palisades
Meet face to face with industry vendors and learn more about the products and services available to you.

12:30 pm - 1:30 pm | Lunch Palisades
Presented by TSP
Continue your networking with lunch provided for all registered attendees.

1:30 pm - 2:30 pm | General Session

Dr. Casey Reynolds - TPI Palisades
Pesticide Labels, From Registration to Application

Pesticide labels contain an enormous amount of information. Ever wonder where it all comes from? What does it mean to you? This session will cover the many nuances of pesticide labels and how to interpret them for safe and effective applications. We'll also dive into how products are registered at the U.S. Environmental Protection Agency and how you can get involved in the process. **Pesticide Credit NC SC GA**

Hilton Myrtle Beach Resort
- **Palisades Ballroom - Conference Center (Registration & General Sessions)**
- **Palisades Ballroom - Conference Center (Trade Show)**
- **Hilton Ballroom - Mezzanine Level (Breakout Rooms)**
- **Hotel Resturaunt & Hilton Ball Room Center - Mezzanine (Meals)**

2:45 pm - 3:45 pm | General Session Palisades

Sod Producers Panel - Warm Season Vegetative Development, Production, To End User

This panel discussion will follow the complete sod production process, from field preparation and establishment through harvesting, handling, delivery, and final installation.

4:00 pm - 5:00 pm | Breakouts Round I

Breakout I Palisades

Navdeep Godara
Effective Strategies for Controlling Grassy Weeds and Sedges in Warm-Season Turfgrasses

Pesticide Credit NC SC GA

The session will cover herbicide programs for managing annual bluegrass, crabgrass, goosegrass, kyllinga, yellow nutsedge, purple nutsedge, torpedograss, etc. With emphasis on herbicide selection, application timing, and resistance management.

Breakout II Hilton Ballroom East

Dr. Adam Thoms
Topdressing for Quality Turf

Topdressing is one of the most important and misunderstood practices for improving athletic surfaces. The wrong material, amount or timing can make a playing surface fail very quickly due to a change in particle size at the surface. Improper material or rates of material can cause a loss of turfgrass and an increase in weeds, we will discuss how to avoid this problem.

Breakout III - Dr. Chase Straw Hilton Ballroom West

Challenges and Tradeoffs in Managing Natural Turfgrass and Synthetic Sports Fields

Challenges of managing community sports fields, including both natural turfgrass and synthetic turf systems. Topics include costs, environmental considerations, user health and safety, and the practical challenges field managers face when making decisions. We will also discuss emerging technologies, as well as gaps in available data and decision-support tools. The goal is to provide a balanced overview of the tradeoffs associated with different field systems and highlight the need for reliable, science-based information to support informed decision-making.

5:00 pm - 6:00 pm NC/SC Member Chapter Meetings

NC SFMA Members Meeting Hilton Ballroom East
SC SFMA Members Meeting Hilton Ballroom West

7:00 pm | Networking Social
Presented by Green Resource
Seaside Vista above the Black Drum
Food will be provided

WEDNESDAY November 18

7:00 am - 8:30 am | Breakfast
Hotel Restaurant – Mezzanine Level
Presented by Helena

7:30 am - 9:00 am | Registration Palisades
Education Sessions Presented by Smith Turf & Irrigation

8:30 am - 9:30 am | General Session Palisades

Dr. Paul Mulvey

Work team processes: Goal setting & implementation of teams

Dr. Paul Mulvey - NCSU



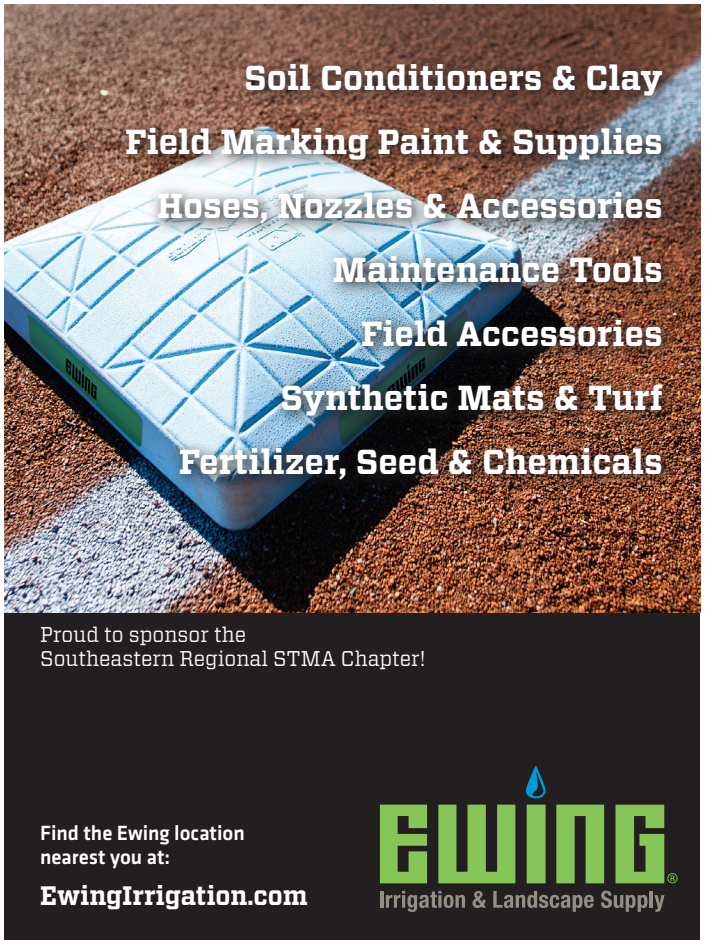
Dr. Paul W. Mulvey is an Associate Professor in the Poole College of Management at North Carolina State University. Paul has a Bachelors degree in Psychology from Lehigh University and Ph.D. in Labor and Human Resources from The Ohio State University. Prior to his appointment at NC State he has taught previously at The Ohio State University and the University of Connecticut.

Paul's research, teaching, and consulting focuses on reward systems and practices, work teams, leadership, recruiting and retention. He has received several teaching awards including NC State's Outstanding Teaching Award and is a member of the Academy of Outstanding Teachers. He has consulted, conducted research, and instructed executive education with over 60 organizations. In addition to his academic publications he is original co-author of many manager and leader oriented publications including Rewards of Work: What Employees Value and the Knowledge of Pay study, monographs funded and published by WorldatWork.

9:45 am - 10:45 am | Breakouts Round II

Breakout I - Chris Ball Palisades
Elm St. Park and the Little League Softball World Series

The trials and tribulations of converting a 75 year old municipal little league baseball grass infield to a full skinned infield little league softball field for the 8 day Little League Softball world series and back again. Using Volunteers to prepare and run the field crew for the tournament.









Wednesday November 18

9:45 am - 10:45 am | Breakouts Round II

Breakout II - Dr. Wendall Hutchens Hilton Ballroom East

Optimizing Fungicide Applications for Turfgrass Diseases in Sports Fields

Fungicides are products that suppress fungal growth and are applied to effectively manage many turfgrass diseases. However, optimizing their efficacy against diseases is challenging.

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Breakout III - Dr. Adam Thoms Hilton Ballroom West

Maintaining a Safe and Pest Free Playing Surface?

Athletic field safety is on the top of every athletic field manager's mind when they come to work. There are a few cultural practices as well that field managers can take to better manage turfgrass to maintain a healthy stand of grass. We will also discuss best practices to limit disease and insect damage on athletic fields.

10:45 am - 12:00 pm | Breakouts Round III

Breakout I - Dr. Navdeep Godara Palisades

Precision Weed Management

The session will discuss machine vision-guided targeted application devices for weed management. Attendees will learn about operational flexibility, strategies for managing herbicide-resistant weeds, environmental stewardship benefits, and the use of alternative chemistries through site-specific weed management tools.

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Breakout II - Dr. Wendall Hutchens Hilton Ballroom East

Using Emerging Technologies to Map and Manage Turfgrass Pests

Emerging technologies such as drones, GPS-guided sprayers, various sensors, etc. have become commonplace in agriculture. The turfgrass industry is also starting to use these technologies more regularly. This presentation will highlight some of the practical uses for these technologies in managing pests (diseases, insects, weeds, etc.) in turfgrass.

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Breakout III - Brandon Locklear Hilton Ballroom West

Interpreting Weather

This session will provide an overview of weather patterns, forecasting, and the factors that influence day-to-day weather conditions. The discussion will explore how to better understand forecasts and prepare for changing weather. quality playing surfaces.

Conference Attire

Suggested attire is business casual.

No hats or shorts please.

REGISTRATION INFO:

Thanks to the support of our NC/SC SFMA Partners, we are able to maintain affordable conference registration fees while bringing increased value to attendees with more education sessions, opportunity to earn pesticide CE credits, networking time with vendors and peers, meals and more!

Early Bird Registration Fee: $95.00+Fees
(discounted registration ends October 15)
Regular Registration Fee: $110.00+Fees
(regular registration ends november 8)
Late Registration Fee: $125.00+Fees

Register Online: www.sesportsturf.org



HOTEL INFO:

The Hilton Myrtle Beach Resort is an upscale, oceanfront property located at 10000 Beach Club Drive on the northern end of Myrtle Beach, South Carolina.

Room rate: $148.00/night additional fees Included
Please book your rooms early, Rooms will fill quickly!

https://www.hilton.com/en/attend-my-event/sesportsfieldmanagementconferenceandtradeshow/

www.sesportsturf.org
for more ticket information

Reservation Deadline: Discounted rate expires October 25 *(space permitting in room block)*

QUESTIONS:

Contact: Robbie Miller

robbie.miller@sesportsturf.org



TSPTURF.COM | 800.868.4631



Thank You NC / SC SFMA Partners!

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C/O SC SPORTS FIELD MANAGERS ASSOCIATION

P.O. Box 161023
Boiling Springs, SC 29316

Southeast Sports Field Management Conference & Trade Show

November 15-18, 2026 • Myrtle Beach, SC

- **Learn the latest industry trends and technical info from sports field experts**
- **Network with hundreds of your industry peers and company vendors in expanded trade show**
- **Designed for anyone working in the sports turf industry - school, municipal, collegiate or professional level**
- **Customize your learning path with selection of interactive breakout sessions on variety of topics**

Register Now! Early bird pricing ends Oct. 15th

Southeast Sports Field Management Conference & Trade Show



Education Packed Conference!

Back for its 18th year, The Southeast Sports Field Management Conference & Tradeshow is your one stop Sports Field educational destination!

Packed with industry educational sessions and numerous networking opportunities, the Southeast Sports Field Conference will give you the tools to improve your fields/facilities and further your career.

Plus, enjoy a stay at the Hilton Myrtle Beach Resort for the low rate of $148/night! Discounted rates expire October 25 (space permitting in room block).

Conference Attire

Suggested attire is business casual.

No hats or shorts please.

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