

2023 ATA Conference Schedule

Thursday Jan. 26th 2023 (Moderator: Josh Landreth)

Start	Finish	Description	Speaker	Topic	Title	
7:30:00 AM	8:30:00 AM	Trade Show / Breakfast				
8:30:00 AM	9:00:00 AM	Welcome to 2022 ATA	Josh Landreth & Kyle Sanders	Welcome, Announcements & Awards		
9:00:00 AM	9:30:00 AM	Update from AR Dept. Ag	Seth Dunlap	AR Pesticide Regulations Update	<i>General Updates & Reminders</i>	Sponsored by: Intimidator Group
9:30:00 AM	10:00:00 AM	Session 1	Hannah Wright	Pesticide stewardship & application safety	<i>Safety & Stewardship: The Keys to our Survival</i>	
10:00:00 AM	11:00:00 AM	Break / Visit Trade Show				
11:00:00 AM	11:30:00 AM	Session 2	Wendell Hutchens	Scouting / IPM	<i>Cutting Edge Turf Technologies: A New Way to Scout for and Manage Turfgrass Diseases</i>	
11:30:00 AM	12:00:00 PM	Session 3	Jason Davis	Calibration		
12:00:00 PM	1:30:00 PM	Lunch (on your own) & Visit Trade Show				
1:30:00 PM	2:00:00 PM	Session 4	Tyler Carr	Pesticide / Fertilizer Math	<i>Back to the Basics: Turfgrass Math</i>	
2:30:00 PM	3:00:00 PM	Session 5	Michael Lee	Products being taken out of market / Advocacy		
3:00:00 PM	3:30:00 PM	Break / Visit Trade Show				
3:30:00 PM	4:45:00 PM	Workshop 1	Wendell Hutchens	Turfgrass diseases & control	<i>Cultural and Chemical Management of the Most Common and Problematic Turfgrass Diseases in Arkansas</i>	Sponsored by: ASGA
3:30:00 PM	4:45:00 PM	Workshop 2	Hannah Wright	Weed ID	<i>Weeds 101</i>	

Friday Jan. 27th 2023 - Golf Session (Moderator: Wendell Hutchens)

Start	Finish	Description	Speaker	General Topic	Title	
8:30:00 AM	8:55:00 AM	Welcome / Announcements (Coffee & donuts)				Sponsored by: Jerry Pate Turf & Irrigation
9:00:00 AM	9:45:00 AM	Golf Session 1	Jordan Booth	Regional / transition zone perspective golf course issues		
10:00:00 AM	10:45:00 AM	Golf Session 2	Jeff Steen	Superintendent's perspective on labor, internships, recruiting		
11:00:00 AM	11:45:00 AM	Golf Session 3	Chase Straw	Precision irrigation / turf management	<i>Precision Turfgrass Management: Current Trends & Future Applications</i>	

Friday Jan. 27th 2023 - Lawn & Landscape Session (Moderator: Hannah Wright)

Start	Finish	Description	Speaker	Topic	Title	
8:30:00 AM	8:55:00 AM	Welcome / Announcements (Coffee & donuts)				Sponsored by: Ewing Irrigation & Landscape Supply
9:00:00 AM	9:45:00 AM	Lawncare Session 1	Mike Richardson	Big ideas		
10:00:00 AM	10:45:00 AM	Lawncare Session 2	Tyler Carr	Fertility / soil testing	<i>Building a Fertilizer Program for Lawns</i>	
11:00:00 AM	11:45:00 AM	Lawncare Session 3	Garry McDonald	Ornamentals maintenance calendar / BMPs		

Friday Jan. 27th 2023 - Parks & Sports Turf Session (Moderator:TBD)

Start	Finish	Description	Speaker	Topic	Title	
8:30:00 AM	8:55:00 AM	Welcome / Announcements (Coffee & donuts)				Sponsored by: Envu
9:00:00 AM	9:45:00 AM	Sports Turf Session 1	Chase Straw	Precision sports turf management	<i>Sports Field Variability and it's Impact on Athlete-Surface Interactions</i>	
10:00:00 AM	10:45:00 AM	Sports Turf Session 2	Zach Severns	Infield skin maintenance / Baum		
11:00:00 AM	11:45:00 AM	Sports Turf Session 3	Cody McKee	SFMA Chapter for Arkansas		