



Photo L to R: Ewing Outdoor Supply Rick Shriver, Chad Mosier, Steve Sakurai, GCBAA President Jon O'Donnell, Ewing Outdoor Supply Manny Pina, Curtis Bruton, Mark Creighton and GCBAA Executive Director Justin Apel

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BIGFOOT, BIRDIES & A BIG SUMMER *in Traverse City*

BOGEY SIGHTINGS, NORTHERN MICHIGAN VIEWS AND ONE OF THE LARGEST SUMMER MEETING TURNOUTS MADE TRAVERSE CITY A WEEK TO REMEMBER.

There are plenty of reasons to visit Traverse City in the summer. Blue water. Cherry country. Wineries stretching across Old Mission Peninsula. Long summer evenings. Championship golf.

And, apparently, Bigfoot.

Bogey the Bigfoot made himself right at home when GCBAA members descended on Grand Traverse Resort & Spa for the 2026 Summer Meeting, and he wasn't the only one. With one of the highest turnouts for a Summer Meeting, members, partners, sponsors and friends of the Association filled the resort for education, networking, golf and the kind of camaraderie that has always made this gathering special.

From the first tee to the final handshake, Northern Michigan delivered.

A Grand Start in Grand Traverse

Before education sessions and the full slate of Summer Meeting activities got underway, Monday offered an important opportunity to do what GCBAA members do particularly well: reconnect, relax and have a little fun.

For some, however, relaxing would have to wait until after a scorecard was turned in.

Board Golf kicked off Monday on The Wolverine, where players took on nine holes before heading to the Golf Academy for a Putting Contest. It didn't take long for the competitive sparks—or the banter—to start flying. Put GCBAA members

together with golf clubs, a scorecard and even the smallest opportunity for bragging rights, and "friendly competition" can become a fairly loose interpretation.

Bogey, naturally, remained suspiciously quiet about his handicap.

As more members arrived in Traverse City, the JLG | AUSA Early Arrival Reception provided the perfect welcome to Northern Michigan. Travel bags could be dropped, schedules temporarily forgotten and the week could officially begin.

The reception was a hit. It gave everyone a chance to kick back, grab a drink, share some laughs and reconnect with familiar faces while welcoming plenty of new ones into the mix. It was relaxed, lively and exactly the kind of gathering that sets the Summer Meeting apart. Monday night's reception had already set the tone for a great week ahead.

A big thank-you to Charter Member JLG|AUSA for helping GCBAA welcome everyone to Traverse City in style.

Monday evening also took GCBAA leadership and special guests out onto Old Mission Peninsula for the Board Dinner at Bonobo Winery. Surrounded by vineyards and the scenery that makes the peninsula one of Michigan's signature destinations, the evening offered another opportunity to connect before the week's activities shifted into high gear.

By the end of Monday, the formula for the week

was already pretty clear: a little competition, plenty of laughter, great surroundings and even better company.

Big Thinking Up North

Wednesday morning shifted the focus from the golf course to the classroom as members gathered for the 2026 Education Program.

GCBAA Executive Director Justin Apel and President Jon O'Donnell opened the day with the State of the Association, highlighting the work underway across membership, the GCBAA Foundation, advocacy and the Association's continued efforts to strengthen member companies and the golf course construction industry.

From there, the program looked directly at the issues and opportunities affecting members' businesses.

Members received an introduction to GCBAA's new partnership with Evolv and the technology supporting the Association's next chapter of member services and operations. Davey Resource Group brought environmental planning and sustainability into focus, examining how permitting, natural resources and increasingly complex regulations are influencing golf projects.

Then came a topic that seems to be finding its way into nearly every business conversation: artificial intelligence.

Jerry Fetty of SMART Services took attendees beyond the chatbot with a practical look at using AI for workflows, process documentation, research, internal tools and business operations. The conversation continued later in an optional fireside chat, giving members a chance to dig deeper into what AI implementation can actually look like inside their companies.

Technology may be changing quickly, but people remain at the center of every project. Carl Heinlein of The Amphibious Group brought that point home with a discussion of Total Worker Health, addressing safety, heat illness prevention, mental wellness, substance abuse awareness, labor challenges and workforce retention.

"Building Golf's Future Together" brought leaders from GCBAA, GCSAA and ASGCA to the stage for a forward-looking conversation about where the golf industry is headed—and what it will take to get there together. Moderated by Kyle Kriewall of Charter Member The Toro Company, the panel explored some of the industry's biggest shared opportunities and challenges, from water stewardship and workforce development to advocacy, technology and collaboration. The discussion challenged builders, architects, superintendents and allied partners to think beyond today's projects and consider the decisions being made now that will shape golf for the next generation.

It was a full morning of big topics.

Fortunately, there was coffee.

Where Business Meets Community

Around the resort, the signs of a major GCBAA gathering were impossible to miss. Seventy-two feather flags helped transform the ballroom, 11 pieces of equipment were on display, and nearly 40 Member Benefit Expo tables showcased the companies, programs and resources supporting GCBAA members.

Behind all of it was tremendous sponsor support. From education and golf to networking, receptions and the many details in between, GCBAA's sponsors once again played an essential role in making the Summer Meeting possible.

Education has always been an important piece of the Summer Meeting, but some of the best conversations happen between sessions, across a table or during an unexpected introduction.

The Member Benefit Expo gave attendees plenty of those opportunities.

With nearly 40 tables, members could meet directly with companies providing programs, products, services and business solutions available through GCBAA.

GCBAA attendees gave Grand Traverse Resort hallways, ballrooms and gathering spaces an energy that was hard to miss. Longtime friends reconnected. New members became familiar faces. Business cards changed hands. Ideas were exchanged. Stories grew slightly more impressive with each retelling.

Somewhere in the middle of it all, Bogey kept appearing.

We are beginning to suspect he may have joined a committee.

Thursday: Game On

After several days of conversations, education and networking—and with a little unfinished business left over from Monday's Board Golf—Thursday provided another opportunity to settle some scores.

The golf outing brought another round of competitive sparks, friendly jabs and good-natured banter. By then, the tone had already been established: scores mattered, but the stories afterward mattered considerably more.

There were great shots.

There were shots that became great after sufficient editing in the retelling.

There were putts that absolutely should have dropped.

And there were undoubtedly a few balls that disappeared into Northern Michigan with no forwarding address.

Through it all, the golf outing provided exactly what was intended: a chance for members to enjoy one another's company outside the meeting room and spend a summer day together on the course.

For an association built around the people who build golf courses, it was a fitting way to close the week.

Leaving a Big Footprint

The numbers tell part of the story, but numbers don't completely capture Traverse City.

They don't capture the laughs at Monday's Early Arrival Reception, conversations among the vineyards of Old Mission Peninsula, the commentary after a missed putt, members lingering at an expo table, a new introduction over breakfast or the friendly trash talk between competitors on the golf course.

And they definitely don't explain all those Bogey sightings.

What they do show is an Association whose members continue to show up—for the industry, for one another and for GCBAA.

The 2026 Summer Meeting combined meaningful education with strong industry partnerships, an outstanding destination and the camaraderie that makes this event much more than another date on the calendar.

To every attendee who traveled to Traverse City, every exhibitor who joined us, every speaker who shared their expertise, every volunteer who helped behind the scenes and every sponsor whose support made the week possible: "Thank You".

Traverse City gave us a beautiful backdrop. Our members made it a Summer Meeting to remember.

And Bogey?

Last we heard, he was somewhere on The Wolverine looking for a golf ball.







EARTH SHAPING NEWS

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ISCO INDUSTRIES	THE DAVEY TREE EXPERT COMPANY	WESTLAKE PIPE AND FITTINGS

GOLF HOLE PRIZES

HOLE #3 – BUCKET CHALLENGE –
SPONSORED BY: JLG|AUSA
WINNER: JON CATANZARITA, DEUTZ CORPORATION, AUCTIONED OFF AT AWARDS TO **CHRIS LINEBERGER, VM GOLF SERVICES**

HOLE #9 – CLOSEST TO THE PIN –
SPONSORED BY: SUNBELT RENTALS – WHISKEY/BOURBON SUBSCRIPTION
WINNER: CRAIG KAUFMAN, KDC IRRIGATION

HOLE #11 – LONGEST DRIVE –
SPONSORED BY: WESTLAKE PIPE AND FITTINGS – COOLER
WINNER: LINDSAY GAHM, ISCO INDUSTRIES

HOLE #14 – CLOSEST TO THE PIN –
SPONSORED BY: TURF CONTROL - DRIVER
WINNER: JAMEY JACKSON, MODERN TURF

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DLF	LINKS BRIDGES	THE TORO COMPANY
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Thank you for your generosity and continued support!

PRESIDENT'S PERSPECTIVE



Jon O'Donnell
GCBAA PRESIDENT

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As I wrap up my final Summer Meeting as President, I want to start by clearing up one thing: apparently, assembling what looks like an unbeatable team does not guarantee victory.

I thought I had done a pretty good job stacking the deck with Megan Winans, Jeff Weatherly and Rhett Evans. There may have even been a little friendly banter along the way. In hindsight, maybe I should have messed with Lindsay's clubs while I had the chance. Although, judging by the way things turned out, I'm not sure that would have mattered. Lindsay Gahm, Ian Murphy and Scott McDougall came ready to play, and her teammates certainly helped her along the way.

Congratulations to Lindsay, Ian and Scott on earning the win. I'll give them their due but I'm not promising the banter is over just yet.



L to R: Megan Winans, Jon O'Donnell, Rhett Evans and Jeff Weatherly

All kidding aside, this year's Summer Meeting was a memorable one for me. My boss and friend for the past 26 years, Jeff Weatherly and his wife, Lori, were in attendance. Also, to see more than 50 first-time attendees join us was remarkable and speaks volumes about the continued strength and future of our association. As my final Summer Meeting representing GCBAA as President, I couldn't help but reflect on what an honor it has been to serve GCBAA and to spend time with so many people who care deeply about this industry.

One message from the meeting that I hope stays with all of us came from Carl Heinlein's presentation on **Total Worker Health**.

For years, much of our conversation as contractors has centered on safety and for good reason. That conversation has evolved. What initially incubated as a focus on workplace safety has grown into something much broader: taking care of the total health and well-being of our employees.

Carl challenged us to think beyond OSHA compliance and the traditional definition of workplace safety. Today's workforce faces challenges involving heat illness, mental wellness, substance abuse, environmental conditions, workforce disruptions, labor shortages and changing regulations. These aren't issues that exist separately from our businesses. They affect our people, our productivity, our ability to retain good employees and, ultimately, the cultures we create within our companies.

We cannot lose sight of that responsibility.

There is also no question that technology and particularly artificial intelligence (AI), will continue

to change the way we work. Artificial Intelligence can be an incredibly useful tool, and as an industry we need to learn, adapt and take advantage of the opportunities it creates. At the same time, there will always be a human factor involved that we cannot overlook.

Our people remain at the heart of what we do.

That is why I hope GCBAA members continue to embrace **Total Worker Health**. Safety remains a critical part of the equation, but this approach asks us to look beyond whether someone simply goes home without an injury at the end of the workday. While we strongly promote safety on the job, what happens away from work matters just as much. We want our employees to remain safe and healthy at home so they can return to work the next day ready to do their best. **Total Worker Health** challenges us to consider the whole person, not just the employee on the jobsite, and to recognize that their health, well-being and safety extend well beyond the workplace.

When we take better care of our people, we strengthen our companies. We improve retention, productivity and company culture. More importantly, we fulfill a responsibility to the men and women whose hard work makes everything we do possible.

Shortly after the Summer Meeting, I had the opportunity to make a quick trip to Atlanta, which included taking in an Atlanta Braves game on Monday, August 10 with other fellow GCBAA members and GCBAA staff. More importantly, the trip gave me the chance to meet Scott Johnson with The Warrior Alliance and learn more about the organization and its work, including Operation Double Eagle. It was fantastic to hear firsthand about their efforts and to begin exploring ways GCBAA and the GCBAA Foundation may be able to support their mission.

I encourage you to read the Foundation update in this newsletter to learn more about Operation Double Eagle, The Warrior Alliance and the other initiatives underway through the GCBAA Foundation. There are some exciting opportunities ahead for our association to make an impact beyond the work we do every day.

As we turn our attention toward the upcoming 2026 South Florida Regional Meeting, I hope we carry the momentum from the Summer Meeting with us. Keep showing up. Keep welcoming new people into the association. Keep sharing ideas and learning from one another, and, most importantly, keep investing in the people who make our companies and this industry what they are.

Serving as President has been an honor, and this final Summer Meeting was a fitting reminder of why. The strength of GCBAA has always been its people and seeing so many new faces alongside longtime friends and colleagues gives me tremendous confidence in where this association is headed.

And if Lindsay, Ian and Scott happen to bring their clubs to South Florida, I may have to keep a closer eye on them this time. Stay safe out there.

Sincerely,

Jon O'Donnell
GCBAA President

14A Score	14A Score	14B Score	GCBAA
Jon O'Donnell Megan Winans Rhett Evans Jeff Weatherly	57	Chris Lineberger Tim West Dillon Hagg Jeff Caccavale	59
14B Score	14B Score	14A Score	14A Score
Justin Durkin Greg Nichols Jeremy Jackson Dana Kraske	58	Matthew Lehnman Scott Gingo Drew Lee-Morris Chad Mosier	64
14A Score	14A Score	14B Score	14B Score
Brian Lay Jonathan Yeager Bryan Jackson Danielle Scordino	64	Jeff Brewster Cameron Jones Rick Bakers Chris Wright	64
14B Score	14B Score	14A Score	14A Score
Scott McDougall Ian Murphy Lindsay Gahm Andrew Warren	55	Jim Lehmann Lyle Arnold Mark Jordan David Beyer	64
14A Score	14A Score	14B Score	14B Score
Russell Huff Ron Snel Curtis Bouton Jeff Bine	65	Casey Hames Kevin O'Donnell Don Ferrer Cameron McDowell	60
14B Score	14B Score	14A Score	14A Score
Mike Ancher Jacob Alonso Neil Tandon Kevin Rette	60	Todd Tilton Zane Raudenbush Jason Powell Mark Brand	60
14A Score	14A Score	14B Score	14B Score
Mike Ancher Jacob Alonso Neil Tandon Kevin Rette	60	Sam Gossard Jason Davis Ken Barovt Mark Miller	62
14B Score	14B Score	14A Score	14A Score
Mike Ancher Jacob Alonso Neil Tandon Kevin Rette	60	Jon Caccavale Nate Wadon Dennis Wagner Matthew Purdy	62

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EXECUTIVE DIRECTOR NOTES

BUILDING ON THE MOMENTUM OF AN UNFORGETTABLE SUMMER MEETING

There are certain moments when you can feel the momentum of an association.

Our 2026 GCBAA Summer Meeting at Grand Traverse Resort & Spa was one of those moments.

From the opening reception and Member Benefit Expo to education, equipment displays, networking, the Foundation auction, and golf, there was genuine excitement throughout the week. The impressive number of sponsors, exhibitors, pieces of equipment on display, and attendees demonstrated the strength of GCBAA and the commitment our members have to this organization and to one another.

It was especially encouraging to welcome new attendees and see so many members engaging with new programs, new ideas, and new opportunities. The meeting offered more than a chance to reconnect. It gave us an opportunity to introduce new educational topics, explore practical safety resources, learn more about artificial intelligence, highlight member benefits, and create additional ways for companies to showcase their products and services.

Our enhanced Member Benefit Expo created a central gathering place for education, meals, exhibits, and networking. That format gave exhibitors greater visibility throughout the meeting and provided attendees with more opportunities to learn about the companies, products, services, and innovations represented within GCBAA. Most importantly, it reinforced something that has always been central to our association: the value of buying from within and supporting the companies that support GCBAA.

We also had some fun introducing new experiences. The equipment displays and interactive opportunities brought another level of energy to the event and gave members a chance to see products in action. One example was the AUSA D350 display and contest incorporated into the golf outing. These additions helped us create a meeting that was informative, interactive, and distinctly GCBAA.

A Team Effort

An event of this size does not happen without a tremendous amount of work behind the scenes.

I want to offer a very special thank-you to Mychelle Thompson for her hard work, dedication, and leadership in planning this meeting. Mychelle managed countless details

involving the hotel, exhibitors, sponsors, golf, transportation, communications, meals, activities, and the auction. Her commitment to our members and her determination to deliver an outstanding experience were evident throughout the week.

The planning records reveal just how extensive that effort was, from coordinating the Foundation Auction Committee and golf outings to managing exhibitor requirements and special arrangements.

I also want to thank JoDee Paulsen and Hilarie Seelhoff for stepping into their new roles and immediately making an impact. Both took

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**FOR
GENERATIONS,
GCBAA HAS
TAKEN GREAT
PRIDE IN BEING A
MEMBER-DRIVEN
ORGANIZATION.**

on significant responsibilities during a busy and important period for the association. Their willingness to learn, solve problems, support our members, and do whatever was needed helped make the meeting a success. The event materials identified Mychelle as the lead for meetings and events, JoDee for membership and communications, and Hilarie for administrative support, but in practice, everyone worked across responsibilities to serve our members.

A sincere thank-you also goes to Dennis and Nancy for once again giving their time and energy to GCBAA. Our other Dennis, AKA Wags Wagner, was a terrific auctioneer and helped create an exciting evening that raised more than \$100,000 in support of the GCBAA Foundation with his sidekick Ellen Davis. His enthusiasm, humor, and ability to keep people engaged made the auction both entertaining and successful.

We are grateful as well to the many volunteers who worked behind the scenes. Whether you helped with registration, exhibits,



Justin Apel
EXECUTIVE DIRECTOR

golf, the auction, transportation, member introductions, or any of the countless details that arise during a meeting, please know that your contribution mattered.

Thank you to the GCBAA Board of Directors for its leadership and support, to our new Foundation Board for embracing the opportunities ahead, and to the Meetings Committee for the time, ideas, and careful planning that went into the event. The Board's involvement in member engagement, sponsor introductions, auction promotion, and hosting responsibilities helped create the welcoming atmosphere our association is known for.

Protecting the Value of Membership

During the Summer Meeting, I asked everyone to pay attention because we needed to talk about a possible dues increase.

Then I shared the important news: we do not need one.

At a time when the cost of nearly everything continues to increase, GCBAA is working hard to deliver more value without automatically asking our members to pay more. That does not happen by accident. It happens because companies believe in our mission and are willing to invest in the success of our members.

Partners such as Evolv do more than place a logo at an event. They help create savings, introduce valuable services, support association programming, and reduce costs that might otherwise have to be funded through higher dues.

When someone asks what membership value looks like, this is an important part of the answer. Evolv's support is not only helping GCBAA. It is helping protect the value of membership and

allowing dollars to remain where they belong: in our member companies, with their employees, and invested in their futures.

If a time ever comes when GCBAA truly needs to ask members for more, we will have that conversation honestly and transparently. Until then, we will continue working to build partnerships that provide meaningful, measurable benefits to our membership.

New Members and New Opportunities

The excitement from Traverse City has continued through increased interest in membership, membership upgrades, Builder opportunities, and Charter Membership.

We are seeing companies that want to become more involved and make a greater investment in GCBAA and the golf course construction industry. Recent conversations have included Builder applicant upgrades and renewed interest in Charter Membership, with companies recognizing the value of making a lasting commitment to the association.

We are grateful for every new member and every longtime member who chooses to deepen their involvement. Growth is not simply about increasing numbers. It is about bringing more knowledge, experience, relationships, and perspectives into our association.

Looking Ahead to the Fall

The momentum will continue this fall. GCBAA will participate in the Carolinas GCSA Conference and Show, November 16 through 18 in Myrtle Beach. This is an important opportunity to represent our builders, suppliers, and specialty contractors before one of the largest regional golf industry audiences and to strengthen relationships across the Carolinas.

Our conversations with First Tee chapters are also continuing as we explore ways to connect young people with the many career pathways available in golf course construction. This work

aligns naturally with GCBAA's commitment to workforce development and our responsibility to help build the next generation of our industry. The Board's Summer Meeting materials identified the First Tee concept as an emerging initiative for further Foundation and Board discussion.

We are equally excited about our work with The Warrior Alliance and Operation Double Eagle. Operation Double Eagle helps veterans and transitioning service members prepare for careers in turfgrass, irrigation, landscaping, mechanical operations, and related fields through education, hands-on training, certification, and connections with employers.

This partnership presents a meaningful opportunity for GCBAA members to support veterans while addressing workforce needs within our industry. We want to help more member companies become Warrior Committed by creating welcoming career opportunities for veterans and recognizing the leadership, work ethic, strategic thinking, and commitment to excellence they bring to the workplace.

We will also continue developing the ideas generated through our safety discussions in Traverse City. Our goal is to build a practical, member-driven safety initiative that can include useful resources, workshops, peer learning, and educational programming for companies of every size. The next steps under consideration include a member needs assessment, starter resources, partner-supported programming, and a committee or task force to help guide the effort.

Celebrating a Century of GCSAA

Finally, congratulations to GCSAA on its Centennial.

Throughout 2026, GCSAA has celebrated 100 years of innovation, leadership, service, and progress within the golf course management profession. GCSAA was founded on September

13, 1926, and its Centennial has provided an opportunity to honor a remarkable history while looking ahead to the future of the game and industry.

GCBAA is proud of our longstanding partnership with GCSAA. Although the Centennial has been celebrated throughout the year, we are excited to join our friends at GCSAA this October at their home office in Lawrence and help recognize this historic milestone.

Your Voice Will Guide What Comes Next

Please stay tuned for an important GCBAA membership survey.

This survey will help guide the strategic direction of the association. It will give members an opportunity to identify their greatest challenges, priorities, programming needs, and ideas for the future.

For generations, GCBAA has taken great pride in being a member-driven organization. That cannot simply be something we say. It must be reflected in how we listen, how we set priorities, how we develop programs, and how we make decisions.

When the survey arrives, I encourage every member to take the time to participate. Your voice matters. Your feedback will help the Board, committees, Foundation, and staff determine where GCBAA should focus its resources and how we can continue to deliver the greatest possible value.

Traverse City showed us what is possible when our members, leaders, partners, staff, and volunteers come together with a shared purpose. Thank you to everyone who helped make the 2026 Summer Meeting such a memorable success.

The energy is real, the opportunities are growing, and the future of GCBAA is being shaped by all of us.

■ Justin Apel

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GCBAA FOUNDATION UPDATE



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Advanced Drainage Systems

Matt Lohmann
Wadsworth Golf Construction Company
(Liaison/Advisor)



BUILDING MOMENTUM: THE GCBAA FOUNDATION AT WORK

When the new GCBAA Foundation Board came together earlier this year, we knew we had an opportunity to build something meaningful. We talked about workforce development, growing the game, supporting the next generation and finding ways to put the resources and relationships of GCBAA members to work where they can make a difference.

A few months later, we are taking a steady and thoughtful approach—building relationships, exploring where the Foundation can make the greatest impact and laying the groundwork for what comes next.

What has been especially rewarding is seeing how one opportunity continues to lead to another. From our work with First Tee, to an incredible night at the GCBAA Summer Meeting, to conversations in Atlanta surrounding veterans and workforce development, there is an energy behind the Foundation right now that is exciting to be part of.

Shaping the Future of Golf With First Tee

One of the initiatives our Foundation Board has been working to advance is a relationship with First Tee focused on capital improvement projects at local chapters. Rather than simply providing financial support, we see an opportunity to bring something uniquely GCBAA to the table: the knowledge, talent, products, equipment, connections of our members and when needed we can collaborate with our allied partners.

Several potential projects have been identified across the country, with First Tee – Monterey County providing an early example of what this collaboration could become.

Having Shauna Bezilla with First Tee join us at the Summer Meeting made that connection even more meaningful. Shauna was able to spend time with our members, see firsthand what makes GCBAA special and join us on stage during an evening dedicated to supporting the Foundation.

Her presence was an important reminder of who can ultimately benefit when our industry comes together. These projects are about more than improving a facility. They are about creating places where young people can learn the game, develop life skills and discover opportunities that may stay with them for years to come.

And that is exactly the type of impact we want the GCBAA Foundation to help create.

A Night to Remember

The generosity of our membership was on full display during the Foundation Auction at the 2026 GCBAA Summer Meeting in Traverse City.

More than \$100,000 was raised for the GCBAA Foundation.

That number is incredible, but what made the evening memorable was how we got there.

Our members and partners stepped forward with donated equipment and rentals, products, golf opportunities, trips, hunts and one-of-a-kind experiences. Then our members stepped forward again to bid on them.

There was tremendous energy in the room, plenty of friendly competition and, most importantly, a shared understanding that every bid was helping give the

Foundation greater ability to invest in its mission.

To every company that donated, every person who bid, and everyone who helped make the auction possible: **"Thank you"**.

The success of that night belongs to all of you.

From Traverse City to Atlanta

The momentum didn't stop when the Summer Meeting ended.

Shortly afterward, several members of the Foundation and GCBAA leadership traveled to Atlanta for conversations with **The Warrior Alliance** and its **Operation Double Eagle** program.

Operation Double Eagle is creating opportunities for veterans to develop skills and find meaningful careers, and our discussions centered on something our industry continues to need: talented people.

We had the opportunity to learn more about The Warrior Alliance and discuss how GCBAA, the Foundation and our members may be able to introduce veterans to careers within golf course construction and the many companies that support our industry.

There is tremendous potential here. Veterans bring leadership, teamwork, discipline, problem-solving skills and hands-on experience that can translate well into our industry. At the same time, our members can provide career paths and opportunities many veterans may not even know exist.

Connecting those two sides could make a meaningful difference for both.

Just Getting Started

What excites me most is that none of these efforts stand alone.

A conversation with First Tee can become a project that engages GCBAA members and introduces young people to the game. A Foundation auction can generate resources that allow us to pursue more opportunities. A meeting with a veterans organization can open another pathway for bringing talented people into our workforce.

That is how momentum builds.

I also want to recognize the members of our new Foundation Board – **Ellen Davis, Rick Shriver, Stephanie Zimmerman, Chris Cameron, Dillon Hagy and Cory Blair** – along with the GCBAA Board, staff, our partners and the many members who have already stepped forward to support these efforts.

We are still early in this journey. There is a lot of work ahead of us, and we want to be thoughtful about where the Foundation can have the greatest impact.

But after what we have seen over the past few months, I am incredibly encouraged.

From Monterey County to Traverse City to Atlanta, the energy is still going. More importantly, the conversations are turning into relationships, and those relationships are turning into opportunities.

The GCBAA Foundation has the ability to bring our industry together around causes that strengthen our workforce, grow the game and create opportunities for others.

Thanks to the generosity and involvement of our members, we're not just talking about what the Foundation can become anymore.

■ **John Holmes**



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Calusa Pines, FL
Camargo Club, OH
Castle Pines Golf Club, CO
Caves Valley, MD
Chamber Bay, WA
Dallas National Golf Club, TX
Erin Hills Golf Course, WI
Gozzer Ranch Golf and Lake Club, ID
Hong Kong Golf Club, China
Interlachen, MN
Los Angeles Country Club, CA
Merion Golf Course, PA
Mickelson National Golf Club, Alberta
Milwaukee Country Club, WI
Mirabel Golf Club, AZ
Mission Hills Golf Club, CA
Myopia Hunt Club, MA

National G Links of America, NY
Oak Tree National, OK
Ocean Course, SC
Olympic Club, CA
Pasatiempo, CA
Pine Valley Golf Club, NJ
Pinehurst Resort, NC
Prairie Dunes Country Club, KS
Quaker Ridge Golf Course, NY
Riviera CC, CA
Rock Creek Cattle Company, MT
Shadow Creek, NV
Sleepy Hollow Golf Club, NY
Somerset Hills GC, NJ
Southern Hills CC, OK
The Estancia Club, AZ
The Golf Course at Black Rock, ID
The Quarry at La Quinta, CA
The Roaring Fork Club, CO
Torrey Pines, CA
TPC Sawgrass (Players Stadium), FL
Whistling Straits, WI



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Summer Meeting Auction & Sponsors

LIVE AUCTION RESULTS

LIVE AUCTION ITEM	DONATED BY	BUYER
Walt Disney World Vacation Package	The Toro Company	Mike Perez, VM Golf Services
Sunbelt Rentals 28-Day for Track Skid Steer	Sunbelt Rentals	Darryl Bartlett, NMP Golf Construction
Sunbelt Rentals 28-Day for Track Skid Steer	Sunbelt Rentals	Jon O'Donnell, Heritage Links
Ultimate Louisville Golf Getaway at Valhalla	ISCO Industries	Jeff Weatherly, Heritage Links
Steel Wings Duck Club	Lexicon/Heritage Links	Mike Green, Watertronics
Caterpillar \$2500 Prepaid Card	CAT Rent	Greg Hufner, Total Turf Services
2027 GCSAA GCM Marketing Package	GCSAA	Regina Sosing, Links Bridges
South Texas Hunt at E4 Ranch	Ewing Outdoor Supply	Eric Wadsworth, Wadsworth Golf Construction Company
2500 sq ft of Greens Quality Bentgrass Sod	West Coast Turf	Matt Lohmann, Wadsworth Golf Construction Company
2500 sq ft of Greens Quality Bentgrass Sod	West Coast Turf	Jon O'Donnell, Heritage Links
One Month Equipment Rental	JLG Industries AUSA	Chris Hill, CD Hill Services
One Month Equipment Rental	JLG Industries AUSA	Chad Gauger, Duinick Golf
Innisbrook Golf Resort Stay & Play Package	Wadsworth Golf Construction Company	Joe Lobb, Sunbelt Rentals
Girls Getaway to Ilsa Mujeres, Mexico	Advanced Drainage Systems, EL'EVATED Core Strategies, SportZmix/Waupaca Sand & Solutions, Fleetwood Services, Hunter Industries, MCI Flowtronex	Rick Boylan Mid-America Golf & Landscape
McAllister CAT - \$2500 Rental	McAllister CAT	Eric Wadsworth Wadsworth Golf Construction Company
One Month Equipment Rental - Sold at the Golf Course Awards Ceremony	JLG AUSA	Chris Lineberger, VM Golf Services
Wags Rub	Dennis Wagner	Jimmy Kirchdorfer, ISCO Industries
Wags Rub	Dennis Wagner	John Holmes, Atlas Turf International
Wags Rub	Dennis Wagner	Mike Garbs Advanced Drainage Systems Inc.
Wags Rub	Dennis Wagner	Chris Menno, CMF Global



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Estimated taxes & fees		\$106.87
Breakfast (optional)	Free	
Parking (optional)	Free	
Estimated total	\$5,184.09	\$5,843.11

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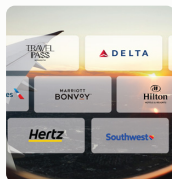
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\$37,576.32		\$8,723.24		
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VETERANS, BASEBALL AND YELLOW IRON: *An Unforgettable Georgia Experience*

Some trips are memorable because of where you go. Others stand out because of who you experience them with and what you bring home.

The GCBAAs August trip to Georgia delivered a little bit of everything; an important conversation about veterans and the future of our workforce, an evening of baseball and camaraderie at Truist Park, and a behind-the-scenes look at the incredible precision and quality that goes into manufacturing Caterpillar equipment.

Three very different experiences, but each offered something valuable to take home.

Becoming "Warrior Committed"

The trip began August 10 at The Warrior Alliance, where representatives from across the golf industry came together to discuss how we can create stronger career pathways for veterans transitioning from military service.

The conversation brought together:

- Justin Apel – GCBAAs
- Cory Blair – CapillaryFlow, GCBAAs Foundation Director
- Tim Busek – Georgia GCSA
- Chris Cameron – SportZmix/Waupaca Sand & Solutions, GCBAAs Foundation Director
- Ellen Davis – EL'EVATED Core Strategies, GCBAAs Foundation Vice President
- Sam Duinink – Duinink Golf, GCBAAs Board of Director
- Scott Griffith – Georgia GCSA, GCSAAs Board of Director
- Chris Wright – SOX Erosion
- Dillon Hagy – JLG | AUSA, GCBAAs Foundation Director
- John Holmes – Atlas Turf International, GCBAAs Foundation President
- Jamey Jackson – Modern Turf
- Scott Johnson – The Warrior Alliance
- Scott McCue – ATI
- Keith Potter – MKB Company/Silt Saver
- Tommy Sasser – Recreational Consultants
- Mychelle Thompson – GCBAAs
- Nate Watkin – SOX Erosion
- Chris Wright – SOX Erosion
- Stephanie Zimmerman – Advanced Drainage Systems, GCBAAs Foundation Director



With builders, suppliers, allied associations and industry partners around the table, the discussion offered a variety of perspectives on one shared challenge: **How do we better connect veterans with meaningful, long-term careers in the golf industry?**

At the center of the conversation was **Operation Double Eagle (ODE)**, The Warrior Alliance's nine-week training program designed to prepare veterans for careers within golf. The program combines college-accredited online education with hands-on skills development and internship experience, exposing participants to areas such as equipment operation, maintenance, horticulture, irrigation and water management.

The discussion quickly expanded beyond what exists today to what could come next.

Golf course construction offers career opportunities that extend well beyond what someone unfamiliar with our industry might initially envision. Equipment operation, irrigation, mechanics, project coordination, agronomy, sales and management are all potential pathways, and GCBAAs and its members are uniquely positioned to help veterans understand and access them.

One of the most meaningful ideas to emerge from the conversation was a shift in terminology: moving beyond being simply "veteran-friendly" and becoming **"Warrior Committed."**

Being Warrior Committed means looking beyond simply hiring a veteran. It means creating an environment where veterans can successfully transition into a new career, understand what advancement looks like, receive meaningful onboarding and training, and know they have the support necessary to succeed.

The conversation also identified opportunities to expand regional internships, develop more construction-focused training in areas such as heavy equipment, mechanics and irrigation, and create stronger connections between veterans and employers throughout the country.

There is plenty of work still to be done, but there was also tremendous enthusiasm around the table about what our industry can offer. Veterans bring skills, discipline, leadership and experience that translate well into golf course construction and related fields. Our responsibility is to make sure they know those opportunities exist and help create a pathway to reach them.

The goal isn't simply to fill open positions. It is to introduce talented individuals to an industry where they can build a career, find purpose and become part of this great community.

From the Meeting Room to the Ballpark

After an afternoon focused on workforce development and the future of our industry, it was time for a change of scenery.

The group headed across The Battery to Truist Park for the Atlanta Braves versus New York Mets game, where several additional guests joined the evening:

- Jeannie Blair
- Chris Caccavale, Caterpillar – GCBAAs Secretary
- Paulo Carrolo, Caterpillar
- Mike Garbs, Advanced Drainage Systems – GCBAAs Treasurer
- Adam Holz
- Leon Hunt, Caterpillar
- Jon O'Donnell, Heritage Links – GCBAAs President
- Luke Ralston, White Columns Country Club
- Tim Westmoreland, Westmoreland Construction
- Tom Caldwell, Caterpillar

The expanded group made for an even better evening of baseball, conversation and





networking, providing an opportunity to spend time together outside of the meeting room and continue building relationships in a much more relaxed setting.

And that time together matters.

Our industry has always been built heavily on relationships. Meetings and conference calls move initiatives forward, but sometimes the best conversations happen when there isn't an agenda in front of you.

Between baseball, ballpark food, plenty of conversation and a little friendly banter, the evening gave attendees an opportunity to strengthen existing relationships and build new ones.

That camaraderie is more than just a fun part of a trip. Many of the ideas discussed earlier in the day will require organizations and individuals to work together well beyond one meeting in Atlanta. Programs like Operation Double Eagle grow when people trust one another, stay connected and are willing to step up when an opportunity arises.

For one evening, though, it was also perfectly acceptable to simply enjoy a Braves game together.

Behind the Yellow Iron

The following morning brought an entirely different experience as several attendees traveled to the Athens, Georgia area for a behind-the-scenes tour of the Caterpillar manufacturing facility, where compact dozers and mini excavators are produced.

For a group representing an industry that

depends on equipment every day, seeing how these machines actually come together was eye-opening.

We see the finished product on golf course construction sites across the country. What we don't always see are the countless steps—and the extraordinary amount of work—that take place before a piece of equipment ever reaches the jobsite.

Throughout the facility, the attention to detail was remarkable.

Every component, process, inspection and checkpoint plays a role in the final machine. Quality control isn't simply one final step before a machine leaves the facility; it is incorporated throughout the manufacturing process.

Seeing that process firsthand gave attendees an entirely new appreciation for what goes into every piece of equipment.

There are people behind every weld, every component, every inspection and every machine moving down the line. There are systems in place to ensure consistency, safety and quality, and an incredible amount of thought goes into details most of us would never consider when we climb into a machine on a jobsite.

For those who work around construction equipment every day, it was impressive to see just how much happens behind the scenes to create the Caterpillar equipment our industry relies upon.

The tour was also a reminder that quality doesn't happen by accident. It is the result of people taking pride in their work and understanding that every detail—no matter how

small—contributes to the finished product.

A Lot to Take Home

Veteran workforce development. A Braves game. A Caterpillar manufacturing facility.

It may not sound like the most conventional itinerary, but perhaps that is what made the trip so worthwhile.

At The Warrior Alliance, we were challenged to think differently about how our industry can welcome veterans—not simply by being veteran-friendly, but by becoming Warrior Committed and providing the training, opportunities and support necessary to build meaningful careers.

At Truist Park, we were reminded of the importance of teamwork and the relationships that make our industry what it is.

And at Caterpillar, we witnessed an extraordinary commitment to process, precision and quality—and gained a greater appreciation for everything that happens behind the scenes before a machine ever arrives on one of our projects.

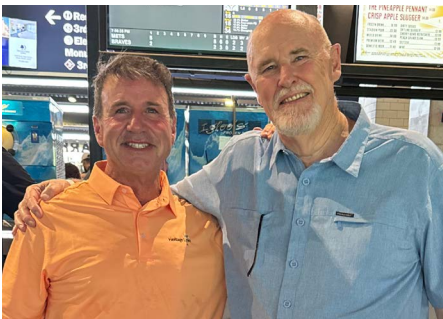
For the GCBA, the trip reinforced the importance of bringing people and organizations together to advance our industry and invest in its future.

There is considerable work ahead as the GCBA, GCBA Foundation, The Warrior Alliance and industry partners continue exploring opportunities surrounding Operation Double Eagle, regional internships, construction-focused training and the development of a meaningful Warrior Committed employer standard.

But progress starts with conversations like the one held in Atlanta and with people willing to turn those conversations into action.

We returned home with stronger relationships, new ideas, a greater appreciation for the people and processes behind the equipment our members use every day, and an even stronger belief in the opportunities our industry can provide to those beginning their next chapter.

Three very different stops. One incredible trip. So much to build on.



GCBAA RECOGNIZES CHARTER MEMBERS AT 2026 *Summer Meeting*

The strength of GCBAA has always been rooted in its members—the companies and individuals who believe in the Association's mission, support its work and recognize the importance of a strong, unified voice for the golf course construction industry. As GCBAA continues to grow its reach, programs and impact, that commitment from its membership plays an important role in keeping the Association moving forward.

The 2026 GCBAA Summer Meeting in Traverse City provided an opportunity to celebrate that commitment. During the Wednesday, July 29 Dinner, **JLG Industries | AUSA, George E. Ley Company and Links Bridges** were presented with Charter Member plaques, recognizing their place among a distinguished group of members who have chosen to make a one-time investment in the future of the Association.

Charter Members make a one-time **\$15,000 commitment to the Association**. More than a designation, Charter Membership is an opportunity for members to demonstrate their belief in GCBAA's mission and help support the continued growth and advancement of the Association and the industry it represents.

Charter Members are recognized in the Association's directory with the Charter Member designation, and their membership profiles may also feature the Charter Member logo. At GCBAA events, specially designated Charter Member feather flags provide additional visibility and distinguish these companies for their commitment and support of the Association.



JLG Industries | AUSA

As a global leader in access equipment, material handling vehicles and construction technology, JLG Industries, Inc. (JLG) delivers a diverse portfolio of equipment and solutions designed to help customers move materials, elevate people to height and increase productivity on job sites around the world. From JLG® mobile elevating work platforms and telehandlers to SkyTrak® telehandlers, Power Towers low-level access lifts, AUSA transportation and material handling products,

and Hinowa aerial and earthmoving machines, JLG is committed to providing solutions that help customers tackle a wide range of applications.

That commitment extends to the golf industry, where JLG is proud to be a Charter Member of the Golf Course Builders Association of America (GCBA) and to continue building relationships with golf course builders and suppliers, including through JLG AUSA dumpers and other solutions suited to their work. Beyond equipment and service, JLG's membership also supports the GCBAA Foundation and its efforts to provide youth with opportunities to explore golf and careers within the industry.

For Dillon Hagy, the Charter Member designation represents an extension of the relationships JLG has built through its involvement with GCBAA.

"GCBAA has always been about relationships and being present. The more time we spend with the members, the more we understand their businesses, their challenges and where we can bring value as a partner. Becoming a Charter Member takes that commitment to another level, and it's something we're incredibly proud of. It's more than a plaque or a check—it's about investing in the future of GCBAA, supporting its continued growth and being part of where this Association and our industry are headed next." – **Dillon Hagy, JLG Industries | AUSA**

Learn more about JLG Industries | AUSA dumpers: www.jlg.com/en/equipment/dumpers



George E. Ley Company

Few companies better represent the history and generational nature of the golf course construction industry than George E. Ley Company.

Founded in 1968 by George E. Ley, Jr., the company completed its first golf course that same year, managing the project from irrigation and shaping through grow-in. George E. Ley III became president in 1990, helping grow

the company and expand its work throughout the golf industry. Today, Brian Ley leads the company as president, continuing the Ley family legacy and raising the company to higher standards.

Over the years, George E. Ley Company has provided golf course construction, renovation, irrigation and pump station services for public and private facilities throughout the industry. The company's longevity is also reflected in its workforce, with numerous project managers, service technicians and other team members having spent decades with the company.

Becoming a GCBAA Charter Member is another chapter in a relationship built around the same values that have guided the company for generations: quality, service, relationships and pride in the work.

"Becoming a Charter Member is meaningful to me because it represents our family's continued commitment to an industry that has given us so much over the years. GCBAA has provided relationships, friendships and opportunities that we truly value, and this is one way we can show our support and help strengthen the Association for generations to come." – **Brian Ley, President, George E. Ley Company**

Learn more about George E. Ley Company: www.gelcogolf.com



Links Bridges

Links Bridges has built its reputation around a highly specialized part of golf course infrastructure: Bridges that are superior to any alternative for most golf course applications.

The company designs, manufactures and delivers custom-built, 100% fiberglass bridges for golf courses as well as parks, trails, boardwalks and other off-road applications. Its work can be found at hundreds of installations throughout North America.

Buyers benefit not only from premium bridges which will outperform any alternative for longevity, maintenance and ease of installation. They also receive expert



engineering and assistance aimed at achieving major savings for foundation and installation costs.

"We are honored to be recognized as a Charter Member of the GCBAA. It is an impressive organization with great leadership and an important mission." –CEO Don Ferrar, Links Bridges

Learn more about Links Bridges: www.linksbridges.com

Investing in What Comes Next

GCBAA's growth is made possible by members who not only see value in the Association today, but also believe in what it can become. The support of Charter Members helps strengthen GCBAA's ability to serve its membership, build meaningful industry relationships, advance its mission and create opportunities that move the golf course



construction industry forward.

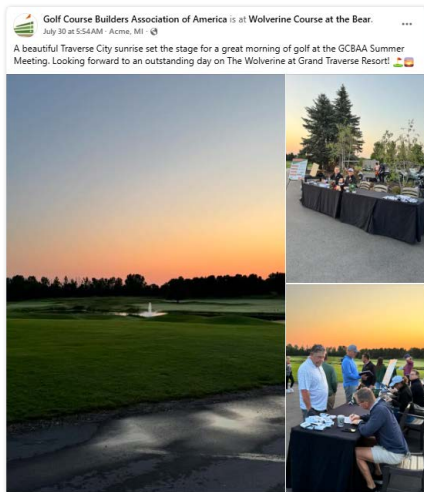
We are proud to recognize JLG Industries | AUSA, George E. Ley Company and Links Bridges for choosing to be part of that continued growth. Their commitment, alongside that of GCBAA's other Charter Members, is an investment in an Association that belongs to its members and is strengthened by those willing to support its future.

SiteOne Landscape Supply has also become a 2026 GCBAA Charter Member and will be formally presented with its Charter Member plaque at an upcoming Winter Meeting. Their commitment further adds to the growing group of companies choosing to invest in the Association and the work ahead.

Interested in becoming a GCBAA Charter Member? Contact GCBAA staff to learn more about joining this distinguished group and helping support the future of GCBAA.

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American Golf Industry Coalition

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THE GROUNDWORK FOR *Great Golf*

For more than
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As the only association dedicated exclusively to golf course construction, GCBAA serves as the voice of an industry responsible for shaping the courses golfers enjoy every day.



GCBAA is proud to support GCSAA celebrating 100 years.

The best courses are built together. GCBAA is honored to support the Col. John Morley Centennial Campaign and GCSAA's goal to raise \$1 million for the next century of leadership and service to the game. This investment helps support the programs and resources that will strengthen the golf industry for years to come.

For decades, GCBAA builders and GCSAA superintendents have worked side by side—sharing expertise, elevating best practices and collaborating at the GCSAA Conference and Trade Show—to deliver the highest-quality playing conditions and build the best golf courses in the country.

JUSTIN APEL | EXECUTIVE DIRECTOR, GCBAA

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EMPLOYEES' USE OF AI COULD BE *Evidence in Lawsuits*

Employees across the construction industry use AI daily: estimators checking bids, project managers drafting correspondence, and superintendents cleaning up field notes. Every exchange creates a record, and because the interface feels private, employees are often candid.

Courts are increasingly asked whether a party's AI use must be disclosed in litigation. Most publicized cases focus narrowly on whether AI prompts and outputs are protected when used to prepare for a lawsuit. The more common question for companies is simpler: can employees' everyday AI use become evidence in a future lawsuit?

The answer is yes.

When AI Is Discoverable

Discovery is broad by design. Under the Federal Rules of Civil Procedure and many analogous state rules, a party may obtain any nonprivileged information relevant to a claim or defense and proportional to the case, whether or not it is ultimately admissible at trial. Electronically stored information falls squarely within that scope, and courts have applied these rules to electronic data for well over a decade.

AI prompts and outputs are simply the newest form of electronically stored information, joining a list that already includes email, text messages, and chat threads. There is no AI exception and no special protection for conversations with a machine. If the material is relevant and not privileged, it is discoverable.

When AI Use Is Protected from Discovery

Not all AI use is automatically discoverable. The work-product doctrine protects material prepared in anticipation of litigation, and courts are beginning to extend that protection to AI conversations. One federal court recently treated a party's ChatGPT records, prepared in connection with her own lawsuit, as protected work product.

That protection, however, is narrower than it appears. Courts disagree on whether party-generated AI material qualifies as work product at all. One court found a party's AI exchanges were

not protected because they were not prepared by or at counsel's direction.

More importantly, the doctrine depends entirely on anticipation of litigation. Everyday AI use usually predates any dispute and produces ordinary business records subject to ordinary discovery.

You Cannot Simply Delete AI Conversations

Once a company realizes its employees' AI conversations could reach an opposing party, the instinct is to delete them. That instinct must be managed carefully: federal law and most states' laws impose a duty to preserve evidence, and it attaches earlier than many people expect.

The duty to preserve usually arises once a party reasonably should know evidence may be relevant to anticipated litigation. This duty can be triggered by a demand letter, a preservation request, or a decision to pursue a claim, often before a lawsuit is ever filed. The same moment that can shield some AI conversations as work product is therefore the moment that prohibits their destruction.

Failing to preserve evidence can result in "spoliation"—i.e. the loss or destruction of evidence. Under federal rules and most state court rules, a court may order remedial measures once it finds that the loss of evidence prejudiced another party, but the harshest sanctions, including an adverse-inference instruction, dismissal, or default judgment, require a finding that the party acted with intent to deprive another party of the evidence's use. A company facing an adverse-inference instruction ends up defending its litigation conduct instead of its work on the project.

Practical Steps Going Forward

The instinct to delete faster is often the wrong move. The better response begins with control.

1. Control how AI enters the company. The greatest risk is unmanaged adoption, with employees using personal accounts the company cannot see, audit, or preserve. Deploying AI through an enterprise environment with administrative

controls lets the company inventory what employees are using and approve specific tools.

2. Set retention deliberately.

Enterprise platforms let a company control how long conversation data is kept. Thirty to ninety days is common for routine chat data, but the right period depends on the company's systems, contracts, and recordkeeping obligations.

What matters most is choosing a retention period deliberately and following it consistently. A good-faith, routinely followed policy can help avoid spoliation issues. But once a duty to preserve arises, the company must stop automatic deletion, even under its own retention policy.

3. Train employees, repeatedly.

Policies alone do not change behavior. Employees need concrete, repeated guidance on what belongs in a prompt, for example, how they discuss safety plans or frame requests for additional compensation under a change order.

A useful test is whether you would be comfortable with a jury reading this prompt. If not, rephrase it or do not ask it at all.

Conclusion

Somewhere, a project manager is typing questions into an AI system that will one day be read aloud in a deposition, and the company employing that project manager has no idea the conversation exists.

The company can still shape how big a problem that becomes through its policies, administrative controls, retention practices, and employee training.

AI conversations are business records. Most will never enjoy privilege or protection, and once a dispute is on the horizon, they must be preserved like everything else. A company that chooses its tools, follows a deliberate retention policy, and trains employees on responsible prompting has solved a problem its competitors do not yet know they have.

Editor's Note: This article is not legal advice. Rather, this article is intended to alert readers to new and developing legal topics and promote critical thinking about hypothetical legal issues. Readers are urged to consult their own legal counsel or the author of this article if the reader wishes to obtain a specific legal opinion about how the matters discussed in this article may apply to the reader's particular circumstances. The author **Adam L. Robertson** can be contacted at (713) 351-0358, or at **Andrews Myers, P.C.**, 1885 Saint James Place, 15th Floor, Houston, Texas 77056, **ARobertson@andrewsmyers.com**.



Total Worker Health IN GOLF CONSTRUCTION

From Injury Prevention to Total Worker Care Why it matters: Total Worker Health® (TWH) brings safety, health, and worker well-being together. For golf construction, that means looking beyond traditional hazards to address fatigue, heat, physical strain, mental well-being, nutrition, and the way work is organized.



What Is Total Worker Health®?

Total Worker Health® is defined as policies, programs, and practices that integrate protection from work-related safety and health hazards with promotion of injury and illness-prevention efforts to advance worker well-being. It is a holistic, organization-wide approach to worker well-being.

Understanding and applying TWH principles can help organizations move from a compliance-focused approach toward a broader, risk-based approach to safety management. It considers both the physical and psychosocial work environment and their impact on workers.

A Whole-Worker Approach

Safety + Health + Well-Being = a stronger, more resilient workforce

Why TWH Matters in Golf Construction

Golf construction combines physically demanding work, heavy equipment, outdoor exposure, tight project schedules, and changing site conditions. A Total Worker Health approach recognizes that these factors can influence both safety and worker well-being.

- High physical demands can contribute to chronic pain and musculoskeletal strain.
- Long hours, irregular schedules, and project deadlines can increase fatigue.
- Extreme heat and sun exposure can create significant health risks on open jobsites.
- Heavy machinery, earthmoving, and trenching require continuous hazard awareness.
- Stress and mental health concerns can affect concentration, engagement, and performance.
- Remote or spread-out work areas can make access to timely medical support more challenging.

From Traditional Safety to Total Worker Health

Traditional safety programs focus heavily on identifying and controlling workplace hazards. TWH expands that approach by also considering how work organization, fatigue, stress, job demands, and worker well-being influence safety and performance.

Traditional Safety Focus	TWH Expands the Approach
Hazard identification and controls	Hazards + work organization + worker well-being
Injury prevention	Injury prevention + health promotion
Physical work environment	Physical + psychosocial work environment
Compliance and procedures	Risk reduction + sustainable worker health

Core Strategies for the Jobsite

Leadership & Culture: Equip supervisors to recognize fatigue, stress, and health concerns before they become safety issues.

Fatigue Management: Evaluate schedules, overtime, breaks, and workload to reduce fatigue-related risk.

Heat & Hydration: Build hydration, shade, acclimatization, and heat-illness prevention into daily operations.

Worker Engagement: Give craft workers a voice in identifying health and safety challenges and developing practical solutions.

Access to Care: Provide convenient access to occupational medical support when injuries or health concerns occur.

Key Golf Construction Safety & Health Risks

- **Heavy Machinery:** Bulldozers, excavators, loaders, and other equipment create strike-by and caught-between risks.
- **Trenching & Excavation:** Drainage and irrigation work can expose crews to cave-in and related hazards.
- **Weather Exposure:** Heat and sun exposure can contribute to heat illness and fatigue.
- **Ergonomic Strain:** Repetitive and physically demanding work can contribute to back, joint, and muscle strain.
- **Fatigue:** Long shifts and demanding project schedules can affect alertness and decision-making.
- **Mental Well-Being:** Project pressures and demanding work environments can contribute to stress.



Putting Total Worker Health® Into Practice

A TWH strategy becomes meaningful when it is built into everyday jobsite operations. Programs should be practical, accessible, and aligned with the needs of the workforce.

Hydration & Heat Illness Prevention

Promote hydration, heat awareness, appropriate breaks, and other practices that help crews manage outdoor exposure.

Stretch & Flex

Use structured stretching and mobility activities to prepare workers for physically demanding tasks and help address strain.

Mental Health Support

Create opportunities for workers to recognize stress and connect with appropriate support.

First Aid & Emergency Preparedness

Maintain trained personnel and clear response processes for injuries and medical events.



Occupational Medical Support

Provide accessible medical assessment and support when jobsite injuries or health concerns occur.

Telehealth & On-Call Support Extend access to medical support when an onsite medical professional is not immediately available.

Putting TWH to Work

The goal is not to add another layer of programs. It is to integrate worker health into the way the jobsite already operates.

How Amphibious Medics Can Support Your TWH Strategy

Amphibious Medics can help construction organizations translate Total Worker Health principles into practical, jobsite-ready programs and services.

- Onsite occupational medical coverage
- Injury assessment and treatment
- Heat illness prevention and worker education
- Health and wellness initiatives
- Stretch & Flex programs
- Mental Health First Aid
- First Aid/CPR training
- Drug & Alcohol Testing
- Telehealth and eVisit support
- 24/7 On-Call Medical Services
- Incident tracking, reporting, and medical insights

The Whole Worker: Beyond the Jobsite

Total Worker Health recognizes that worker well-being extends beyond physical safety. Mental health, sleep, nutrition, financial stress, and other factors can influence concentration, engagement, productivity, and overall well-being.

Financial Well-Being as One Piece of TWH

Financial literacy includes the ability to understand and manage personal finances such as budgeting, saving, investing, and managing debt. When included appropriately within a broader wellness strategy, financial education can help workers build greater confidence and resilience.

- Budgeting, credit, saving, and debt-management education.
- Access to practical financial tools and resources.
- Retirement and emergency-savings education.
- Ongoing resources that help workers build long-term financial confidence.

The Business Case

- A healthier workforce can be better positioned to perform demanding work safely.
- Addressing fatigue, heat, physical strain, and stress can support risk reduction.
- Accessible medical and wellness resources can strengthen the employee experience.
- A whole-worker approach can contribute to a stronger safety culture and workforce resilience.
- Integrating health into safety practices helps organizations move beyond a compliance-only mindset.



The Bottom Line

Total Worker Health® is about more than preventing injuries. It is about creating work environments where employees can perform safely, stay healthy, and thrive—on the job and beyond.



WHEN IS IT TIME TO REPLACE *Bunker Sand?*

BY, USGA GREEN SECTION STAFF



If your bunkers are not performing like they used to, it may be time to replace the sand.

Deciding when to replace bunker sand is less about a fixed timeline and more about performance, playability and maintenance efficiency. Over time, even the highest-quality sand degrades due to contamination, weather and traffic. That deterioration negatively affects bunker aesthetics and function, and eventually bunker sand replacement will be necessary.

One of the primary indicators of when it is time to replace bunker sand is contamination. Finer particles are brought into the sand by water, wind, maintenance traffic and even golfers' shoes, and organic debris builds from grass clippings and leaves. Bunker washouts make things worse. As contamination increases, infiltration is restricted, leading to poor drainage and excessively firm playing conditions. If bunker sand remains saturated long after storms or develops crusting on the surface, the sand profile has likely been compromised due to contamination.

Another key indicator is firmness and consistency. Ideally, bunker sand provides a predictable playing surface that is firm enough

to support a golfer's stance, yet loose enough for a club to swing through. New bunker sand typically starts with angular particles, but over time, raking and play will wear and round the edges like a river stone. Rounded particles are unable to bind to each other and softness increases. This change in the sand's physical characteristics can result in inconsistent lies with balls plugging in some areas and lying too tightly in others. If your bunkers play less consistently than they used to, that is a good sign that it's time to replace the sand.

Increasing labor inputs on bunker maintenance can also be a sign of sand issues. If your crew is spending a disproportionate amount of time repairing washouts, pumping flooded bunkers, or redistributing sand after storms, the material itself may no longer be performing adequately and/or the internal drainage may be compromised. Ensure that bunker drain lines are functioning properly prior to replacing any sand.

Finally, visual appearance of the sand should not be overlooked. Discoloration, algae growth, or a "dirty" look can detract from presentation

and often correlates with contamination and poor drainage. If sand depths are adequate and drainage is sufficient, perhaps a thin coating of bright, new sand will rejuvenate the bunkers. However, this is not a fix for contamination or poor infiltration. Only complete sand replacement along with inspecting internal drainage will fix those problems.

While many courses consider replacing bunker sand every five to 10 years, high-traffic facilities or those with challenging environmental conditions may require more-frequent intervention. Testing particle size distribution, infiltration rates, firmness and organic matter accumulation can provide objective data to support decision-making. Ultimately, proactive replacement ensures consistent playability, reduces long-term maintenance costs, and preserves the course's overall quality. If your facility needs assistance with decisions about bunker sand, reach out to your regional USGA agronomist.

This article first appeared in the April 17, 2026, issue of the USGA Green Section Record.



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CELEBRATE INTERNATIONAL THANK A GOLF COURSE SUPERINTENDENT DAY *on Sept. 8*

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CONTACT: ANGELA HARTMANN, DIRECTOR, COMMUNICATIONS,
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LAWRENCE, KAN. – AUG. 4, 2026
– For the sixth year, the Golf Course Superintendents Association of America (GCSAA), in conjunction with other global superintendent organizations, will recognize those who keep the game on course with International Thank a Golf Course Superintendent Day on Sept. 8.

The 2026 campaign has special significance as GCSAA prepares to celebrate its 100th anniversary on Sept. 13.

Golf course management is continually evolving profession. Beyond their traditional role of turf care, they now manage large teams, have become environmental stewards, and embrace advances in technology like autonomous equipment and AI data and analytics to make informed decisions to keep their courses sustainable.

In addition to GCSAA, organizations taking part in the global event include the British and International Golf Greenkeepers Association (BIGGA), the Australian Sports Turf Managers Association (ASTMA), the Canadian Golf Superintendents Association (CGSA) and the Federation of European Golf Greenkeepers Associations (FEGGA). Together, the organizations represent more than 31,000 golf course management professionals in 78 countries.

The celebration encourages golfers and others to recognize superintendents for their hard work and dedication to the game, whether on social media, in person or through other forms of appreciation. Participants are encouraged to join the social media conversation throughout the month of September using #ThankASuper or #ThankAGreenkeeper, depending on the terminology used in their country.

During the 2025 International Thank a Golf Course Superintendent Day campaign, social



THANK YOUR GOLF COURSE *Superintendent* THIS SEPTEMBER



Thank a Superintendent Day - September 8

Every great round starts long before the first swing.

media messages reached nearly 20 million followers worldwide.

To learn more about how GCSAA members have been keeping the game on course for a century, visit www.gcsaa.org.

About GCSAA

The Golf Course Superintendents Association of America (GCSAA) is a leading golf organization in the United States. Its focus is on golf course management, and since 1926 GCSAA has been the top professional association for the men and women who manage golf courses in the U.S. and worldwide. From its headquarters

in Lawrence, Kan., the association provides education, information and representation to 21,000 members in more than 78 countries. The association's mission is to serve its members, advance their profession and improve communities through enjoyment, growth and vitality of the game of golf. Visit our industry-leading magazine at GCMonline.com.

The GCSAA Foundation is the philanthropic organization of the GCSAA. Its mission is to secure funding and support to strengthen advocacy, education, and research that advances the work of golf course management professionals. Visit the Foundation at www.gcsaa.org/foundation



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PRESIDENT & CEO *Jeff Morgan,* FASAE, CAE, ANNOUNCES 2027 RETIREMENT

CONTACT: MELISSA LOW, CAE, VICE PRESIDENT, COMMUNICATIONS & ADVOCACY
703-739-9500, GOODNEWS@CMAA.ORG



Alexandria, VA – President and CEO Jeff Morgan, FASAE, CAE, will retire September 30, 2027, concluding 13 distinguished years leading the Club Management Association of America and The Club Foundation.

During his tenure, the Association regained a solid financial footing and repositioned and rebranded itself within the industry to better serve club professionals. CMAA made a strategic, forward-looking shift to strengthen member offerings and benefits, including research, educational resources, and a revitalized Club Foundation. His leadership of the National Headquarters team enabled fruitful work, furthering the vision and mission of the Association.

Morgan shares, "Serving as President & CEO of CMAA for the past 13 years has been one of the

most rewarding experiences of my professional career. I have had the privilege of working alongside dedicated members, volunteer leaders, Chapters, Partners, and professional staff who share a passion for advancing the club management profession. As I prepare to retire, I am grateful for the relationships we've built and the progress we've achieved together. I remain fully committed to supporting a thoughtful leadership transition and ensuring CMAA is well-positioned for continued success in the years ahead."

Morgan first joined CMAA in October 2014. Previously, he served as President and Chief Executive Officer of the National Investor Relations Institute and held senior positions in two other associations focusing on global derivatives and property & casualty insurance.

CMAA Chair Janine Budzius, CCM, CCE, explains, "On behalf of CMAA's Board of Directors, I would like to thank Jeff for his service to the association. We have already begun the process to engage a national search for his successor with the expectation to hire a new CEO prior to his retirement. We will ensure a deliberate approach, ensuring a smooth leadership transition and continuity for the Association and its operations."

About CMAA

Founded in 1927, the Club Management Association of America (CMAA) is the largest

professional association for managers of membership clubs with more than 8,700 members throughout the US and internationally. Our members contribute to the success of more than 2,600 country, golf, athletic, city, faculty, military, town, and yacht clubs. The objectives of the Association are to promote relationships between club management professionals and other similar professions; to encourage the education and advancement of members; and to provide the resources needed for efficient and successful club operations. Under the covenants of professionalism, education, leadership, and community, CMAA continues to extend its reach as the leader in the club management practice. CMAA is headquartered in Alexandria, VA, with 38 professional chapters and 45 current and prospective chapters. Learn more at cmaa.org.

About The Club Foundation

The Club Foundation, a 501(c)(3) organization, was established by CMAA to fund the life cycle of a club manager's career, providing financial support for five key areas: students, faculty, club managers, CMAA Chapters, and the club industry at large. It supports the advancement of club management professionals, funding industry education programs through scholarships and grants, and has awarded more than \$8.5 million in scholarships and grants since 1988. Learn more at clubfoundation.org.

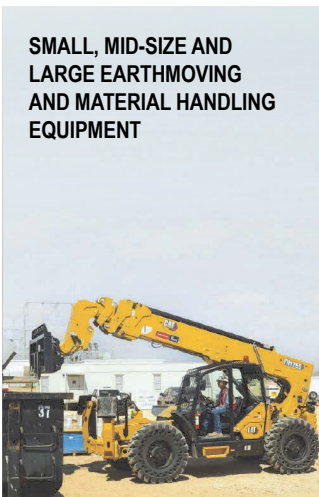
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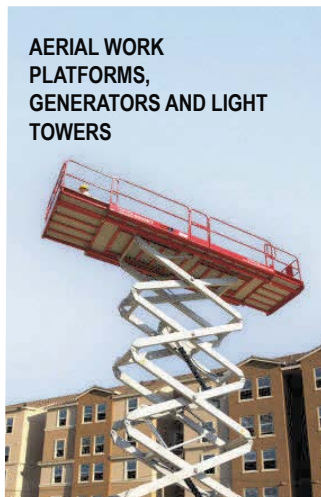
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Golf and Water: THE BIGGER PICTURE IS ABOUT MORE THAN GALLONS

BY: RONNIE MILES, NGCOA, SENIOR DIRECTOR OF ADVOCACY

Across the United States, communities are confronting increasingly difficult questions about water. Population growth, drought, reduced snowpack, agriculture, development and emerging industries are placing additional demands on a resource essential to our communities and economy.

Golf is part of that conversation, and it should be.

Golf courses require water to maintain healthy turf and playable conditions. But public discussion about golf and water can sometimes begin and end with one image: a green golf course in a community where residents are being asked to conserve.

That image does not tell the whole story.

The more meaningful questions are: How much water does golf use? What kind of water is being used? How efficiently is it being applied? And what is the industry doing to reduce future demand?

The answers demonstrate considerable progress, while reinforcing golf's responsibility to continue improving.

Golf Has Reduced Water Use by 31%

Over the past two decades, the golf industry has invested heavily in irrigation technology, turfgrass research, water conservation and professional education. According to the Golf Course Superintendents Association of America's Golf Course Environmental Profile, U.S. golf facilities reduced irrigation water use by approximately 31% between 2005 and 2024, from roughly 2.38 million acre-feet to 1.63 million acre-feet annually.

That reduction did not happen by accident. Today's golf course superintendent manages water using technology and science most people driving past a golf course never see. Modern facilities may employ weather stations, computerized irrigation controls, soil-moisture sensors, handheld moisture meters, wetting agents, drought-tolerant turfgrasses and increasingly precise irrigation systems.

As GCSAA's Michael Lee has observed, this creates a unique communications challenge. Someone may drive past a green golf course during drought conditions and wonder why

the course looks healthy while homeowners are being asked to reduce outdoor watering. What that person cannot see is the technology beneath the turf, the superintendent's agronomic education and training, the moisture measurements being taken, or the source of the water being applied.

Where Golf Gets Its Water Matters

One of the biggest misconceptions about golf is that courses primarily use municipal drinking water for irrigation. The national data tell a very different story. **A green golf course does not necessarily mean a wasteful golf course.**

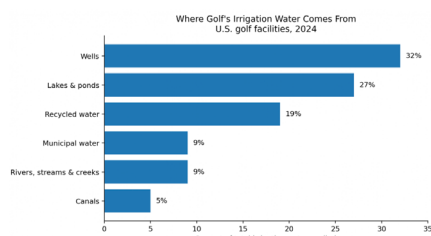


Figure 1. Share of total irrigation water applied by U.S. golf facilities, 2024. Source: GCSAA Golf Course Environmental Profile, Phase IV, Water Use and Conservation Report. Percentages may not total 100% due to rounding.

GCSAA reports that approximately 32% of golf irrigation water comes from wells, 27% from lakes and ponds, and 19% from recycled water. Municipal water represents approximately 9% of total irrigation water applied.

Put another way, approximately 78% of golf irrigation water comes from wells, lakes and ponds, or recycled supplies. There is an important qualification. "Municipal water" should not automatically be interpreted as "potable water." Municipal systems and reporting definitions vary. Nevertheless, the national data demonstrate that municipal systems are only one component of a much broader irrigation portfolio.

That is why simply asking, "How much water does golf use?" provides an incomplete picture. We should also be asking: "What kind of water is golf using?"

In many communities, golf courses provide a productive destination for recycled wastewater. Courses can also capture stormwater, store water in ponds and reservoirs, and utilize groundwater

and other sources that can reduce pressure on community drinking-water supplies.

Putting Golf's Water Use in Statewide Perspective

Water conditions differ dramatically across the United States. Climate, rainfall, water rights, population, agricultural demand and the availability of reclaimed water all influence how golf facilities operate.

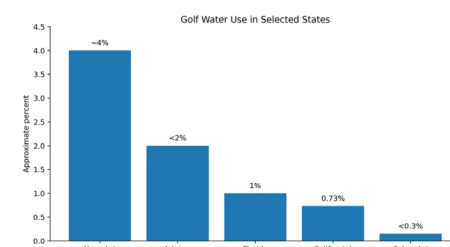


Figure 2. Illustrative golf water-use figures for selected states. *Nevada uses the midpoint of an estimated 2%-6% range; Colorado is shown as less than 0.3%. †California's 0.73% figure specifically measures potable water consumption. Arizona is reported as less than 2%. State definitions and methodologies differ, so the figures are not directly comparable.

Available figures from several states where water policy is especially important help put golf's demand into perspective.

These numbers should not be viewed as a strict state-by-state ranking because the underlying measurements differ. California's figure, for example, specifically measures golf's share of potable water consumption, while Arizona's figure relates golf to the state's broader water supply.

Nevertheless, they provide useful context. Even in states where golf is economically important and water availability is a major public-policy issue, golf typically represents a relatively small portion of the overall resource. But a small percentage does not eliminate the obligation to conserve.

California: 0.73% Is Not an Excuse to Stop Improving

California provides a particularly useful example of that philosophy.

"The California golf community consumes 0.73% of the potable water consumed in the

state – a number that is lower than it was just a few years ago and a number that the golf community is committed to lowering further, because if all the many 0.73% users of potable water in California use that small number as an excuse to discontinue their conservation efforts, the state will arrive at 2050 incapable of supporting the economic and population growth central to maintaining California as the 4th largest economy in the world.” –Craig Kessler, California Alliance for Golf

That commitment is translating into changes on the golf course. Kessler points to the increasing regrassing of California golf courses with drought-tolerant varieties of Bermudagrass that require considerably less water than the grasses they replace. In many cases, these grasses also allow courses to eliminate water-intensive winter overseeding, providing an additional opportunity to reduce annual irrigation demand.

Importantly, the golf industry is not simply adopting new technology; it is helping develop it. “One of the drought-tolerant turfgrass varieties now being used was developed through the turfgrass program at the University of California, Riverside, a program funded almost entirely by the California golf industry,” says Kessler.

This provides a tangible example of what continued water stewardship looks like: investing in research, adopting grasses that require less water, changing long-standing maintenance practices, and reducing potable water demand without sacrificing the recreational and economic benefits golf provides.

Golf can place its relatively small share of statewide potable water consumption in perspective, but as Kessler makes clear, 0.73% is not the finish line.

Arizona: Less Than 2% With More Work To Do

Arizona's golf industry is taking much the same approach.

“In Arizona, the golf industry accounts for less than 2% of the state's total water supply. But we aren't putting a period at the end of that sentence. Instead, our industry is proactively continuing its investments in systems, research, and operational practices to refine and reduce that number year over year.” – Katie Prendergast, Arizona Alliance for Golf.

The percentage provides perspective. **It does not provide an excuse.**

Green Does Not Mean Wasteful

Golf faces a perception challenge that many other industries do not. Successful water conservation can be almost invisible.

When an irrigation system becomes more efficient, the objective is still healthy turf. When a course converts from potable water to recycled water, neighbors may see no visible difference. When a superintendent uses moisture sensors to avoid unnecessary irrigation, the course may still look green.

Appearance therefore tells us very little about how much water was applied or where that water originated. A superintendent may be monitoring weather conditions, measuring soil moisture before operating an irrigation head, watering only specific areas that require it and using recycled water to do so. To someone driving past, however, it simply looks like a green golf course.

That is why conservation and communication have to work together.

New Competition for Water Resources

Golf is also only one of many sectors confronting increased scrutiny over water. Agriculture remains the dominant user in many parts of the country. Population growth increases municipal demand. Manufacturing and energy production require water. More recently, rapid growth in artificial intelligence and the data centers supporting it has introduced another significant source of demand.

Data centers can use considerable quantities of water directly for cooling computer equipment. Their substantial electricity requirements can also create an indirect water footprint because some forms of power generation require water for cooling.

Comparing golf and data centers strictly by gallons can be misleading because the industries use water differently. Golf primarily manages living landscapes and has increasingly incorporated wells, surface water and recycled supplies. Data centers use water primarily for cooling and are themselves investing in recycled water, closed-loop systems, air cooling and other conservation technologies.

Every industry that depends on water should be prepared to explain how much it needs, where that water comes from, how efficiently it uses it and what it is doing to reduce future demand.

Golf should expect to meet that standard, just as technology companies, agriculture, manufacturers, municipalities and other water users should.

Every Golf Course Has a Water Story

The golf industry's next challenge is not simply continuing to reduce water consumption. It is becoming better at explaining what is already happening.

Golf course owners, operators, superintendents and PGA Professionals should know the answers to basic questions about their own facilities: Where does our irrigation water come from? How much is reclaimed or otherwise

non-potable? How has our consumption changed? What technology have we invested in? Have we reduced irrigated acreage? What agronomic practices are lowering demand? What are we planning to do next?

These are no longer simply maintenance questions. Increasingly, they are advocacy questions.

Michael Lee, Senior Manager, Government Affairs, GCSAA, has highlighted the opportunity presented by golf professionals, who are among the most public-facing individuals at a golf facility. They interact every day with golfers, business leaders, community officials and policymakers.

When those professionals understand what their superintendent and maintenance team are doing, they become additional credible voices capable of explaining golf's water story.

That becomes especially important when elected officials and regulators make decisions regarding drought restrictions, conservation requirements and water allocations that may directly affect golf facilities.

The Goal is Not to Defend Every Gallon

Golf's strongest argument is not: “We use a small percentage, so leave us alone.”

It is: “We understand the value of water, we have made measurable progress, and we intend to keep improving.”

The industry's record demonstrates that improvement is possible. National irrigation water use has declined 31% since 2005. Recycled water represents a significant component of golf's irrigation supply. Technology has made irrigation more precise. Turfgrass research continues producing grasses capable of maintaining quality while requiring less water.

But the work is not finished.

The western United States faces continued uncertainty from drought, changing snowpack and pressure on resources such as the Colorado River. Other regions are confronting population growth, groundwater depletion, saltwater intrusion and competing municipal demands.

Golf therefore has two responsibilities: continue reducing the amount of water required to maintain healthy, playable courses, and become much better at explaining how that water is being responsibly managed.

The public has every right to expect golf to use water wisely. Golf should expect the same of itself.

Because the most compelling story the industry can tell is not simply how much water golf uses. It is where that water comes from, how efficiently it is used, and what golf is doing to use less tomorrow than it does today.



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Attending the 2026 GCBAA Summer Meeting in Traverse City was an experience that left a lasting impression on me, both professionally and personally.

As a newer Preferred Partner with GCBAA, I arrived hoping to learn more about the golf course construction industry, meet members, and better understand how Evolv could bring value to the GCBAA community. I left with all of that, but also with something I didn't necessarily expect: genuine relationships and a deeper appreciation for the people who make this association so special.

One of the things that stood out most was the fellowship among GCBAA members. In an industry where many companies may compete for the same projects, there was an incredible willingness to share knowledge, make introductions, recommend one another, and help each other succeed. That sense of community is unique, and it was something I was fortunate to experience firsthand in Traverse City.

The meeting also gave me a better understanding of just how connected the golf course construction industry really is. Architects, builders, shapers, irrigation specialists, suppliers, landscapers, and other professionals each bring a different area of expertise to a project. Often, several GCBAA members are working together throughout the life of a project, creating an environment where relationships and collaboration truly matter.

That perspective helped me better understand where Evolv can fit into the GCBAA community.

Through Evolv, we can help businesses simplify payment acceptance, invoicing, ACH and card payments, and other parts of the accounts-receivable process. Through our digital marketing business; VIV, we help businesses strengthen their websites, search visibility, digital advertising, automated marketing, and overall online presence.

But our role as a Preferred Partner is about much more than the services we provide. It starts with listening.

Every business is different. The best way for us to create value is to understand the challenges members face, learn what they are trying to accomplish, and identify opportunities where we can genuinely help. Some of the most valuable conversations in Traverse City had nothing to do with making a sale. They were simply opportunities to learn about someone's business, hear their story, and build a relationship.

And those conversations are already continuing beyond the meeting. Introductions made in Traverse City have turned into ongoing conversations, friendships, and opportunities to work together. I'm incredibly grateful to everyone who took the time to welcome me, share their experiences, explain their role in the industry, and introduce me to other members.

One of the most meaningful examples of that already taking shape is our new

relationship with Eagle Golf & Landscape Products, a company with deep roots in GCBAA and the golf course construction industry. The Christman family has supported the association for generations, and Eagle Golf has been a familiar presence at GCBAA events for decades. Following conversations and connections through GCBAA, Eagle Golf recently chose Evolv as its payment processing partner.

For me, that means much more than welcoming a new client. It is a great example of what can happen when members and partners take the time to get to know one another, support businesses within the GCBAA community, and truly embrace the association's "Buy From Within" philosophy. I'm grateful to Shannon and the Eagle Golf team for their trust in Evolv and excited about what we can accomplish together.

There was also a personal side to the experience that I didn't anticipate. I met people who share many of the values that are important to me: faith, family, conservation, hard work, and responsible stewardship of the land.

Psalms 85:12 says, "The Lord will indeed give what is good, and our land will yield its harvest."

That verse felt especially fitting during my time with GCBAA. So much of what this industry represents is about planting, shaping, cultivating, and caring for the land, and then having the patience to see what grows.

I returned from Traverse City with more knowledge, renewed energy, and a stronger sense of purpose. The Summer Meeting reminded me that the strongest partnerships are built over time, through trust, shared values, and a willingness to invest in one another.

Evolv and VIV are excited to continue learning from and investing in the GCBAA community. The groundwork was laid in Traverse City, and we're already talking about what comes next.

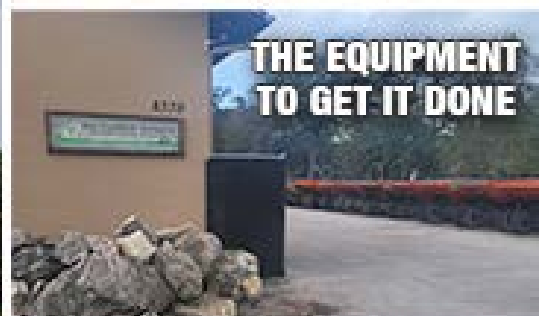
If 2026 was about building relationships, I believe 2027 is going to be about seeing what those relationships can grow into. And I have a feeling BIG things are in store for the next Summer Meeting.

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NMP GOLF CONSTRUCTION WELCOMES *Joseph Pierman* TO ITS LEADERSHIP TEAM

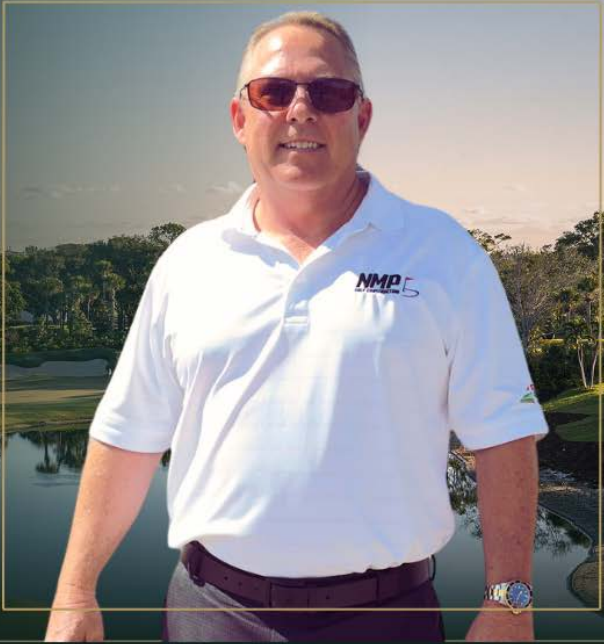


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SENIOR PROJECT COORDINATOR



Portrait of Joseph Pierman, Senior Project Coordinator, wearing a white polo shirt with the NMP logo and sunglasses, standing in front of a golf course.

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CONSTRUCTION BEGINS ON WILCZYNSKI-DESIGNED 18-HOLE *Golf Course at Esplanade at Solaeris,* TAYLOR MORRISON’S NEW GOLF RESIDENTIAL COMMUNITY IN PORT ST. LUCIE, FL



PORT ST. LUCIE, FL. – Construction is underway on the new 18-hole golf course at Taylor Morrison's Esplanade at Solaeris in Port St. Lucie, Florida. Designed by golf course architect Christopher Wilczynski of C.W. Golf Architecture (GCBAA Professional Member), the course will serve as the centerpiece of the new golf residential community, offering a unique playing experience for golfers of all skill levels.

"Esplanade at Solaeris reflects our ongoing commitment to creating exceptional lifestyle communities designed around connection, wellness, and shared experiences," said Jeremy Goulart, Taylor Morrison's Treasure Coast Vice President of Operations. "We're proud to collaborate with Chris and a highly accomplished team of industry experts to deliver a premier golf experience that will serve as the centerpiece of the community and a destination residents and guests will enjoy for years to come."

The project transforms what was once a flat citrus farm into a dynamic golf landscape. Multiple lakes will be created across the property, generating approximately 650,000 to 700,000 cubic yards of soil used to shape the course's landforms, fairways and playing corridors. Native Florida vegetation, including

live oaks, pines, palms and other plant materials, will be thoughtfully incorporated throughout the course to frame the holes, enhance aesthetics and support wildlife habitat.

Wilczynski's design emphasizes strategic variety and diverse playing experiences through a mix of par-3, par-4 and par-5 holes featuring varied lengths and risk-reward opportunities, including several drivable par-4s.

A five-tee system ranging from approximately 3,800 to 7,000 yards will provide options for golfers of all abilities, from beginners to accomplished players. Distinctive green complexes with varying sizes, elevations, angles and contouring will create strategic interest and introduce unique playing characteristics from hole to hole.

"I hope golfers and residents are drawn to the course for its beauty, strategic character, challenge and playability," said Wilczynski. "Our goal is to create a sense of place that encourages shared experiences with family and friends. The best rounds are those where each hole makes you look forward to the next—and that's what we're focused on delivering."

Contractors include GCBAA Charter Member and Certified Builder Ryangolf (golf course construction), Atwell (civil engineering), RVI

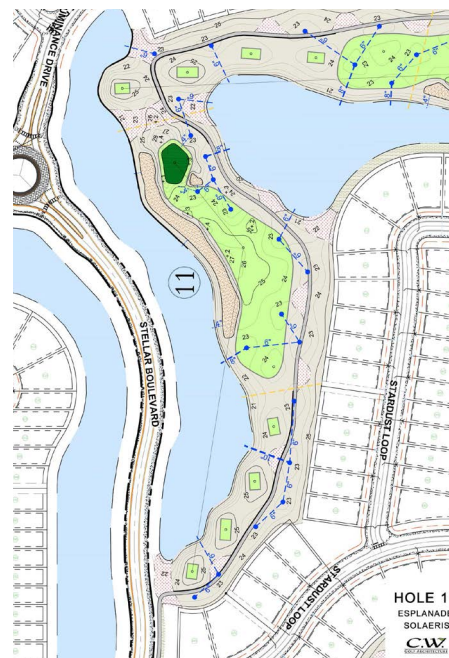
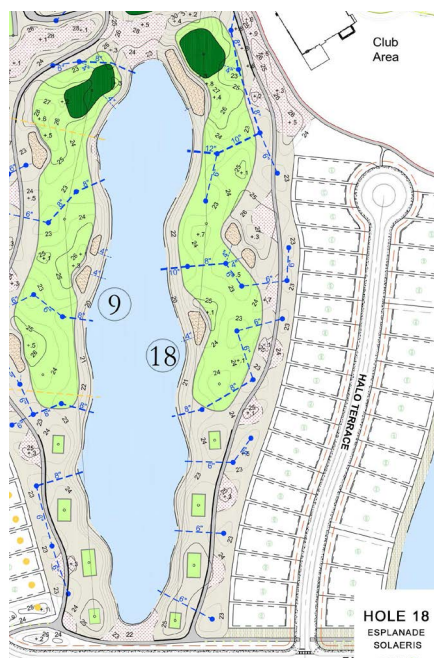
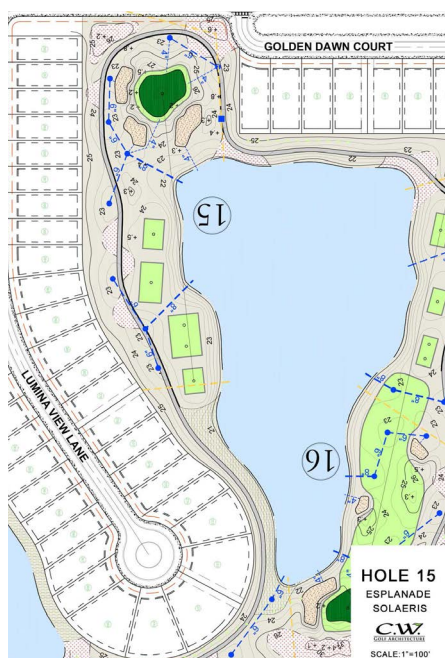
(land planning and landscape architecture), Guettler Brothers (mass grading), Aqua Turf International and Sean Hyduk (irrigation design), and GCBAA Member GT Irrigation (irrigation construction).

Wilczynski will make weekly site visits to oversee each phase of construction through the course's expected opening for play early to mid-2027.

To learn more about Esplanade at Solaeris, join the VIP interest list here: EsplanadeAtSolaeris.com

About Taylor Morrison

Headquartered in Scottsdale, Arizona, Taylor Morrison is one of the nation's leading homebuilders and developers. We serve a wide array of consumers from coast to coast, including first-time, move-up, luxury and resort lifestyle homebuyers and renters under our family of brands—including Taylor Morrison, Esplanade and Yardly. From 2016-2026, Taylor Morrison has been recognized as America's Most Trusted® Builder by Lifestory Research. Our long-standing commitment to sustainable operations is highlighted in our annual Sustainability and Belonging Report.



About C.W. Golf Architecture

C.W. Golf Architecture, located in Saline, Michigan, was formed in 2010 by Christopher Wilczynski, golf course architect and member of the American Society of Golf Course Architects (ASGCA). The boutique firm specializes in a wide

range of services including the master planning and renovation of existing private and public golf courses and the design and development of new golf courses and practice facilities. The mission of C.W. Golf Architecture is to passionately craft beautiful and interesting design work that

enhances the golfing experience for players of all skill levels.

For more information about C.W. Golf Architecture, please visit www.cwgolfarch.com or contact Christopher Wilczynski at (734) 395-7941.

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DELANO, Minn. – When Duinick Golf breaks ground on a project, its teams bring decades of golf-specific construction experience supported by a century of civil construction expertise from Duinick. In 2026, Duinick is celebrating its 100th anniversary, a milestone built on the family values, craftsmanship and reliability that have made Duinick Golf a trusted partner to golf clubs and architects across the country.

Duinick's story began in 1926, when brothers Amos, Henry and Wilbur Duinick started grading roads with horse-drawn equipment in Prinsburg, Minnesota. What began as a small road-building operation has grown through four generations of family ownership into a company with more than 1,400 employees across three sectors: water management, construction and materials, and real estate.

Duinick Golf operates within Duinick's construction and materials sector alongside the company's concrete and heavy civil construction operations. The business draws on decades of shared expertise in earthmoving, drainage and site development—capabilities central to

building and renovating high-performing golf courses.

Established in 1988, Duinick Golf has built a national reputation for new golf course construction, renovation and irrigation work. The company has completed projects across the United States alongside leading golf course architects and consultants. A certified builder with the Golf Course Builders Association of America, Duinick Golf operates from offices in Minnesota and Georgia, bringing the precision and experience needed to translate a course design into a lasting, playable golf experience.

"We saw an opportunity to serve the golf industry, and we have spent decades becoming true experts in golf course construction and understanding exactly what our customers need," said Judd Duinick, Owner and past President of the Golf Course Builders Association of America, serving from 2020 to 2022. "That focus is what our reputation is built on today."

Duinick remains fully family owned. In 2026, the company reached another milestone





as the first members of its fourth generation became company shareholders. The transition reflects the long-term thinking, steady leadership and consistent values that have guided the company for a century.

"As we mark 100 years as a family business, our path forward is grounded in the same servant leadership that got us here: putting our employees and customers first," said Sam Duinick, Director of Business Development and Owner. "We are proud of the relationships we have developed and the courses we have helped build, and we look forward to the next 100 years of doing this work."

Duinick marked its centennial with a community celebration July 25, 2026, in Willmar, Minnesota, bringing together employees, partners and customers to celebrate the company's history. One hundred years after three brothers began grading roads with horse-drawn equipment in Prinsburg, the same commitment to people, craftsmanship and community continues to guide the company forward.

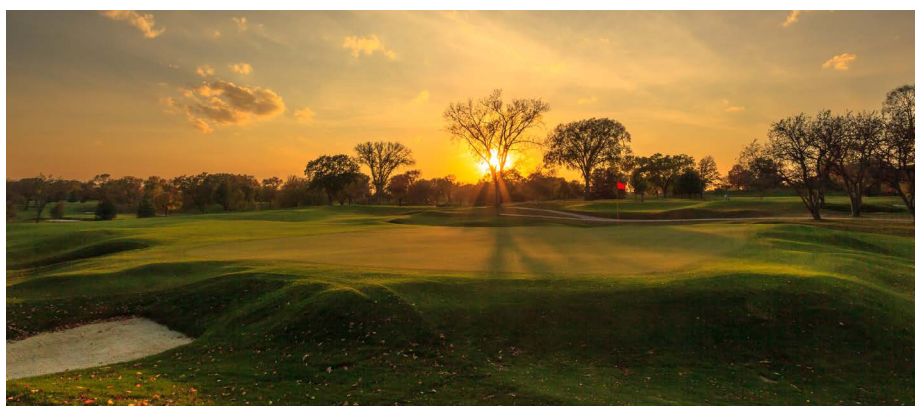
About Duinick Golf

Duinick Golf is a division of Duinick Construction & Materials, a sector of Duinick Companies. Founded in 1926, Duinick Companies is a multigenerational, family-owned company with more than 1,400 employees. Formed in 1988, Duinick Golf provides new golf course construction, renovation and irrigation services for projects throughout the United States. The company works alongside leading golf course architects and consultants and operates from offices in Minnesota and Georgia.

For more information, visit duinickgolf.com. Duinick is an Equal Opportunity Employer.



Four generations of family ownership have carried Duinick from horse-drawn road graders to a nationally recognized golf course builder, giving clubs and architects a builder backed by a century of experience



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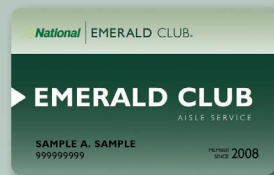
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Esmelyn Espinal - Esmelynespinal1@gmail.com

CONTINEO GROUP

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Phone: (770) 335-9403
Bryan Russell - bryan.russell@thecontineogroup.com

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Ryan Burchard - ryan@ecologicalimprovements.com

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Christian Cancio - ccancio@hinterlandgroup.com

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Carl Heinlein - cheinlein@theamphibiousgroup.com

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Brian Kennedy - bkennedy@ybc.com

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David Boyden - daveboyden@gmail.com

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GCBAE MEETINGS CALENDAR

November 16-18, 2026
Carolinas GCSA Conference & Trade Show
Myrtle Beach, South Carolina
GCBAE Booth# 11

December 15-16, 2026
S. Florida Regional Meeting
Biltmore Coral Gables
Coral Gables, Miami, Florida

January 15-21, 2027
GCSAA Conference & Trade Show
GCBAE Winter Meeting
New Orleans, Louisiana
GCBAE Booth# 3119

May 3-5, 2027
National Golf Day
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Visit the Events page at gcbae.org to stay up to date!



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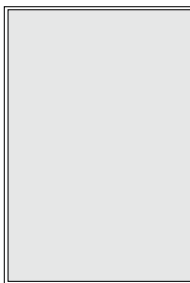
FULL PAGE AD

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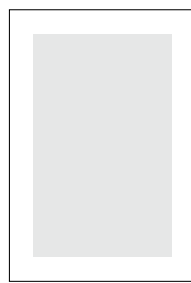
4-color, 2 issues:\$1900 ad/issue

4-color, 4 issues:\$1750 per ad/issue

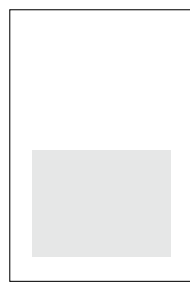
Earth Shaping News Ad Sizes



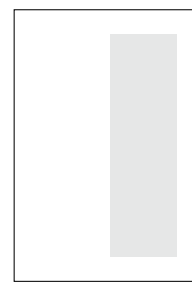
full with bleed
8.5 x 12.25



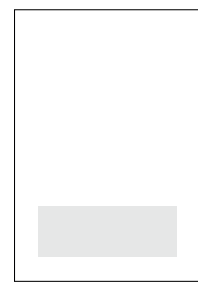
full without bleed
7.5 x 10



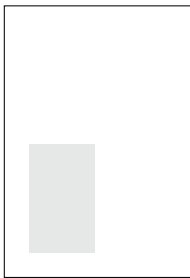
1/2 horizontal
7.5 x 4.875



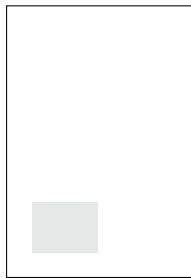
1/2 vertical
3.625 x 10



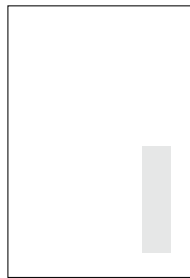
1/4 horizontal
7.5 x 2.3



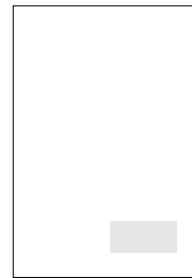
1/4 vertical
3.625 x 4.875



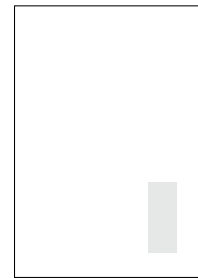
1/8 horizontal
3.625 x 2.3



1/8 vertical
1.6875 x 4.875



1/12 horizontal
3.625 x 1.46



1/15 vertical
1.3 x 3.17

ART GUIDELINES

NOTE: Original images must be 300 DPI for CMYK or Greyscale images, and 600 DPI for Bitmap images. Do not increase the resolution on a file that is of insufficient resolution.

ACCEPTABLE FORMATS:

- **JPEG, TIFF, or Photoshop files** on flash drive or CD. See above for resolution requirements.
- **Email attachment digital images** (JPEG, TIFF). See above for resolution requirements.

UNACCEPTABLE FORMATS:

Word document or a PDF document unless High Resolution

- **Low resolution (72 DPI) digital images**

- **Images on a website** (unless physical size is at least 8" wide)

TEXT GUIDELINES

Preferred text submission is a Word email attachment or on a PC-formatted flash drive .

ACCEPTABLE FORMATS:

- **In-line.** In the body of an email
- **PDF.** As a pdf (for text only)
- **Simple text.** As a simple text doc
- **URL.** As a URL to a web page (for text only)

UNACCEPTABLE FORMATS: (unless discussed w/GCBAA)

- **Fax.** A fax of the copy
- **Printout.** A printout or photocopy of the copy

2026 Copy Guidelines

- Please contact the GCBAA office for upcoming newsletter deadlines.

Thank you!

Contact GCBAA with questions about submission or making an ad reservation.

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