



Golf Course Superintendents Association of America

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Nufarm attains Golf Course Superintendents Association of America (GCSAA) Gold Partner status. *Leading supplier of crop protection products increases support in GCSAA Partner Recognition Program.*

Lawrence, Kan. (Dec. 5, 2017) – Nufarm Americas has increased its support of the Golf Course Superintendents Association of America (GCSAA) and its members through participation in the association's Partner Recognition Program. Nufarm will invest resources at the program's Gold Partner level after previously investing as a Silver Partner.

"GCSAA thanks Nufarm for its investment in our members and continued support of the golf industry," said GCSAA CEO Rhett Evans. "This partnership has already created an innovative program for assistant superintendents, and we're looking forward to seeing what we can do together in the future."

As part of their investment, Nufarm is partnering with GCSAA to offer the EXCEL Leadership Program for assistant golf course superintendents, which launched in October. EXCEL offers leadership training for personal, career and community/industry stewardship and is administered through GCSAA's philanthropic organization, the Environmental Institute for Golf. Nufarm is a member of the EIFG's Platinum Tee Club and is recognized at the Presidential Club level for donors.

"Nufarm has always been dedicated to meeting the needs of superintendents with our portfolio of products and customer service," said Nufarm North America President and General Manager Brendan Deck. "And as a Gold Partner, we are helping to meet the professional development needs of GCSAA members, in particular the assistant superintendents who will hone their leadership skills through the EXCEL program."

GCSAA's Partner Recognition Program provides year-round exposure based on a prescribed level of investment. GCSAA industry partners can choose among Platinum, Gold or Silver levels as a means to achieve marketing objectives. Each level provides partners unique communications and recognition options to position themselves in the marketplace. Vehicles in the program include the Golf Industry Show, GCSAA Education Conference, Golf Course Management magazine, media communications, social media and GCSAA.org. Additional opportunities for exposure within GCSAA membership, committees, chapters, career services and others exist as well.



The program offers industry partners strategic, diverse and ongoing communication with members. The association's primary communications vehicles are the most read in the industry and are considered the cornerstone of marketing activities by the industry. Additional program features desired by companies in their marketing mix are maximizing year-round visibility, securing proprietary options and engaging in philanthropy in a strategic manner by supporting The Environmental Institute for Golf.

About GCSAA and the EIFG

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 nearly 18,000 members in more than 78 countries. The association's mission is to serve its members, advance their profession and enhance the enjoyment, growth and vitality of the game of golf. Visit GCSAA at www.gcsaa.org or find us on [Facebook](#) or [Twitter](#). Visit our industry-leading magazine at GCOnline.com.

The Environmental Institute for Golf is the philanthropic organization of the GCSAA. Its mission is to foster sustainability through research, awareness, education, programs and scholarships for the benefit of golf course management professionals, golf facilities and the game. Visit EIFG at www.eifg.org. or find us on Facebook or Twitter.

About Nufarm Americas

As a leading supplier to the golf superintendent, Nufarm's US turf and ornamental team delivers a portfolio of products meeting the value, efficacy, and innovation demanded by the market to solve the daily pest issues you face. Trusted products such as 3336, Affirm, 3336, Millennium Ultra 2 and Stellar have been your go-to products for years and innovative solutions such as Anuew, Celero and Pinpoint are more recent Nufarm solutions. An unsurpassed customer service team coupled with the sales and technical resources, all with a mission to solve your problems, sums up the personality of your Nufarm team.

Nufarm Americas, Inc. is a subsidiary of Nufarm Limited, a manufacturer, supplier and marketer of crop protection products based in Australia. Nufarm is recognized as one of the leading agricultural and turf chemical manufacturers in the world. Nufarm Americas, Inc. formulates products that serve the agricultural, professional turf, vegetation management and forestry markets in the United States.