

## **American and Asian golf groups sign two-year partnership to share turfgrass education materials, The Orchard hosting Asian superintendents' seminar September 5-6**

Lawrence, Kan. (July 29, 2014) - The Asian Golf Industry Federation (AGIF) and the Golf Course Superintendents Association of America (GCSAA) have agreed to a two-year partnership to share educational materials to raise the profile and standard of turfgrass maintenance in the Asian region.



The AGIF will begin using the materials with a series of four turfgrass management education seminars and expositions across the region in the coming months. GCSAA will direct educational programming at the first events, set for Sept. 5-6 at Manila's Orchard Golf and Country Club in the Philippines and Sept. 9-10 at Vietnam's Danang Golf Club.

This is the second year that The Orchard, one of the most active in golf educational initiatives, is hosting this very well received seminar. Two more events will be held in China in November. As part of a two-year strategic alliance agreement, GCSAA will provide educational content to AGIF workshops, seminars and field days.

"GCSAA is committed to educating course managers, wherever they are," said Rhett Evans, chief executive officer of the association. "The AGIF is committed to growing the game in Asia and can work effectively across national borders. It is clear that better education and reliable agronomic information improve the professional standing of individual superintendents and further the industry."

"Education is one of the core elements of the federation, and we look forward to working with GCSAA on a long-term basis in Asia," said Tim Trinko, president of the Singapore-based AGIF. "Through

our collaborative efforts, I am convinced that we can make a difference in offering quality education to superintendents in the region.

"We are committed to developing more programs for the benefit of our member companies, superintendents across the region, and for the greater good of the golf industry."

Earlier this year, the AGIF joined with the Thailand Golf Association and the Thai Golf Course Superintendents Association for an education session that attracted nearly 300 speakers and delegates.

The Asian Golf Industry Federation was formed and incorporated in August 2009 to support research, education and grow-the-game initiatives in the Asian marketplace. GCSAA was founded in 1926 and today has nearly 18,000 individual members in the United States and more than 70 other countries.

### **About GCSAA**

GCSAA is a leading golf organization and has as its focus golf course management. Since 1926, GCSAA has been the top professional association for the men and women who manage golf courses in the United States and worldwide. From its headquarters in Lawrence, Kan., the association provides education, information and representation to nearly 18,000 members in more than 72 countries. GCSAA's mission is to serve its members, advance their profession and enhance the enjoyment, growth and vitality of the game of golf.

### **About the Asian Golf Industry Federation**

With a group of stakeholders committed to help develop and lead the growth of the Asian golf industry, the Asian Golf Industry Federation was formed and incorporated in August 2009 with objectives to support research, education and grow-the-game initiatives in the unique Asian marketplace. The not-for-profit regional organization represents leaders in the Asian golf industry, including golf course and club suppliers, professional support services, golf course architects, golf real estate and development companies.