

# 2024

## TURFGRASS COUNCIL OF NORTH CAROLINA TURFGRASS & TECHNOLOGY ANNUAL GENERAL MEETING



**MARCH | 7<sup>th</sup>**

**10:00AM - 3:00PM  
JOHN DEERE CO.  
CARY, NC**

### AGENDA

9:45am - 10:00am

**WELCOME**  
TCNC BOARD

10:00am - 11:00am

**HOW CONNECTIVITY WILL CHANGE THE  
FUTURE OF YOUR BUSINESS**  
CHASE TEW & WES CLONTZ  
JOHN DEERE TURF CARE

11:00am - 12:00pm

**EXPLORE THE POWER OF  
DATA-DRIVEN MARKETING**  
TOVAH COATS  
STERLING BRAND LAB

12:15pm - 1:00pm

**ANNUAL GENERAL MEETING  
LUNCHEON**  
TCNC BOARD

1:00pm - 2:00pm

**CULTIVATING THE POTENTIAL OF TOPSOIL**  
JAY BLANCHFIELD  
SUNROCK

2:00pm - 3:00pm

**AGRONOMIC PROGRAMS FOR YOUR  
BUSINESS**  
ERIC STEFFENSEN  
PBI / GORDON

**REGISTER TODAY!**

**MEMBERS: \$40 PP    NON-MEMBER: \$65 PP**

**CONTINUING EDUCATION CREDITS**

**NC DEPT OF AGRICULTURE PESTICIDE: L - .5, N : 0.5, D : 0.5, X : 0.5**

**GOLF COURSE SUPERINTENDENTS ASSOC. OF AMERICA: EDUCATION .4**