



Agenda

Monday, June 19

- Arrive in Minneapolis by 3:00 pm CST
- Customer Networking Event

Tuesday, June 20 – LEADERSHIP

- Keynote “Leading Self and Others” – Chad Brinsfield, Professor and Chair Opus College of Business, University of St. Thomas.
- Panel – What Does Leadership mean to you?
- Panel – How Do You Approach Training, Retaining, and Mentoring?
- Finance – It’s All About the Money
- Tour of Toro’s Worldwide Headquarters
- Customer Networking Event

Wednesday, June 21 – INNOVATION

- Keynote – What is Innovation – Center for Technology, Research, and Innovation
- Panel – How Are You Approaching Innovation and How Is It Influencing Your Operations?
- Sustainability – What Does It Look Like For You?
- The Future of Turfgrass Management
- Customer Networking Event

Thursday, June 22 – MARKETING

- Developing Your Brand
- Panel – Challenges/Solutions for Turfgrass Managers
- Talk to Toro
- Depart

Come Grow as a Leader & Innovator

The Toro Company is excited to sponsor this tremendous opportunity for you and a select group of industry peers to attend the 2023 Grounds Leadership Academy at The Toro Company World Headquarters in Bloomington, MN on June 19th-22nd. This event will offer you a unique opportunity to learn and network with experts around key themes of LEADERSHIP, INNOVATION, and MARKETING. We have assembled an all-star lineup of speakers and panelist for this event. This is an interactive event where you will leave with a better understanding of:

- What is leadership and how do you lead your teams
- How to train, retain, and mentor your teams
- Finance fundamentals
- What is Innovation and how do you apply it to your operations
- Sustainability – what does it look like to you
- Future Turfgrass Industry Innovations
- How to develop your personal brand



We have a list of all-stars, ready to engage you in conversations that help you grow!

Keynote: “Leading Self and Others”



Chad Brinsfield
Professor & Chair
Opus College of Business,
University of St. Thomas

Chad Brinsfield is a Professor and Chair of the Management Department at the University of St. Thomas, Opus College of Business, in Minneapolis, MN. He earned his MBA, and PhD in Labor and Human Resources from The Ohio State University’s Fisher College of Business. He has industry experience in manufacturing and logistics, including positions as a division manager for an international automotive parts manufacturer, and co-founder and president of a commercial distribution corporation. He has conducted research on the topics of silence and voice in organizations, trust, and workplace commitments.* **(See additional Panelists and Speakers listed on page 2)**

[Click Here to Apply](#)





Grounds Leadership Academy

Panelists & Speakers



Sun Roesslein
Sports Stadium Manager,
Jeffco Public Schools

Sun Roesslein, CSFM, has been Sports Stadium Manager at the North Area Athletic Complex, working for Jeffco Public Schools Athletics for over 18 years. She is responsible for maintaining the football and soccer fields plus surrounding areas which make up the NAAC as well as stadium operations. The natural grass complex is the home field for 6 of the high schools in the Jefferson County School District. Sun got her start in the turfgrass management industry working on the grounds crew for the Lexington Legends Minor League baseball team in 2001. After moving to Denver she worked briefly for the City of Thornton before taking her current position with Jeffco Schools Athletics. In 2014, the NAAC soccer field was awarded SFMA's Soccer Field of the Year for the Schools and Parks category. The following year, the NAAC football field was selected as SFMA's 2015 Football Field of the Year in the same category. Sun is currently the President of the Sports Field Management Association



Jeff McManus
Director of Landscape,
Airport and Golf Services,
University of Mississippi

Jeff and his team have been praised by The New York Times, Forbes, and the Huffington Post for their work in landscaping at Ole Miss as well as Jeff's book, Growing Weeders into Leaders, that reveals the secret sauce in the recipe for their success. The PGMS, Newsweek, the Princeton Review, and USA Today all designated the Ole Miss Landscape team worthy of national distinction, naming the Ole Miss campus as the nation's most beautiful. As noted by Dan Cathy, Chairman of Board for Chick-fil-A, "Jeff reminds us that all leaders can be cultivated with the right pruning and nurturing."

As the Director of Landscape, Airport and Golf Services at the University of Mississippi by day, a member of the National Speakers Association by night, Jeff has worked with hundreds of leaders and organizations to find the hidden leader within themselves and others. His easy-to-follow Leadership programs motivate participants to lead by example, problem solve and to engage in continuous learning and growing.

Jeff graduated from Auburn University in Horticulture, he is a Professional Certified Grounds Manager, and a Certified Arborist. Jeff knows that great leaders grow great leaders, and as a professional speaker and a member of the National Speaker Association, his message focuses on enriching, entertaining, and inspiring industry leaders looking to grow their team's performance.



Travis Hogan
Head Groundskeeper,
Kansas City Chiefs

Travis Hogan is the Head Groundskeeper for the Kansas City Chiefs. He has worked in the turfgrass industry for 28 years. He worked in golf for 11 years, five years as a golf course superintendent, and has 17 years of experience with the Chiefs. Travis is a 2000 graduate of the Rutgers Professional Turf Management Program.



Ryan Moy
Head Groundskeeper,
Minnesota United FC

Ryan is Head Groundskeeper for the Minnesota United FC. Ryan joined MNUFC in September of 2018. He spent 12 years at Hazeltine National Golf Club which hosted the 2009 PGA Championship and 2016 Ryder Cup. Ryan Graduated with a Master's Degree from University of Minnesota in Horticulture and has an undergraduate degree from Carlson School of Business in Corporate Finance and Entrepreneurship.



Chase Straw
Assistant Professor,
Turfgrass Management
and Physiology,
Texas A&M

Chase earned his B.S. degree from the University of Kentucky in Turfgrass Science. During his undergrad he gained experience managing sports fields at the collegiate (University of Kentucky) and professional (Boston RedSox and Cincinnati Bengals) levels. He went on to earn his M.S. and Ph.D. degrees in Turfgrass Science from the University of Georgia. He spent two years as a Postdoctoral Research Associate at the University of Minnesota before becoming Assistant Professor of Turfgrass Management and Physiology at Texas A&M University in February 2020. Chase's research focuses on spatial and temporal variability within turfgrass systems in order to develop practical strategies for reducing management inputs and improving the overall user experience.



Andrew "Drew" Miller
Director, Turfgrass
Management Program,
Brentsville District
High School

Drew Miller is the Brentsville Turfgrass Management program director at Brentsville District High School in Nokesville, Virginia. He is a former MLB, NFL, and NCAA groundskeeper with different teams. Drew Graduated from Virginia Tech with a bachelor's Degree in Crops and Soil Sciences with a Focus on Turfgrass Management in 2016 and a Masters's degree in Career and Technical Education with a focus in Agriculture Education. He is completing his dissertation, a doctorate in Educational Leadership, at Liberty University. In his current role, he has developed the premier high school turfgrass management, where he is bringing the next generation of sports field managers. He is using his blueprint to develop high school turfgrass management programs across the United States to bring awareness to this incredible industry.