

**For Immediate Release:**

October 18, 2016

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**THIS IS WEST TEXAS**

## **Annual West Texas Turfgrass & Irrigation Conference and Trade Show Celebrates Their 30<sup>th</sup> Year**

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**(LUBBOCK)** – This annual conference and trade show, presented by the West Texas Chapter of the Golf Course Superintendents Association of America (WTGCSA), is returning to Lubbock and the South Plains for the 30<sup>th</sup> year. The event will take place Monday, Oct. 24 through Wednesday, Oct. 26 at the Lubbock Memorial Civic Center. A golf scramble will be held at the Lubbock Country Club on October 24 at 11 a.m. followed by a barbecue dinner.

This conference, focusing on educating the golf industry about new developments, unites golf superintendents, assistants, irrigators and vendors. About 150 attendees will be present to continue their education in turfgrass and irrigation practices. Members from across West Texas will gather in Lubbock to associate with fellow industry professionals about how to better their home courses.

“This conference and trade show allows golf course superintendents and assistants to come together and get to know one another as a network,” Cindy Herridge, WTGCSA executive director, said. “It also helps them add to their knowledge of their trade through continuing education unit sessions. They can see firsthand the new products and technology which could enhance their success in running and maintaining their golf courses.”

Once the conference is complete, attendees will have a better understanding of new techniques in their industry and how to improve their practices at home throughout West Texas.

The event is only open to registered participants in the industry. For specific questions regarding the program and registration, please email [wtgcsa@wtgcsa.net](mailto:wtgcsa@wtgcsa.net) or visit [www.wtgcsa.net](http://www.wtgcsa.net).

### **About Visit Lubbock and Lubbock Sports**

Visit Lubbock is Lubbock’s official Convention & Visitors Bureau, charged with increasing the activity of leisure, sports, meeting and convention travel to Lubbock. Since 2004, Visit Lubbock and Lubbock Sports have booked more than 4,480 events or conventions, resulting in 3.78 million visitors, 1.2 million room nights and \$403 million in direct economic impact to the Lubbock area. For more information, or to receive a free Visitor Guide, please call 800.692.4035 or go to [VisitLubbock.org](http://VisitLubbock.org). For our latest events, check out our Facebook page at [Facebook.com](https://www.facebook.com/visitlubbock) and search for Visit Lubbock and/or Lubbock Sports.

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