



Golf Course Superintendents Association of America

1421 Research Park Drive • Lawrence, KS • 66049 • 800-472-7878

Contact:

Angela Hartmann
Director, Marketing and Communications
Phone: 800-472-7878, ext. 3647 or 785-393-1361 (cell)
ahartmann@gcsaa.org

Mike Strauss
Manager, Media Relations
Phone: 800-472-7878, ext. 5164
mstrauss@gcsaa.org

FMC attains GCSAA Silver Partner status

Leader in innovative agronomic solutions joins GCSAA Partner Recognition Program

Lawrence, Kan. (Jan. 11, 2022) – FMC Corporation has pledged its support of the Golf Course Superintendents Association of America (GCSAA) and its members through participation in the association's Partner Recognition Program. FMC will invest resources at the program's Silver Partner level.

"The generosity of partners like FMC funds programs that help golf course superintendents succeed in their roles and enhance the enjoyment of and improve the communities they serve," said GCSAA CEO Rhett Evans. "GCSAA is thankful for FMC's partnership and support of the golf industry."

FMC is also recognized in the GCSAA Foundation's Cumulative Giving Program at the Governors Club level, for organizations that have given between \$50,000 and \$99,999 since 1987.

"The GCSAA is a storied organization that reflects the drive and passion of its members," said Evan Parenti, market manager. "FMC is committed to delivering new innovation to the golf market, supporting the GCSAA, and growing the game of golf together."

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 GCSAA Conference and Trade Show, *GCM* 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 GCSAA Foundation.



About GCSAA

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 19,000 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 GCSAA Foundation is the philanthropic organization of the GCSAA. Its mission is to secure funding and support to strengthen advocacy, education, and research that advances the work of golf course management professionals. Visit the Foundation at www.gcsaa.org/foundation.