

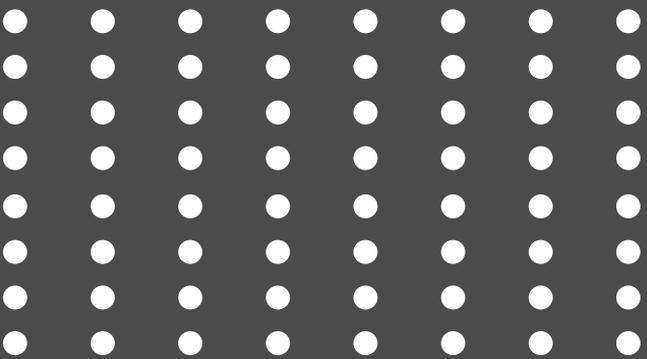
BEACON 24

TURFGRASS EVENT GUIDE



“ON A HALLOWED HILL IN TENNESSEE / LIKE A **BEACON** SHINING BRIGHT / THE STATELY WALLS OF OLD UT / RISE GLORIOUS TO THE SIGHT.”

UT Alma Mater



AGENDA

Thursday, September 12th

CROWNE PLAZA FOYER AND SUMMIT BALLROOM
401 W SUMMIT HILL DR SW, KNOXVILLE, TN 37902

TIME	DESCRIPTION
10:00 am - 1:00 pm	Employer Setup - Crowne Plaza Summit Ballroom
1:30 - 2:00	Student Arrival and Check-in - Foyer
2:00 - 5:00	Main Event Crowne Plaza Summit Ballroom Career Networking Headshot Booth Foyer
5:00 - 6:30	Reception + Trivia Crowne Plaza Summit Ballroom Remarks from UTIA Leadership Knox Trivia Guys Hors d'oeuvres, Beer + Wine
6:30 - 8:30	Employer Breakdown, Dinner on Your Own For dinner ideas, check out Visit Knoxville (https://www.visitknoxville.com)

Friday, September 13th

EAST TENNESSEE AGRESEARCH AND EDUCATION CENTER - PLANT SCI UNIT
3450 MALONEY RD, KNOXVILLE, TN 37920

TIME	DESCRIPTION
7:45 - 8:30	Check-in Coffee + Pastries
8:30 - 9:45	The Fairway Expedition (golf tour): Hear the latest in weed science, pathology, turfgrass selection research and more as it pertains to golf course management. A September event allows for timely updates from and interactions with our researchers just prior to EOP.
10:00 - 11:15	Pitch Perfect (sports tour): Get a behind-the-scenes look at the FIFA World Cup 26 pitch research being conducted plus other on-going research pertinent to safe and sustainable sports field management.
11:30 - 1:30	Lunch + Hops Behind-the-scenes look at UT Hops Research with Dr. Mitchell Richmond and Yee-Haw Brewing Co.

TRAVEL ARRANGEMENTS & OTHER THINGS TO DO

Hotel Information

Event Hotel: Crowne Plaza - Downtown Knoxville

401 W Summit Hill Dr SW, Knoxville, TN 37902

Instructions for booking

We have arranged a room block. Rate: **\$113/night (Parking \$15)**

1. [Click this link](#). It will take you to the hotel's reservation page.
2. Select arrival and departure dates. The GROUP CODE field will automatically populate when the **correct arrival and departure dates** are put in.
 - a. **Arrival: Sept 12**
 - b. **Departure: Sept 13**
 - c. *Note: If your stay is for days prior to or following the dates above, you'll need to contact the reservation manager, Jamie Julius at 865-522-2600.*
3. Click SEARCH. Basic room type (**rooms with two queen beds**) will be associated with the block. Attendees interested in other room types need to contact the hotel. For a room with one queen bed and a sofa-sleeper, add \$10 OR a room with one king bed, add \$15.
4. The link will work until **August 12th**. After the cut-off date, attendees would need to contact the hotel directly to make a reservation into the block.

Saturday, September 14th



BEACON falls just before a great weekend to stay and enjoy a Saturday in Knoxville with friends, family, or on your own!

Vols Football

The University of Tennessee will play **Kent State** at home on September 14th (time TBD).

Ag Day

The University of Tennessee Institute of Agriculture (UTIA) is planning its annual celebration of agriculture for **Saturday, September 14**. Hundreds of guests are expected to celebrate all things in the UT Herbert College of Agriculture. Activities generally include live animal exhibits, music, department-based demonstrations, and lots of food available for purchase. Alumni reminiscing with friends, faculty and staff is also on the agenda. More information will come over the summer.

PRICING

Employer Packages

SMOKEY | \$350

Limited to 20. Includes:

- Access to one of the largest pools of undergraduate turfgrass students in the U.S. and students from neighboring universities and colleges.
- Opportunity to share available positions in our **BEACON career portfolio**. Students will get to see opportunities prior to and following event.
- Access to the entire agenda for **one (1) attendee**. Additional attendees can be added for each business for **\$150 each**.
 - Setup Time (Sept 12)
 - Main Event (Sept 12)
 - Reception + Trivia (Sept 12)
 - Coffee + Pastries (Sept 13)
 - Research Field Plot Tours (Sept 13)
 - Lunch + Hops (Sept 13)
- At the **Main Event** (Sept 12), SMOKEY registrants receive:
 - One (1) six-foot table and two (2) chairs for discussions with students.
 - Student contact information following event (only students that opt in)

GO BIG ORANGE | \$750

Limited to 17. Includes:

- Access to one of the largest pools of undergraduate turfgrass students in the U.S. and students from neighboring universities and colleges.
- Opportunity to share available positions in our **BEACON career portfolio**. Students will get to see opportunities prior to and following event.
- Access to the entire agenda for **two (2) attendees**. Additional attendees can be added for each business for **\$150 each**.
 - Setup Time (Sept 12)
 - Main Event (Sept 12)
 - Reception + Trivia (Sept 12)
 - Coffee + Pastries (Sept 13)
 - Research Field Plot Tours (Sept 13)
 - Lunch + Hops (Sept 13)
- At the **Main Event** (Sept 12), GBO registrants receive:
 - One (1) eight-foot table, two (2) chairs, and an 8' x 8' "front lawn" for student engagement activities.
 - Student contact information following event (only students that opt in).

PRICING

Employer Packages (cont.)

VOL FOR LIFE | \$1200

Limited to 2. Includes:

- Access to one of the largest pools of undergraduate turfgrass students in the U.S. and students from neighboring universities and colleges.
- Opportunity to share available positions in our **BEACON career portfolio**. Students will get to see opportunities prior to and following event.
- Access to the entire agenda for **three (3) attendees**. Additional attendees can be added for each business for **\$150 each**.
 - Setup Time (Sept 12)
 - Main Event (Sept 12)
 - Reception + Trivia (Sept 12)
 - Coffee + Pastries (Sept 13)
 - Research Field Plot Tours (Sept 13)
 - Lunch + Hops (Sept 13)
- At the **Main Event** (Sept 12), VFL registrants receive:
 - One (1) eight-foot table, two (2) chairs, and an 8' x 8' "front lawn" for student engagement activities
 - Access to a private meeting space from 10a to 6p on Sept 12 [Executive Boardroom I (max cap - 16) OR Executive Boardroom II (max cap - 8)] to have 1-on-1 meetings or interviews with students.
 - Student contact information following event (only students that opt in)

Other Pricing Categories

Day 2 Only (Sept 13) | \$75

- Coffee + Pastries (Sept 13)
- Research Field Plot Tours (Sept 13)
- Lunch (Sept 13)

Student (Graduate or Undergraduate) | Free

- Main event (Sept 12)
- Reception + Trivia (Sept 12)
- Coffee + Pastries (Sept 13)
- Research Field Plot Tours (Sept 13)
- Lunch (Sept 13)

UT Extension Personnel (agents, specialists) | Free

- Coffee + Pastries (Sept 13)
- Research Field Plot Tours (Sept 13)
- Lunch (Sept 13)

ADDITIONAL GUIDANCE

Who has been invited?

In addition to our UT turfgrass students, our team has extended invitations for students to come from Abraham Baldwin Agricultural College, UT Martin, Walters State Community College, Chattanooga State Community College, Catawba Valley Community College, Horry-Georgetown Technical College and Western Kentucky University. Students from other UT departments and majors in the Herbert College of Agriculture will be encouraged to attend as well.

BEACON Career Portfolio

Employers that register for the SMOKEY, GBO or VFL packages will have access to the BEACON career portfolio.

What is it?

An online portfolio of job and internship opportunities that will be featured and discussed at the event. The portfolio will become available to students as early as July 12, but positions can continue to be added up to September 5th. Students will be able to continue to access the portfolio for at least 30 days after the event.

How do I need to prepare?

- **Company/Business Description**
 - Brief Overview (~250 - 500 words)
 - Location(s)
 - # of employees
 - Website
 - Contact(s)
- **Company culture statement** (~250 - 500 words)
 - Attitudes, values, behaviors and standards that you feel capture the culture at your facility/company.
- **Position/Internship Descriptions.** We encourage you to keep these as concise as possible.
 - Registered employers can submit as many positions as they would like to share. There is no limit.
 - While it is our preference that employers come prepared with open or soon-to-be open opportunities, you can also submit descriptions of the **types of positions available** at your business.
- **What you're looking for in an applicant**
 - A concise description of desired employee traits, strengths, and characteristics.
- **1 - 3 high quality, eye-catching photos** representing your business/facility that we can include in our portfolio.

How do I submit my info?

After registering, a member of our UT Turfgrass team will contact you with a link to share this information. We will then incorporate it into the portfolio.

ADDITIONAL GUIDANCE

Main Event Details

Employers that register for the SMOKEY, GBO or VFL packages will have access to the main event on September 12th.

What is it?

A career networking event in the Summit Ballroom at the Crowne Plaza Downtown. Students will be invited to wander the entire room. We will use a **passport method** to encourage them to visit every employer. During this period, employers will attempt to recruit students to be on their **trivia teams** for the reception.

How do I need to prepare?

- Bring a unique sticker or stamp for your booth (~0.5" x 0.5") to put in students passports.
- Bring a setup that is **eye-catching, engaging and fun**. While this is a professional networking event, we want to create a light and fun environment for students:
 - Games/Activities
 - Prizes
 - Handouts
 - "SWAG"/gifts
- **SMOKEY** registrants can decorate their 6' table in fun ways that stand out. There will some space for pop-up banners/signs on the backside of each table. Our UT Turfgrass team will pick a winning table and award a prize to that employer.
- **GBO and VFL** registrants will have an **8' x 8' "front lawn"** in front of an 8-foot table. We encourage you to have fun and be creative decorating these. Our UT Turf Team will pick a winning "lawn" and award a prize to that employer. Your lawn can be funny and/or feature larger games like mini corn hole, putting, croquet, and others that will fit within an 8' x 8' space.

Other Questions

Will there be on-site registration?

No. All attendees will need to register in advance. Registration deadline is **September 5th, 2024**.

Will pesticide points be offered?

No. Our team understands earning points is important which is why we offer the TN Turf Tuesdays series: <https://www.tnturfgrassweeds.org/turftuesday>

Who can I contact for more information?

Questions can be directed to **Dr. Becky Bowling** (rgrubbs5@utk.edu).