Golf Course Marketplace
To reserve space in this section, call Mary Anderson, 813-898-7077

ADVERTISING INFO.

1994 RATES

<table>
<thead>
<tr>
<th>2X</th>
<th>6X</th>
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<tr>
<td>$25.00</td>
<td>$65.00</td>
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<td>Add-on per 1/4&quot;</td>
<td>$18.75</td>
<td>$16.25</td>
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<tr>
<td>Logo incl. in ad</td>
<td>$40.00</td>
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- Rates per insertion.
- Minimum 2-time insertion.
- Prepayment is required.

Send prepayment & ad copy to:
GOLF COURSE NEWS
227 Second Ave. N.
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Fax (813) 825-0923

SENDING FORM

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or fax to: (813) 825-0923

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| q Payment enclosed, or Charge to my credit card |
| Quad Exp. date |
| Logo Blind Box |

Please attach separate sheet of paper if extra space is needed.

Golf Course Marketplace

May 1994
CALENDAR

May
25 — Kansas Golf Association Green Conference in Manhattan. Contact 913-842-4833.

June
4 — Modern Arboriculture Workshop on A Systems Approach to Practical Tree Care in Nebraska City, Neb. Contact the National Arbor Day Foundation at 402-474-5665.
8 — Lofos Field Day in Wilmington, Ohio. Contact David Goodwin at 800-328-1127.
10 — Lofos Field Day in Belize, Md. Contact John Patton at 800-732-3322.

July

August
16 — Wisconsin Turfgrass Field Day in Madison. Contact Dr. Frank Ross at 608-262-1490.

October
29-Nov. 2 — Georgia GC SA Annual Meeting in Savannah. Contact Karen White at 706-769-4076.

November
8-11 — Turf & Grounds Exposition in Rochester, N.Y. Contact 800-873-TURF.
10-12 — Golf Course Expo in Orlando, Fla. Contact the Golf Course News Conference Group at 207-846-0600.
13-15 — 28th Annual Carolinas GC SA Conference and Show in Myrtle Beach, S.C. Contact 800-474-GCSA.

* For more information contact the GCSAA Education Office at 800-472-7878 or 913-841-2240.

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the business being done in the Asia-Pacific region. Japan’s sagging economy has not affected development in the region, as backing aplenty has emerged from Taiwan, Singapore, Thailand and Hong Kong. Everyone seems determined to build a real-estate-based golf complex in the People’s Republic of China, while Malaysia and Indonesia remain the hottest overall development markets.

Last year, Vietnam was the new frontier. But after 12 months of feverish development activity, it’s almost passé. India is the new hot market, with dozens of projects in planning around the southern coastal cities of Bombay, Goa, Bangalore and Madras.

Three thoughts:
• More than the U.S. market, this region really needs a good exhibition and conference to help manage the stagger- ing growth.
• For American manufacturers who can establish distribution networks quickly, a killing can still be made here.
• So many courses went up so quickly — and shoddily — from 1988 to 1992, the renovation market will boom before long.

Asia-Pacific market
short of managers

By PETER BLAIS

SINGAPORE — Club managers are looking forward to the second two-week hospitality management program conducted jointly by the National University of Singapore and America’s Cornell University School of Hotel Administration.

This year’s program will run from June 5-17 at the Kent Ridge Campus in Singapore. Plans are to eventually expand the program to two, 14-day sessions that would run back-to-back over a one-month period. Last year’s 14-day session drew 45 students from throughout Asia. While not geared specifically to golf clubs, the program attracted many students who worked at country clubs or resorts with golf operations, according to Cornell Professor Leo Renaghan, one of the program organizers.

The Executive Program in Hospitality Management could help club managers better manage costs and develop ways to attract new customers, Renaghan said. All faculty have taught senior level executives.

"As the leading hospitality school in the world, we want to be where the action is," Renaghan said. "We believe that will be Asia over the next 10 to 15 years."

As is the case for course superintendents, professional training opportunities for golf club managers is a real problem," Driggs said. "Asian managers are generally very thankful for all the information they can get."

"The problem in Asia is that there are noisemaker. Disrupts habits! Eating, nesting & mating...

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