The summer of 1960 is remembered as Arnold Palmer’s golden summer, as the superintendent’s son claimed the U.S. Open, Masters, and no less than six PGA Tour events. Palmer’s meteoric career in many ways parallels the growth of the public course. In fact, Palmer’s exploits that year are generally credited with lighting a fire under millions of Americans who took up the game of golf in the early 1960s. In 1960, there were 3,149 public-access golf courses; daily-fee, municipal, and resort. By 1965 that figure had risen to 4,436—an extraordinary jump of 1,287 courses, or 250 openings a year. This was an era when 150 total course openings had been the norm.

Arnold Palmer is not only one of golf’s all-time great competitors, but he is the single greatest force behind the development of public-access golf. Over the years, as the wins continued to pile up, Palmer consolidated his influential place in the game by forming Palmer Course Design Co. and Palmer Golf Management, both of which specialize in creating and operating public-access golf courses.

Friday, November 11
9:00 a.m., Room 8
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Saturday, November 12
9:00 a.m., Room 9
Robert Trent Jones II, Founder and President of Robert Trent Jones II International, needs no introduction. Famous worldwide, Jones is a globe-trotting golf course designer who, like his father, can say the sun never sets on his golf designs. From North and South America to Asia, Europe—even the former USSR—Jones has left his markable imprint on the world of golf with more than 150 course designs.

The president of Robert Trent Jones II International number many heads of state among his friends and acquaintances, and has been deeply involved in the ongoing debate in California with environmental activists. He recently completed University Ridge at the University of Wisconsin in Madison. Among his more famous public-access golf courses are Heron Lakes Golf Course, a municipal course in Portland, Oregon; Spanish Bay in California; and The Prince in Hawaii. He is a past president of the American Society of Golf Course Architects and authored the book Golf By Design, released earlier this year.

Celebrated Speakers — Open to All Expo Attendees

Concurrent Conference Topics & Room Assignments — Open to Conference Registrants

Golf Course Expo Conference Topics & Room Assignments — Open to Conference Registrants

Development Track
1:00 p.m., Room 7
TRENDS IN THE U.S. GOLF MARKET FOR NEW AND EXISTING PUBLIC ACCESS FACILITIES

An overview of U.S. market trends in public-access facilities. Look at participation, travel trends, course openings, those in planning and under construction. Identify critical components used in an analysis of the market to assess the feasibility for course development and expansion.

• Identifying factors supporting future growth
• Assessing the competition
• Identifying a target market
• Financial projections that lenders will fund

You’ll come away with the important questions to ask in the current development and expansion climate to help you focus on the market and clientele.

Speakers: Rick Norton, VP Operations, National Golf Foundation and Barry Frank, Manager, National Golf Foundation

2:00 p.m.
WATER-QUALITY IMPACTS ON GOLF COURSES

Threats to ground and surface water are routinely raised by the public and officials during the permitting process. Get a thorough briefing on the impact of golf course development and operations on water quality, including prediction of quality, risk assessments, monitoring studies, and integrated pest management.

• Planning for the permitting process
• Hydrology and agronomy basics
• Key environmental features
• Linkage of ground water and surface water
• Facilitate the permitting process by anticipating every question

Speaker: Smart Cohen, President, Environmental and Turf Services, Inc.

3:00 p.m.
ALTERNATIVE GOLF DEVELOPMENTS: PROFITS IN GOLF COMPLEXES

Alternatives is a case study in success. Learn— from A to Z—the operational details of running an alternative golf facility—including beginner’s group classes, golf pros on staff, age groups that use the complex, number of brochure sold, rounds of golf, prices, and minimum golf. You’ll hear firsthand, from one of the country’s most successful range operators why having a golf complex with many alternative golf components is so important.

• Why alternative facilities make money and sense
• Identifying a target market
• Importance of good housekeeping and image

Speaker: Dennis Tull, President, Smiley’s Golf Complex, Overland Park, KS

Maintenance Track
1:00 p.m., Room 6B
MAINTENANCE ON A SHOESTRING

Learn to cope with limited budgets, small staffs, and minimal resources and still have a more attractive course, healthier turf and improved course morale. Make every dollar count.

• Money-saving ways to maintain a course for peak performance
• Improve wear tolerance and drought resistance
• New ways to improve your course housekeeping habits and make maintenance pitfalls

The tips presented in this session will improve your turf markedly.

Speaker: Patrick O’Brien, Director, USGA Green Section, Southeast Region

2:00 p.m.
DEALING WITH TRAFFIC: MAINTAINING QUALITY IN THE FACE OF HIGH VOLUME

Being a traffic cop is just another hat the superintendent must wear at a public-access course—only we could
CONCURRENT CONFERENCE SESSIONS: SATURDAY, NOVEMBER 12

Development Track
1:00 p.m., Room 7

HOW TO DESIGN NEW GOLF COURSES OR RENOVATE EXISTING ONES TO BOOST THE BOTTOM LINE

Identify the specific golf course design that affects profits. Whether you are building or renovating, design can play a big part in your margin.

• Look at speed of play, increasing rounds, ease of maintenance
• Ensure design is challenging, yet playable
• Long-term savings through proper design

Your course can have the best of both worlds, a “country club” atmosphere and still provide a 4-hour round through good design.

Speaker: Robert Lohmann, President, Lohmann Golf Designs, Inc.

2:00 p.m.

AVAILABILITY OF CAPITAL: TRADITIONAL AND NON-TRADITIONAL LENDERS

The recession that gripped American financial circles in the early 1990s scared off some investors. However, record course openings were logged in each of the last three years. Clearly, someone was securing capital. Look at the guidelines for both traditional and non-traditional lenders for consideration in financing new or existing golf course projects: information required, formatting your presentation or request, underwriter criteria, proposed terms and conditions.

• Financing alternatives
• Compare bank loan terms to other non-bank financing sources
• Setting realistic expectations in presenting a financial package

You’ll learn tips to ensure your project’s success in securing funding.

Speaker: Rod Marquis, Sr. VP and Raleigh City Executive, NationsBank and Don Bodies, VP, Golf & Recreational Financing, Nations Financial

3:00 p.m.

INNOVATIVE WAYS TO BUILD PUBLIC-ACCESS GOLF COURSES

Public courses face the dual challenge of meeting normal operating expectations while still keeping fees affordable. Explore popular financing vehicles and sources available to public entities, as well as innovative and successful public-private joint venture relationships.

• Land dedications by private sector
• Private development on public land
• Concessions alternative
• Public funding vehicle

You’ll learn how communities have provided public golf where typical fiscal restraints would not permit it.

Speaker: Greg Cory, Senior VP, Economics Research Associates and Jeff Witt, President, The Renizon Corp.

Maintenance Track
1:00 p.m., Room 6B

ENVIRONMENTAL AND TURFGRASS RESEARCH—WHAT WE’VE LEARNED

A summary of the latest findings and results of USGA Green Section Research on turf and the environment. Access over 12 years of USGA research.

• Strategies for further minimizing environmental impacts
• Learn about “new and improved” turfgrasses available

Take advantage of the vast amount of information from the USGA.

Speaker: John Foy, Director, USGA Green Section, Florida Region

2:00 p.m.

MAXIMIZING EQUIPMENT PRODUCTIVITY

A new course spends $50,000 on new equipment but precious little attention to its preventive care and upkeep. Learn how to improve your equipment’s productivity through proper selection, preventive maintenance, inventory control, and training. Give your equipment a longer lease on life with an ounce of prevention.

• Ideas for more efficient use of equipment fleet
• Training procedures for providing proper preventive maintenance
• Organization and control procedures for parts and tool inventories
• Operator training procedures

You’ll reduce your long-range capital investment hurdle through proper maintenance procedures. Learn how!

Speaker: Cal Roth, Director of Golf Course Maintenance Operations, PNG, Inc., Golf Course Properties, Inc., and Friends, FL

3:00 p.m.

STAFFING FOR SUCCESS

The one subject area they don’t teach in turfgrass school is personnel management. And many times it becomes the one most crucial element of a superintendent’s job. Speaker Pat McHugh operates five courses at Doral and is currently undertaking a renovation of the Blue Monster, the most famous of the five. Learn staff management secrets—from the crucial hiring process to training and then managing maintenance crews.

• Hiring, training, and motivating
• Tips on managing your staff for success

Take home tips to create levels of professionalism for your staff.

Speaker: Pat McHugh, CGCS, Director of Golf Course Management and Grounds, Doral Resort and Country Club, Miami, FL

Management & Marketing Track
1:00 p.m., Room 6A

CREATIVE PURCHASING: THERE’S STRENGTH IN NUMBERS

A look at group buying and the factors important to group purchasing—and how you can profit. Case studies from group purchasing success stories include ranges of savings by category, product and service enhancements.

• Why you should be (but aren’t) involved in a cooperative
• Survey results of “big ticket” and secondary items that should be the focus of the group purchasing cooperative
• Forming the cooperative
• Other options, like leasing—where it can work and where it can’t

Profit from the strengths of group purchasing which combine the value of mutual cooperation with quality, service and economies of scale, higher quality of products and services for less money.

Speaker: Mike Teskey, President, Sports Management and Marketing Services

2:00 p.m.

AGRONOMY FOR NON-AGRONOMISTS

A “turf 101” course in what every manager and owner should know about agronomy and turf management. Learn about how to talk “agronomies” with your superintendent from one of the country’s leading superintendents who just received the Master Greenkeeper Certificate from the British and International Golf Greenkeepers Association (BIGGA)—one of eight recipients in the world.

• Density fertilization, weed control, plant growth regulators, fungicides, insecticides, IPM and what they mean for your golf course
• Ideas for golf course set up for hole locations, tee marker locations, seed and seeding directions, flagstick directions, flag and flagstick colors

• Bunker raking techniques, bunker sand testing, bunker edging and drainage to make more efficient use of labor
• Irrigation systems and watering practices, mowing strategies, people management, sodding vs. seeding, employee scheduling, supervision/mechanical relationships

Come with a sharp pencil to take lists of notes on turf management—you’ll become an instant expert and be a hit at the next meeting with your supplier.

Speaker: Terry Fancher, CGCS, Superintendent, Double Eagle Golf Course and Golf Course News’ Savvy Superintendent Columnist

3:00 p.m.

MAINTAINING THE RIGHT OPERATIONAL FOCUS

The five best strategies to more effectively manage your course for profitability. Keep your eye on the prize and focus on the key issues that impact profitability most in the increasingly competitive golf industry.

• Rethink what is important in the operation of your course
• Recognize that corporate management techniques apply to you
• Understand that growing your business is becoming much more difficult and learn what you can do about it.
• Receive a list of techniques to modernize your thinking about golf management
• You won’t be satisfied with your current level of operating success anymore

You’ll look at your business differently and make more money as a result

Speaker: Ken James, Sr. VP, Golf Operations, American Golf Corp.