Golf Course Expo Conference Program

Concurrent Conference Sessions:

**THURSDAY, NOVEMBER 9**

**MAINTENANCE TRACK**

10:15 - 11:15 a.m.  ROOM 8 & A&B  Maintaining Play During Renovation

Speaker: Steve Corneillier, Superintendent, Collier's Reserve in Naples, Fla., will instruct attendees in how to save money working within their means.

12:30 p.m. - 1:30 p.m.  ROOM 8 & A&B  Savvy Tips From The Frugal Super

Speaker: Tim Hiers, Golf Course Manager, Keystone Ranch Golf Course

1:30 p.m. - 2:00 p.m.  ROOM 8 & A&B  Selecting Your Project - Public Sector Options

Speaker: Thomas L. Hiers, Director of Business Development, Collier's Reserve.

2:30 p.m. - 3:00 p.m.  ROOM 8 & A&B  Campground Management

Speaker: Jack D. Bechtold, Director of Golf, Collier's Reserve.

Friday, November 10  9:00 a.m.  HALL D

Management giant Club Corporation International, and Robert Dedman need no introduction—it has more than 260 golf courses under its direction. As founder of ClubCorp, Robert Dedman Sr. has witnessed and influenced the dramatic changes in golf course management for nearly 40 years.

However, until 1984 ClubCorp was known primarily as an operator of private golf clubs. It is true that for its first 25 years, ClubCorp built the largest private club client portfolio in the business. But Robert Dedman has always demonstrated the ability to identify trends and act on them before the competition. As long ago as 1979, ClubCorp realized the game was changing. Public-access golf was beginning to dominate new course development and they, under Robert Dedman, wouldn't be left behind.

When daily-fee and resort development began to outpace private projects in the 1980s, ClubCorp formed separate divisions dedicated entirely to the daily-fee and resort markets to meet the special management needs of public-access facilities. GolfCorp (founded in 1979) and Club Resorts (1984) now account for one-third of the ClubCorp course holdings.

At Golf Course Expo, Dedman will discuss how the public-access development boom (two out of every three courses are now open to the public) has affected efficient facility management. He will also offer his vision of the future, specifically how the breakneck pace of public-access development will only increase competition, making management innovation the top priority for owners and operators looking for an edge.

Pete, P.B., Alice, and Perry Dye

As the nation's First Family of public-access golf, the Dyes are uniquely qualified to keynote Golf Course Expo. They are right in the middle of golf's fastest growing market. During the keynote session, they will discuss the broad range of development issues in public-access golf courses.

Patriarch Pete—whose global reputation for design innovation made possible and profitable the development of high-end daily-fee courses—will discuss the future of this member-for-a-day genre, including the importance of designing and marketing courses to meet client and competitive needs. Alice Dye, slated to return to these shores and turned his attention to the burgeoning municipal course market. He will speak on a subject often troubling to municipal concerns: Positioning town- and city-owned facilities to compete with privately owned competitors.

The Three Concurrent Conference Tracks Are Comprehensive

**Maintenance Track**

The Maintenance Track at Golf Course Expo recognizes that superintendents at public-access facilities have unique educational needs. During the maintenance sessions, superintendents will be treated to the "nuts and bolts" information, tools, and hand-ons issues that impact efficient maintenance. The track will feature three key U.S. Golf Association (USGA) Green Section regional directors, as well as high-visibility superintendents—a nationally known line up of speakers who specialize in maintaining tip-top course conditions. Attendees will access the latest research in turf management with sessions on best management practices, environmental common sense, and environmentally sensitive management strategies.

**Management and Marketing Track**

Golfers may enjoy the proliferation of public-access courses across the country, but course owners and managers see nothing but increased competition in an already tight marketplace. The Management and Marketing track program at Golf Course Expo will help owners and managers set their facilities apart—economically and monetarily—from the pool of new kids on the block. The sessions will focus on increasing profits on merchandising, food and beverage and the range operation, getting the word out via marketing plans that work, running a safe operation, and filling the tee sheet.

**Development Track**

At Golf Course Expo, the Development Track is sponsored by the National Golf Foundation. These sessions will be directed at existing course owners looking to expand and would-be developers of new facilities. During the program, they will give attendees the knowledge they need to plan and develop their facility, find new ways to make money, secure financing in a tight market and developing public/private partnerships. This track touches all the bases.

See You For Golf Course Expo '96 • November 14 & 15

Golf Course Expo Directory

Gain Insights from Keynote Sessions

Thursday, November 9  9:00 a.m.  HALL D

Keynote Sessions: Pete, Alice, Perry and P.B. Dye

Friday, November 10  9:00 a.m.  HALL D

Keynote Sessions: Robert Dedman Sr., Founder and Chairman of ClubCorp

GOLF COURSE NEWS

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the First Coast of Golf didn't exist. But by pooling their resources, the 26 golf courses in greater Jacksonville have created a powerful regional identity. Under speaker Callaghan's leadership, First Coast is now recognized nationally as a golf hotbed by travel agents, tour groups and individuals looking for low-key golf destination alternatives to better-known, more crowded locales such as Myrtle Beach and Palm Springs. Examine the "how to" of putting together a golf package program by combining forces with other courses in your area—from establishing and funding an organization to setting up and marketing the program—and tracking its results. A "learning centers" approach featuring examples of brochures, golf rounds, room nights generated reports, and marketing plans. Speaker: Charles Callaghan, Executive Director, Florida's First Coast of Golf

The Current Environment Of Environmental Permitting
The ability to secure environmental approvals can often become one of the most daunting tasks in planning a golf development project. Of course, all golf projects must address environmental regulations established by local municipalities as well as state and federal agencies. But how does a developer gain speedy approval without compromising the project?
Speaker: Stuart Cohen, President, Environmental & Turf Services, Inc.

Upgrading Your Golf Course To Compete
Improving the quality of a golf course, moving it into a higher price green fee bracket and improving its strategy on the market for increasing the public-access golf market. Presenters: A new round to天天-green fee; from low-end daily fee to high-daily fee; "upscaling" or "upgrading" a golf course can improve your bottom line and pay for the improvements many times over. From a development perspective, buying a golf course, then upsizing it can be less expensive than building a new course from scratch.

This session looks at ways to move your golf courses up to the next level, from the perspective of a course superintendent, an architect and golf course appraiser. Take a look at reasons for upgrading the golf course, the analysis and research required for prudent decision making, where and how much to spend on upgrading, ways to determine which improvements are required, and ways to avoid failure.
Panelists: Laurence Hirs, President, Golf Property Analysts; David Johnson, Vice President Agronomy, Golf Corp; and Ross Jones, President, Ross Jones, Inc.

Moderator: Hal Phillips, Editor, Golf Course News

Concurrent Conference Sessions:
FRIDAY, NOVEMBER 10
ROOM 8 A&B

Environmental Common Sense: What We're Doing Wrong and What We're Doing Right
A presentation based on the most common environmental problems encountered at golf courses—and common sense solutions. The USGA—the agronomic authority—offers ideas that can help you with reasonable cost and ease. Do something about the problems—and start immediately!
Speaker: James Moore, Director, Mid-Continent Region, USGA Green Section

ENVIRONMENTALLY SENSITIVE MANAGEMENT STRATEGIES
In the current environment, negative impacts on the environment by golf course construction and management practices, the USGA began supporting research to accurately assess this situation. Hear the research results from more than $3 million of research grants to major universities across the country over three years. The research goal is to determine the fate of fertilizers and pesticides when applied to turf greens. Initial findings indicate that while these materials are properly applied, there is minimal leaching, and that a healthy turf cover is an extremely effective bio-filter. While additional research is needed, based on the initial results, various measures can be taken to further minimize the potential for negative environmental impacts. Learn how this information can be incorporated into day-to-day course management programs and practices.
Speaker: John Foy, Director, Florida Region, USGA Green Section

DEVELOPMENT TRACK
10:15 - 11:15 a.m.
ROOM 8 E&F

Your Golf Project
Is your course an accident—or lawsuit-waiting to happen? Avoid the possibility of litigation, provide a safer working environment for any golf course maintenance operation, and even save money by reducing worker's compensation claims. Look into the day-to-day legal issues that plague them. Integrate current USGA research and the latest understanding of groundwater pollution and diagnostic procedures, practical and legal information from the USGA Green Section.
Speaker: Stanley Zontek, Director, Mid-Atlantic Region, USGA Green Section

Golf Course Maintenance Operations Safety
Your Golf Project
Is your course an accident—or lawsuit-waiting to happen? Avoid the possibility of litigation, provide a safer working environment for any golf course maintenance operation, and even save money by reducing worker's compensation claims. Look into the day-to-day legal issues that plague them. Integrate current USGA research and the latest understanding of groundwater pollution and diagnostic procedures, practical and legal information from the USGA Green Section.
Speaker: Stanley Zontek, Director, Mid-Atlantic Region, USGA Green Section

MANAGEMENT AND MARKETING TRACK
10:15 - 11:55 a.m.
ROOM 8 A&B

Safety In The Club House And On The Golf Course
Do something about the problems—and start immediately!
Speaker: James Moore, Director, Mid-Continent Region, USGA Green Section