As the designer of numerous daily-fee courses in the highly competitive markets of Florida and the South Carolina coast, P.B. Dye speaks from experience on the need to design and build courses all over Asia-Pacific, Perry Dye has returned 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 courses. After designing and building courses all over Asia-Pacific, Perry Dye has seen firsthand the impact of efficient maintenance. The track will feature three key U.S. Golf Association (USGA) Green Section regional directors, as well as golf-course superintendents—a nationally known line up of speakers who specialize in maintaining top-tee 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—aesthetically and monetarily—from this 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.

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 hands-on issues that impact efficient maintenance. The track will feature three key U.S. Golf Association (USGA) Green Section regional directors, as well as golf-course superintendents—a nationally known line up of speakers who specialize in maintaining top-tee 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.

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Golf Course Expo Conference Program

Concurrent Conference Sessions:

MAINTENANCE TRACK
10:15 - 11:15 a.m. ROOM A&B
Savvy Tips From The Frugal Super
Speaker: Steve Corneillier, Superintendent, Collier's Reserve

12:30 - 1:30 p.m. ROOM A&B
Savvy Tips From The Frugal Super
Principle playing conditions need not be sacrificed when budgets are tight. The Frugal Super Tour of Collier's Reserve in Naples, Fla., will instruct attendees in how to save money through innovation, common sense and sound agronomic investment principles. Here, a 1995 CGCSA Distinguished Service Award winner, will show superintendents how to maintain sound playing conditions while working within their means.

Speaker: Tim Hiers, Golf Course Manager, Collier's Reserve

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

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