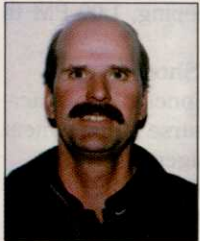


## Advanced planning yields show success

By KEVIN ROSS

Each year, the GCSAA International Golf Course Conference and Show offers superintendents the best opportunity of the year to increase their knowledge and to benefit their clubs.

Educational sessions, networking opportunities, and a trade show exhibiting the latest equipment are just a few of the many rewards the event has to offer. Advanced planning is the key to getting the most from the conference and show.



Kevin Ross

### ITINERARY

Planning a personal itinerary for each day of the show (including seminars, educational sessions, meetings, etc.) is an effective way to get the most out of the conference.

*"It is even more efficient to bring a delegation"*

— Kevin Ross

The best way to develop an itinerary is by browsing through the early registration booklet. Using a highlighter, mark all the seminars and events that are important to attend. Then transfer these highlighted events to your PDA or a paper itinerary. Upon arriving at the show, be sure to pick up a conference schedule booklet (see schedule on pages 24 and 25). Locate your events in the booklet and transfer meeting room numbers/places to your itinerary.

### SEMINARS

While it is too late for this year, the initial planning for the seminar selection should actually start about six months in advance. Superintendents who wish to participate in the seminar sessions should have their wish list together in advance to help insure getting the seminar(s) of their choice. When the packet arrives, fill out the registration immediately.

### TRADE SHOW

The trade show is the main reason many attend the conference because it gives superintendents an opportunity to check out new products, talk with engineers, and network with peers.

The most effective way to "work" the show floor is to start in one corner and walk each individual aisle back and forth. If you come to a booth where there are 10 other people ahead of you waiting to talk to a salesperson

don't waste time waiting. Make a note of the booth number and return later or try to set up an appointment. It is even better to schedule conference appointments with company representative two to three weeks before the show. It is also helpful to add a checklist to your itinerary of the booths that you must visit. At the end of the day, if you are not finished, make a note where you need to resume when you return.

With other educational events happening at the same time as the trade show, it is even more efficient to bring a delegation. If you



A view of the trade show floor, Orlando 1999

bring other staff members, delegate certain items for them to cover. Before leaving for the show, have a brief meeting and go over the list of items for them to cover and what information is needed.

These tips should help formulate a game plan for the show. See you in Orlando!

## CGSA receives President's Award

ORLANDO, Fla. — The Canadian Golf Superintendents Association (CGSA) has earned the GCSAA's 2002 President's Award for Environmental Stewardship for its Environmental Management Resource Manual.

CGSA president Jay Leach will be presented with the award here by GCSAA president Tommy D. Witt at the Feb. 7, Golf General Session of GCSAA's 73rd International Golf Course Conference and Show.

### AN INDUSTRY GUIDE

Complete with regulatory requirements, standard operating practices and colleague examples, the manual allows golf course superintendents to demonstrate to government and regulatory officials their knowledge

of facility management relative to environmental preservation.

"I commend the association for its leadership efforts in preserving the environment," Witt said. "The CGSA exemplifies how the golf course superintendent profession is a steward of the environment."

"These professionals exhausted a significant amount of time and effort to a cause for which they have great passion," he added. "Not only did they develop the guidelines and program, they work with the regulating bodies to see that the appropriate materials are utilized."



## 73rd GCSAA International Conference and Show

