Vendors applaud GCSAA, NGCOA show merger

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marketing for Flowtronex. "We think meeting with owners, especially if they are side-by-side with the superintendent, at one big show will be a great opportunity." Even chemical and fertilizer companies are eager for the opportunity to be in front of both members of the buying team.

"With our product line on the chemical side of the business, there is a lot of differentiation of our product versus our competitor's product," said Peter Farno, turf and ornamental manager for Bayer ES. "This opens up the owners to where there are differences, why they should value our products versus competitive products. It's an audience we don't always get in front of."

The joint show will offer owners a larger perspective on the golf industry than they might normally get.

"This year was the first year we had done it makes sense for them to go to the show and see what's going on."

As a result, many expect more owners to attend the show than before.

"That is the expectation," said Toro's Ford. "With times being as lean as they are, owners are taking a more active role in where money is being spent. Our product is a capital expense, so it makes more sense for them to be involved."

Bayer ES's Farno agreed.

"There's a fair amount of owners that come to the GCSAA show, and that's great, but there will be a whole lot more," he said.

Link Up 2 Golf expands

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on-course experiences. The program will culminate in a four-hole scramble.

This year's new markets will be:


Colorado Section - Denver, Colorado Springs, Fort Collins/Greeley

Connecticut Section: Springfield, Mass., Hartford, Ct., New Haven, Ct., Michigan Section: Detroit, Traverse City


North Florida Section: Tampa, Sarasota, Jacksonville, Orlando, Tallahassee

Northern Ohio Section: Toledo, Cleveland, Akron

Southern California Section: Ventura County, Bakersfield, San Diego

Southern Ohio Section: Cincinnati, Columbus, Dayton

Tennessee Section: Nashville

Since its creation, Link Up 2 Golf has attracted more than 1,200 students.