Carolinas Show posts record numbers

Borman to return as executive director in 2003

BY ANDREW OVERBECK

MYRTLE BEACH, S.C. — The Carolinas Golf Course Superintendents Association's 36th Annual Conference and Show here Nov. 18 to 21 posted record numbers, overall attendance was up 14 percent and the number of superintendents attending education seminars shot up 43 percent.

One of the reasons for the increase in attendance is the fact that the regional show offers a less costly alternative to the GCSAA's annual conference and show. "It's a good show and I can get my education credits for a lower cost per CEU," said Steve Huffstutler, superintendent at Foxfire Country Club in Naples, Fla. "You look around here and aside from the fewer number of people it is just like you are at the GCSAA show."

Bouts said the association put a huge effort into marketing the event this year. "Certainly we worked harder than ever to generate interest and awareness," he said. "A key component of that promotion was the new Show Times, (produced in a partnership with Golf Course News) which went to 6,000 golf industry members in October. That edition and a second edition published live at the show really raised the show's profile and its service significantly."

One of the top stories at the show was the announcement that Chuck Borman was returning to the Carolinas GCSA as executive director. The association had been without an executive director for much of the year.

Borman previously served as executive director from 1998 to 2001 before leaving to become the chief operating officer for the GCSAA. He is due to resume his duties at the Carolinas GCSA in early March.

"In other news from the show, Rob Roy, superintendent at Oldfield Club in Bluffton, S.C., took home first Carolinas GCSA Superintendant Member Championship at International World Tour Golf Links. Roy said the win was special because he will soon be leaving the Carolinas to grow in Greg Norman's The River Club in Duluth, Ga.

"This is likely my last championship," said Roy. "It means a lot to me to put my name on a trophy next to such great Carolinas superintendents as Mike Seuss, Paul Jett and Mitch Clodfelter."

The Coastal Plains team of Kyle Biber, Gordon Williams, Robert Rogers and Dick Ferriter, took home the Local Association Team Championship.

On the closing night of the show, the Carolinas GCSA presented its Distinguished Service Award to James Ernest "Ernie" Hayes. Hayes, who turned 80 in September, began his career as a superintendent at Linville Land Harbor Golf Club in Linville, N.C., in 1969. He was a founding member of the Western North Carolina Turfgrass Association and is an emeritus member of the Turfgrass Council of North Carolina.

Funding, player development major themes at Golf 20/20

BY DEREK RICE

ST. AUGUSTINE, Fla. — The mood coming out of the third installment of the Golf 20/20 Conference in November was one of optimism, as the industry consortium assembled to grow the game is poised to take some action.

PGA Tour commissioner Tim Finchem said the board will take a "serious look" at any additional business plans for other initiatives submitted by conference participants.

The seven people who have made up the Golf 20/20 executive board will be joined by eight additional members — Joe Louis Barrow of the First Tee; Bob Dedman Jr. of ClubCorp; Ron Drapeau of Callaway; Sara Hume of the Executive Women's Golf Association; David Manougian of Acushnet; CEO of USGA; Reed MacKenzie (sitting in for USGA executive director David Fay).

The emphasis of the conference was to seek out potential golfers in demographics that have not traditionally been taken to the game, including women, minority and older non-golfers.

One of the most welcome and contentious issues to arise was the proposal to seek funding from various industry sectors, including media, suppliers, associations and players. While there is a seeming consensus that some sort of industry funding is needed, similar to the milk and pork co-ops, funding will be shared among funding sources to avoid being used by the board to "get as much money as possible from the industry."

At press time, as a result of two workshops held at the conference, one on women in golf and the other on marketing to the emerging fan base, a Golf 20/20 Diversity Task Force was expected to be formed by the end of 2002.

During a session on alternative facilities, Kempersports Management president Steven Lesnik suggested a name change, saying the word "alternative" carries a negative connotation. As a result, the alternative facilities task force proposed a new classification, golf ranges and practice facilities.