money because of transition problems, rounds at Willow Springs increase. But despite the increase, the course doesn't suffer from the problems usually associated with heavy play.

"We average 44,000 to 56,000 rounds per year, but on two greens, just divide that in half because golfers are only on greens for half a year," Golden says. "You don't have to battle the constant wear problem that most courses do."

Golden doesn't have the expenses associated with employing a huge grounds maintenance crew; he employs about four in the winter and six in the summer. "It's more work a couple months out of the year, but for the most part, it's just normal maintenance," he says.

Golden doesn't know of any other courses that have dual greens and guesses some might be deterred by the initial cost associated with installing a second set. But, he adds, if a major architect tried it on a course, the concept probably would catch on quickly and spread to other courses.

Another consideration that should convince superintendents about the concept is that there's always a plan B.

"I sleep better at night because I have job security," he says. "If something goes wrong, if there's a catastrophe on the greens, I have a backup." - HW

Association heads cite teamwork as main factor of show's success

The official numbers weren't out at press time, but the heads of the three partnering organizations that hosted the Golf Industry Show say early results point to success, especially with educational conferences.

"The feedback has been 100-percent positive," says Steve Mona, c.e.o. of the Golf Course Superintendents Association of America.

The GCSAA, the Golf Course Owners Association of America and, for the first time, the Club Managers Association of America hosted the trade show and individual education conferences Feb. 19 through 27 in Anaheim, Calif., and promoted the need for teamwork.

Show-related numbers, provided before the show ended, indicated the attendance reached 23,000 – the highest of the three GIS events that have been held. The number of exhibitors, which has reached about 700 in previous years, was on track to reach 1,000 this year, according to the GCSAA. Mona cites the addition (continued on page 119)
of the CMAA as a reason for the increase.

The addition of the CMAA brought together many golf course managers, owners and superintendents at the show for the first time.

"One golf course manager said to me, 'We joined the NGCOA when we found out you guys were working together,'" says Jim Singerling, c.e.o. of the CMAA, adding he's heard other positive comments about golf course managers becoming closer with their owners and superintendents throughout the show.

"Teamwork is a financial imperative — it's not a luxury at all," Mona says. "There's no room for inefficiency at the facility level."

The GCSAA exceeded its expectations in the education conference, Mona says. Several of the sessions were filled to capacity.

"It's an ultimate indication of the health of the show," he says.

The three associations will regroup later this month to review what worked and what didn't and begin planning next year's show, which will be held in Orlando, Fla. Mona says he's excited for the event because the Orlando events traditionally have better turnouts than West Coast shows. —HW

More GIS Coverage

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From left, Steve Mona, Mike Hughes and Jim Singerling discuss the success of the Golf Industry Show. Photo: Heather Wood