



California Golf Course Owners Association

The Business of Golf

Gaining the Competitive EDGE

October 31st – November 1st, 2005

Sycuan Resort, El Cajon, CA



*Opening Speaker: Andrew Wood, President, Legendary Marketing
Topic: "Marketing your golf Course in the 21st Century"*

Andrew is the author of several books and audio programs including:

- Selling With Confidence
- Building A Legendary Reputation For Yourself or Your Service
- Conquering Your Market with a One Man Army
- How to Make \$100,000 a Year Teaching Golf
- The Traits of Champions
- Unlimited Profit – How To Market Your Golf Course on the Internet

Join Team North with Bob Higgins or Team South with Jay Miller for the First Annual California Golf Course Owners Association North/South Golf Tournament.

For Registration or Exhibit Information, Contact CGCOA@meetingsRR.com or call 310-216-6772. Watch for more information at www.golfcalfornia.org

Sleeping room reservations can be made by calling the Sycuan Resort at 1-800-457-5568, and mentioning that you are with the California Golf Course Owners. The special rate is:

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|-------------------------|--|-------------------------|----------------|
| • Deluxe Room | \$79 plus tax | • Junior Suite | \$89 plus tax |
| • Executive One Bedroom | \$99 plus tax | • Executive Two Bedroom | \$170 plus tax |
| • Hospitality Suite | \$89 plus tax (Sleeps 1-4 on Murphy Bed and Pull out Sofa) | | |

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