

The 2005 Golf Industry Show— Orlando Offers Up Mo

The newly-named and expanded Golf Industry Show made its debut in the Orange County Convention Center—albeit the old one and not the shiny new one across the street—amidst much anticipation and even a little controversy. As the large MAGCS contingent trickled into town, questions such as, “Can we possibly do better than last year in the golf tournament?”, “How will this new trade show look with all the new exhibitors, the Solution Centers and a freakin’ green being built right there in front of us?”, and “Why, after years of struggling for our name to be recognized as the go-to guys in golf, did our name get removed from the event’s title?” As the Show progressed, most of these questions were answered, and overall the general buzz was resoundingly positive.



GCSAA Distinguished Service Award winner Tommy Witt and the missus.



President Phil Zeinert addresses the hospitality room on behalf of MAGCS.

The Midwest had plenty to look forward to, starting with **Tommy Witt's** winning the GCSAA Distinguished Service Award. Also eagerly anticipated was **Tommy Robinson's** and the MAGCS chapter team's defense of their titles from 2004—a feat that turned out to be impossible to repeat. Tommy gave it his best, taking second place with a 143 in the Championship Flight. Other MAGCS notables in the golf championship were:

- Chapter Team Gross—5th place to **Dave Kohley, Al Pondel, Tommy Robinson** and **Tim Scott** with a 198.
- Chapter Team Net—4th place to **Chad Ball, Ed Fischer, Brad Johnsen** and **Steve VanAcker**. 8th place to **Don Cross, Al Fierst, Bob Maibusch** and **Les Rutan** (who also placed a scorching 86th place in the Gross).
- First Flight—**Dave Arden** took 8th place.
- Second Flight—**Paul Bastron** also finished in 8th place.
- Fifth Flight—Steve VanAcker had 3rd place, **Paul Schaefer** was on his heels in 4th and **Mike Bavier** took 6th.
- Senior I—**Tim Davis** was 4th and Tommy Witt 7th.
- Senior II—Ed Fischer took 2nd and **Tom VanDeWalle** 8th.
- 2-Man Teams, Net 1 Division—**Bob Lively** and **Kurt Sams** tied for 1st place with a 63.

Congratulations to all of our competitors!

Next on the agenda was the Show and all its trappings. The Opening Session, held on Thursday morning, featured GCSAA's Old Tom Morris winner Jack Nicklaus and recognized the winners of the Distinguished Service Award and Golf Championship. The opening of the trade show floor was next, as hordes of chotchky-seeking individuals anxiously awaited the moment the doors would open to be first to pounce on the assorted hats, mini-basketballs, sunglasses, stress-balls, stuffed skunks and what not. The floor itself was a masterpiece of ease for those who wanted to systematically visit each and every booth. The electric vehicle test track—complete with Segway rides for those willing to wait in line, the “Building of the Green” display, the various Solution Centers, and the driving range were very well-received additions, and the overall impression from attendees polled was great. A bonus feature was walk-

More Magic Than Ever

ing in the wrong entrance and getting a look at the Boat Show going on adjacent to our event. Walking the floor was made easier for those with foot and back ailments by the company selling shoe inserts (\$30) to alleviate the pain. Some other show-floor notables included live skunks, Vegas showgirls, a dog-of-the-year contest and the much-anticipated *Golfweek's* 2004 Superintendent of the Year award presentation. Our own **Dan Marco**, CGCS of Ruth Lake Country Club was among the nominees, but was nosed out by a very deserving Stuart Leventhal of Interlachen C.C. in Winter Park, Florida, who battled the wrath of Mother Nature in 2004, surviving three direct hits from hurricanes. If you happened upon the Jacobsen display, you couldn't help but notice that big, bright orange watch on **George O'Hara's** wrist—a Tag Heuer, no less, which he was given in recognition of winning the Jacobsen Pace Setter Award for sales performance. Congrats on that, George! Perhaps the biggest (at least in size)

noise-maker on the floor was the Building of the Green demonstration, where a 5,000-square-foot USGA green took shape during the show.

Of course, not all business gets accomplished strictly on the show floor—other events such as university
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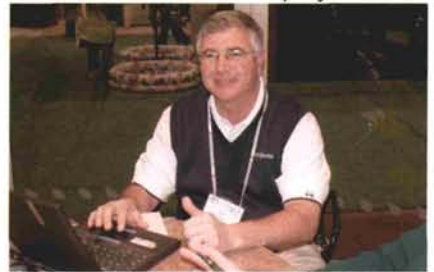
Justin Schroeder and Tim Anderson cruise the floor.



Darin Habenicht works the booth.



Dave and Eric Nadler at the Club Car display.



Jim Shone never stops working!



Matt Kregel, Justin VanLanduit and Tom Prichard.



Hank and Tess Wilkinson.



Jim and Ann Huber.



The completed Building of the Green on the trade show floor, ready for mowing.

alumni breakfasts, prayer breakfasts and hospitality suites see their share of action. Of interest to MAGCS was the re-formation of the University of Illinois Alumni Breakfast, held Thursday morning at an ungodly hour. On Saturday, former NFL coach Dan Reeves keyed the annual prayer breakfast.



Dr. Bruce Branham speaks at the University of Illinois breakfast.



Dan Reeves and Wally Fuchs—separated at birth.

The much-anticipated MAGCS Hospitality Suite took place Thursday and Friday evenings at the Rosen Centre Hotel adjacent to the convention center, and was once again a resounding success. Huge turnouts, great food, fun, service and tremendous company were the talk of the town—I've said it before and I'll say it again, NOBODY does it better!

The room also featured a running PowerPoint presentation of MAGCS member photos and suite sponsors, popularized at last year's show. Also making its second appearance was the big nightly raffle. This year's winners were Dan Howard of Master of the Links and Pat Ryan, a student at Kishwaukee College. There are so many fine people to thank for this outstanding version of our annual wingding, including Luke Cella, Sylvia Lima, Sharon Riesenbeck and her entire Commercial Advisory Committee, all the folks who manned the registration table and tended to the raffles, the staff at the Rosen Centre, and of course, sincerest thank yous to our incredibly

generous sponsors who provided the funding necessary to carry off such an extravagant event.



The sign-in table, manned by Rick Uthe, Tim Keating, Sharon Riesenbeck, Sylvia Lima, Gary Hearn and Scott Speiden.



"The Knickers."



Adolph Braunsky flashes the "Heil" five.



Gary, Mary and SCARY blend of colors.



The college boys from Kishwaukee—yes, Rusty, they were there!



Mr. GQ (Tim Scott).



Raffle winners Dan Howard and Pat Ryan.

Even when the Show ended, the venue made for a perfect segue into all different types of fun and games with family and friends. Many MAGCS members extended their time in sunny (but slightly chilly) Florida through visiting the many theme parks and attractions right in Orlando, or through getting out of town for a few days, be it via a Harley ride to Key West, a car ride to Cape Kennedy, a day trip to Cocoa Beach for some sun and Ron-Jon beachwear, a cruise from Cape Canaveral to the western Caribbean, or a group trip to Daytona to check out the races. Word has it that there is a very sore pelican in Key West after one of our members (no names) learned that a true fisherman is not only one who can hook a pelican, but one who can land it in the boat! Nice going, Paul (oops, I wasn't going to mention Mr. Bastron's name—darnit!) Whatever the choice for post-conference recreation, it was all good!



Race fans Mark Petitgoue, Travis Williams, Pat Maksymiu, Aaron Easter, Kevin DeRoo, Trent Bradford, Erwin McKone, Don Ferreri, and Luke Cella (taking the picture) took a break from the show to visit hallowed NASCAR grounds.