

Attendees pleased with trade show's new format

Registration is up although weather depresses attendance

CHICAGO — The Mid-America Horticultural Trade Show attracted 8,579 growers, landscape professionals, suppliers, retailers and others to its 1992 show, held Jan. 16-18 at the Hyatt Regency.

Total attendance was 8,579, not including students and instructors. That was a decrease of 79 from last year. Total registration

was 9,586, up 89 over the previous year.

"I strongly suspect that attendance was down because of unfavorable weather forecasts which predicted heavy snows on two of the three show days," said Donn W. Sanford, Mid-Am's managing director. "I think that discouraged some attendees who usually drive in to see the show."

Both exhibitors and buyers reportedly were pleased with the show.

"I talked with a lot of people at

Mid-Am," said Mid-Am President Rich Schwarz, "and everyone was extremely positive. They thought the show was excellent."

Schwarz noted that exhibitors and buyers were particularly pleased with the Thursday-Saturday schedule which seemed to balance out the crowds over three days and give everybody a chance to talk.

"The Thursday through Saturday schedule is definitely better than the old schedule (Friday-Sunday) that Mid-Am had in past years,"

said exhibitor Ron Christensen of Christensen Power Equipment in Frankfort. "Before, Sunday was a wasted day."

Exhibitor Christine Cherry, of Zelenka Nursery, Inc., in Grand Haven, Mich., agreed with Christensen, adding that the number of people at Mid-Am kept them busy, and that a lot of both browsing and buying activities took place.

"One thing I find the most productive about the Mid-Am show," said Christensen, "is that the

people we meet are qualified buyers.

"They're people who are truly interested in our products, who we can contact at a later date."

Mid-Am is sponsored by the Illinois Nurserymen Association, Illinois Landscape Contractors Association, and the Wisconsin Landscape Federation. It is endorsed by the Iowa Nurserymen Association, the Minnesota Nursery & Landscape Association and the Nebraska Association of Nurserymen.

GolfCorp offers new program

DALLAS — GolfCorp, an operator of public-fee golf, has launched the first phase of its new pro shop merchandise discount program, called "Buyer's Access."

GolfCorp is offering this type of deep-discount membership — known in the industry as the "Mill River Plan" or "Cost Plus" — throughout its network of facilities.

"Today's sophisticated public golfer is constantly looking for added-value and a 'private club experience' without the private club price," said Bob Husband, chairman of GolfCorp. "Conversely, as a public-fee operator, we are always looking for ways to grow our base of clientele and instill customer loyalty."

"We strongly feel Buyer's Access is a significant step forward to meet those demands of our clientele, as well as be a stimulus for our own growth goals."

Buyer's Access members can purchase golf merchandise, equipment and clothing — including name brands — at significantly discounted prices. Additionally, cardholders may special-order catalogue items through each GolfCorp pro shop's "Catalogue Ordering Centers" at special savings.

"The program has been launched at 23 of our facilities in Philadelphia, five courses in Texas, and eight courses in California," said Husband.

McIntosh joins Club Operations

Bill McIntosh has been appointed director of golf operations for the north region of Club Operations & Property Management of Tallahassee, Fla.

Ken Prep, director of operations for the region, announced McIntosh will provide COPM's 25 regional clubs with their golf operations requirements.

McIntosh has been a Class "A" member of the PGA of America for 19 years and has been involved with numerous clubs. McIntosh will retain his present position also as general manager and director of golf at Winchester Country Club in Virginia.

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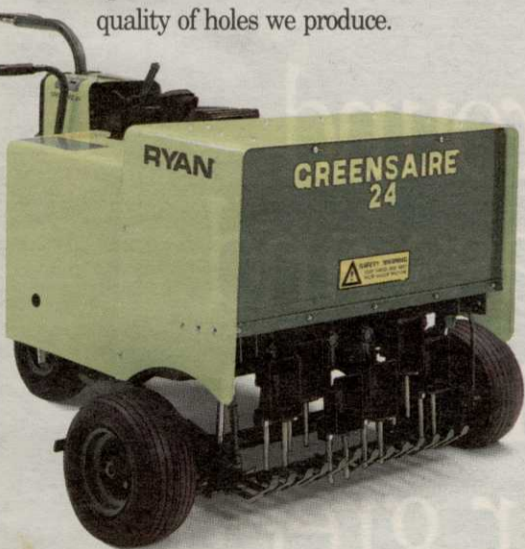
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