

## Forecast conference June 28-30

CHICAGO — Market research, site selection and schematic design will be among the topics addressed at the first Golf Range Development Seminar, co-sponsored by Forecast Golf Marketing & Financial Systems Inc. and the Golf Range & Recreation Association.

The seminar will be held June 28-30 at the Omni Ambassador East Hotel here.

For three days, range owners/operators and industry experts will discuss sales forecasting, feasibility, *pro forma*

financial statements, warranted investments, concept and development programs, zoning and environmental issues, physical plants and financing.

Scott Marlowe, market analyst for Forecast, will be the keynote speaker. Marlowe is also a faculty member for the Professional Golfers' Association Golf Range Seminar Program.

Space is limited to 60 attendees and spots must be reserved 30 days in advance. For details, contact James Murphy at 804-276-5280.

## NGF plans range seminar

JUPITER, Fla. — Creating a viable driving range involves more than laying down astroturf at one end of a large, open expanse. Equipment, design characteristics and effective marketing techniques are all part of the formula.

The National Golf Foundation will address these and other factors during its first seminar on the development and operation of golf ranges June 8-9, at the Fairview Park Marriott in Falls Church, Va.

The two-day program will present case studies focusing on issues of interest to operators, developers, investors, architects, suppliers and municipal officials.

Among the topics on tap:

- Components key to the financial success of a range operation, i.e. design characteristics, adequate lighting systems and proper equipment.

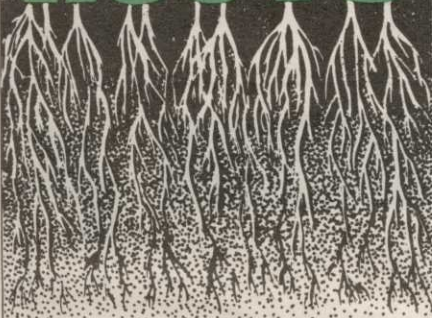
- Ways to increase profitability, i.e. effective marketing, golf schools and other amenities.

The speakers will include William Love of Ault, Clark & Associates; Bob Wittek of Wittek Golf Supply Co.; Kevin Hammock of Marriott Golf; Dr. Bob Ross of Environmental Structures; Jim McCumber of McCumber Golf; and golf course architect William Amick.

For more information call Roger Yaffe at 407-744-6006.

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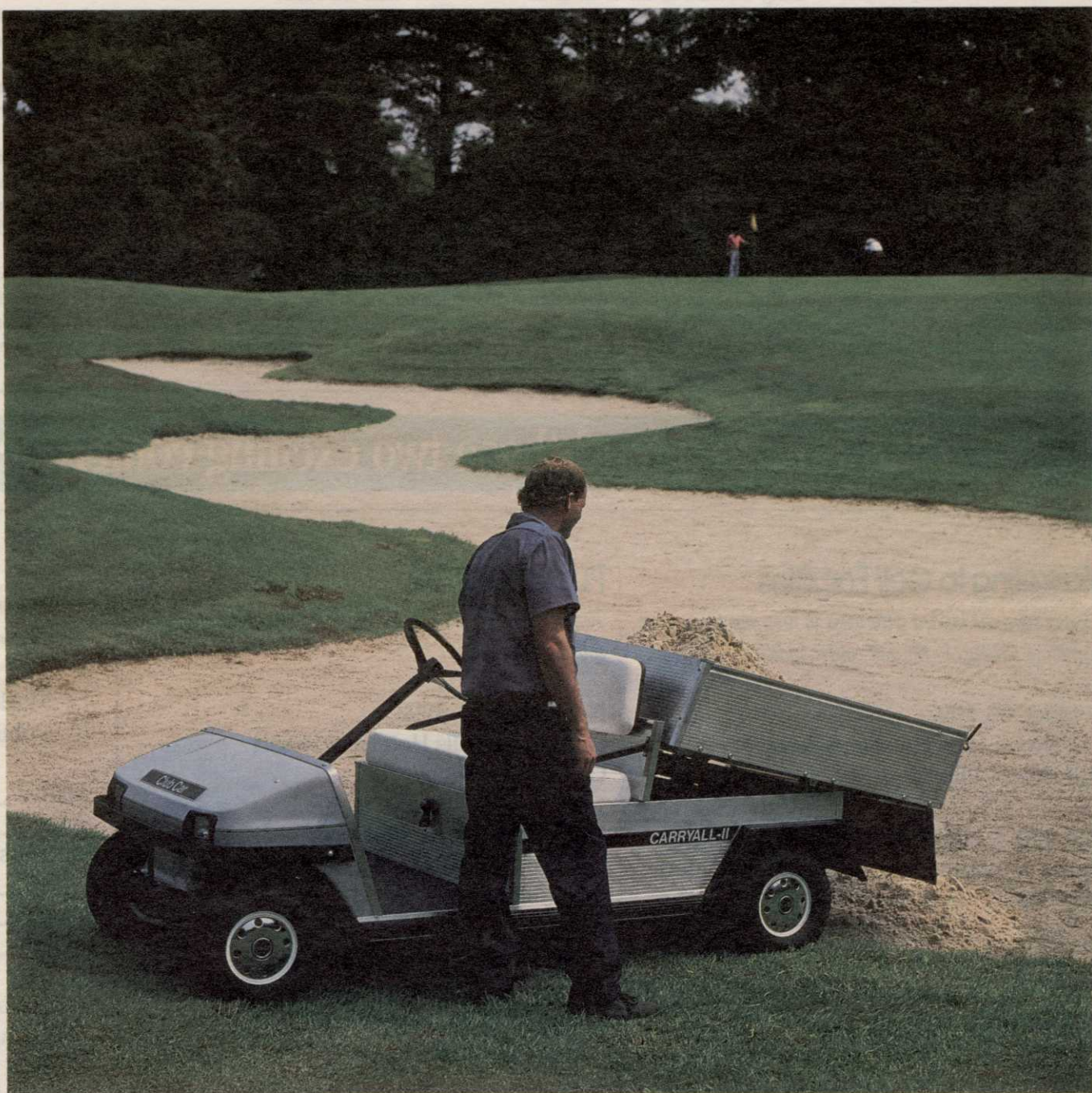
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