

Record turnout for NGCOA event

By PETER BLAIS

DALLAS — The National Golf Course Owners Association Annual Conference enjoyed its largest-ever attendance here last month. The 280 attendees also gave the four-day event the highest rating ever attained at the NGCOA's yearly gathering, according to association Executive Director Michael Hughes.

Among the featured speakers at the 20 educational sessions were Club Corporation of America Vice President of Marketing Jerry Gelinas; former PGA Tour Chief

Executive Officer and TPC Chief Operating Officer Mark Barrett; Baylor University professor Nancy Upton; and Palmer Golf Management President Peter Nanula.

New officers were elected including President Jim Scott of Gull View Lake Golf Club, Augusta, Mich.; Vice President Cliff Rampy of Treeline Golf Club, Tomball, Texas; Treasurer Jerry Hollingsworth of Singing Hills Country Club, El Cajon, Calif.; and Secretary Chuck Bennell of Tam O'Shanter Golf Club in Canton, Ohio.

The highlight was Club Corpo-

ration International Chairman Robert Dedman's acceptance of the association's Award of Merit.

Dedman encouraged course owners to strive for excellence, but never lose their sense of humor. "The greatest thing about laughter is that the more you give, the more you have left for yourself," said Dedman, who noted the need for a strong course owners' association.

"The superintendents, club managers, architects and golf pros all have their own associations," the CCI executive said. "Yet they all work for the course owner. Owners need to know about those disciplines, but have special prob-

lems of their own — taxes, employer/employee relations and interest rates, for example."

All too often in business, people believe someone has to lose in order for someone else to win, Dedman said.

"Competitive sports and cards are the only places I know of where you have to have a winner and a loser," Dedman said. "People should measure success in life by the number of win-win situations they create. If you don't create win-win situations with your customers, employees and family, you won't enjoy much loyalty or success in life."

Marketing Idea of the Month: Lansbrook GC

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from Sunday through Wednesday.

The radio station provided Lansbrook free advertising time in exchange for golf passes it gave away during the station's own promotions.

"We're looking forward to doing it again this summer," Gagliardi said.

• *Cadillac Week.* Gagliardi calculates this promotion generated \$25,000 in advertising for Lansbrook at little or no cost.

In cooperation with a local Cadillac dealer, Lansbrook offered a free round of golf to anyone who test drove one of the dealer's luxury cars.

The club also set up several of its pros in the dealer's showroom with television cameras and a putting green. The instructors provided potential customers a free video swing analysis and putting tips.

Lansbrook eventually provided 150 free rounds of golf to Cadillac customers. Test drivers were encouraged to bring along guests by providing them with \$5 discount coupons. The only stipulation was that the free and discounted rounds be played by the end of November, the start of the busy season at Lansbrook.

"They always brought people with them," Gagliardi said of the test drivers.

But more important than the extra play was the free advertising Lansbrook received. The Cadillac dealer spent \$15,000 on television, \$7,500 in direct mail and \$4,500 in the *St. Petersburg Times* promoting the event. Lansbrook was mentioned in each advertising spot and direct-mail piece.

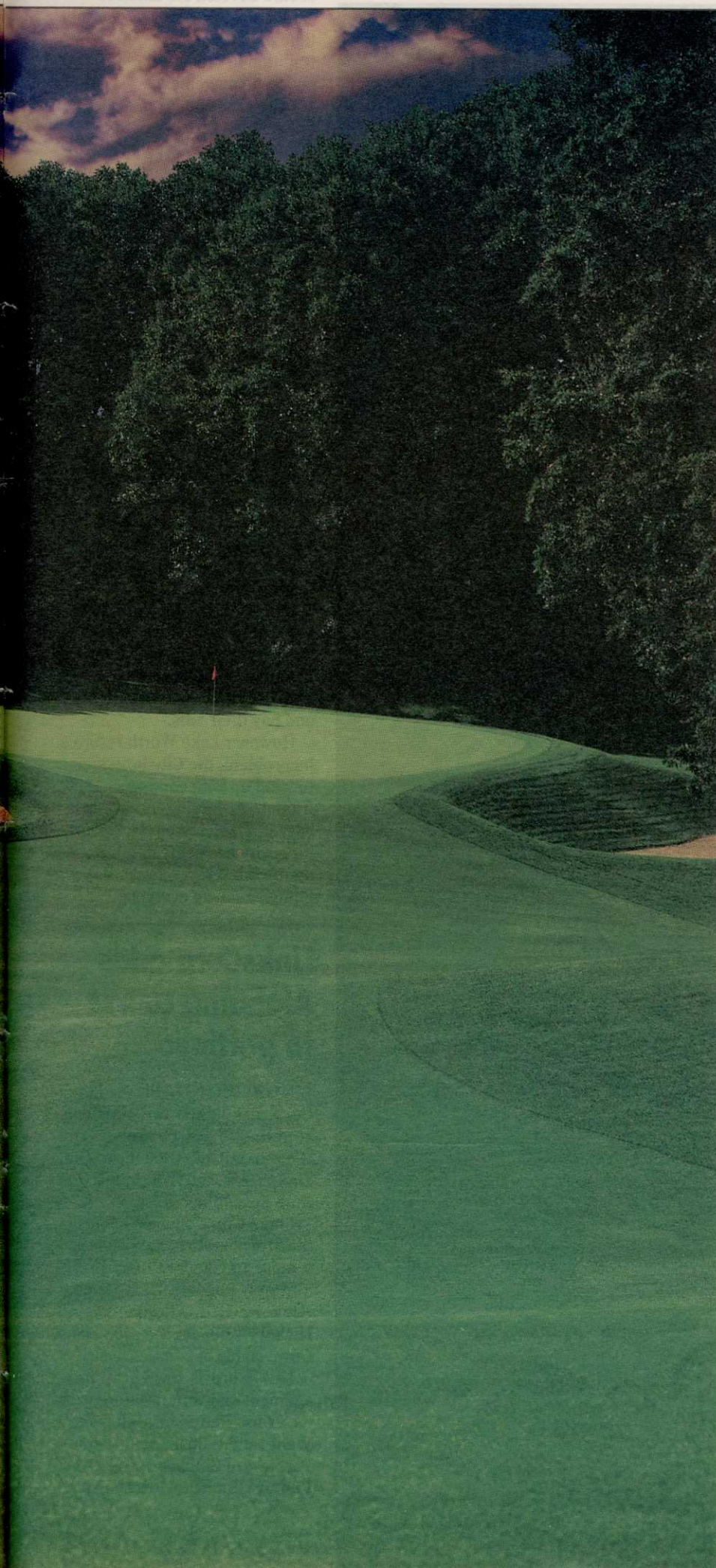
"The cost of just producing a television ad is about \$2,000, let alone the cost of running it. We could never afford that. But this way we had our name mentioned on television without those costs," Gagliardi said.

Cadillac is a major sponsor of the Senior and PGA Tours. The affiliation with the luxury car manufacturer was an added benefit, Gagliardi said.

"I've tried to upgrade the image of Lansbrook since I arrived here in 1989," the Northeastern University graduate said. "Having the type of clientele Cadillac attracts play our course certainly helps."

The Cadillac dealer was so pleased with the promotion, he planned to offer it again in mid-February. This time he budgeted \$45,000 for advertising and direct mailing.

"It must have been a success because another car dealer approached us about doing a similar promotion," Gagliardi said.



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