



Celebrated Speakers — Open to All Expo Attendees



**Friday, November 11
9:00 a.m., Room 8**

The summer of 1960 is remembered as Arnold Palmer's golden summer, as the superintendent's son claimed the U.S. Open, Masters and no less than six PGA Tour events.

Palmer's meteoric career in many ways parallels the growth of the public course. In fact, Palmer's exploits that year are generally credited with lighting a fire under millions of Americans who took up the game of golf in the early 1960s. In 1960, there were 3,149 public-access golf courses: daily-fee, municipal and resort. By 1965 that figure had risen to 4,436—an extraordinary jump of 1287 courses, or 250 openings a

year. This in an era when 150 total course openings had been the norm.

Arnold Palmer is not only one of golf's all-time great competitors, but he is the single greatest force behind the development of public-access golf. Over the years, as the wins continued to pile up, Palmer consolidated his influential place in the game by forming Palmer Course Design Co. and Palmer Golf Management, both of which specialize in creating and operating public-access golf courses.



**Saturday, November 12
9:00 a.m., Room 8**

Robert Trent Jones, Founder and President of Robert Trent Jones II International, needs no introduction. Famous worldwide, Jones is a globe-trotting golf course designer who, like his father, can say the sun never sets on his golf designs. From North and South America to Asia, Europe—even the former USSR—Jones has left his remarkable imprint on the world of golf with more than 150 course designs.

The president of Robert Trent Jones II International numbers many heads of state among his friends and acquaintances, and has been deeply involved in the ongoing debate in California with environmental activists. He recently completed University Ridge at the University of Wisconsin in Madison. Among his more famous public-access golf courses are Heron Lakes Golf Course, a municipal course in Portland, Oregon; Spanish Bay in California; and The Prince in Hawaii. He is a past president of the American Society of Golf Course Architects and authored the book *Golf by Design*, released earlier this year.

Golf Course Expo Conference Topics & Room Assignments — Open to Conference Registrants

CONCURRENT CONFERENCE SESSIONS: FRIDAY, NOVEMBER 11



**Development Track
1:00 p.m., Room 7**

TRENDS IN THE U.S. GOLF MARKET FOR NEW AND EXISTING PUBLIC-ACCESS FACILITIES

An overview of U.S. market trends in public-access facilities. Look at participation, rounds played, course openings, those in planning and under construction. Identify critical components used in an analysis of the market to assess the feasibility for course development and expansion.

- Identifying factors supporting future growth
- Assessing the competition
- Identifying a target market
- Financial *proformas* that lenders will fund

You'll come away with the important questions to ask in the current development and expansion climate to help you focus on the market and clientele

Speakers: Rick Norton, VP Operations, National Golf Foundation and Barry Frank, Manager, National Golf Foundation

2:00 p.m.

WATER-QUALITY IMPACTS ON GOLF COURSES

Threats to ground and surface water are routinely raised by the public and officials during the permitting process. Get a thorough briefing on the impact of golf course development and operations on water quality, including prediction of quality, risk assessment, monitoring results, and integrated pest management.

- Planning for the permitting process
- Hydrology and agronomy basics
- Key environmental statutes
- Linkage of ground water and surface water

Facilitate the permitting process by anticipating every question

Speaker: Stuart Cohen, President, Environmental and Turf Services, Inc.

3:00 p.m.

ALTERNATIVE GOLF DEVELOPMENTS: PROFITS IN GOLF COMPLEXES

A case study in success. Learn—from A to Z—the operational details of running an alternative golf facility—including beginner's group classes, golf pros on staff, age groups that use the complex, number of buckets sold, rounds of golf, prices, and miniature golf. You'll hear, firsthand, from one of the country's most successful range operators why having a golf complex with many alternative golf components is so important.

- Why alternative facilities make money and sense
- Promotional ideas
- Look at real numbers from an existing range operation

You'll discover new ways to save money in the start-up and operation of an alternative golf facility that will benefit your bottom line

Speaker: Dennis Tull, President, Smiley's Golf Complex, Overland Park, KS



**Maintenance Track
1:00 p.m., Room 6B**

MAINTENANCE ON A SHOESTRING

Learn to cope with limited budgets, small staffs, and minimal resources and still have a more attractive course, healthier turf and improved course morale. Make every dollar count.

- Money-saving ways to maintain a course for peak performance
- Improve wear tolerance and drought resistance
- New ways to improve your course housekeeping habits and avoid maintenance pitfalls

The tips presented in this session will improve your turf markedly

Speaker: Patrick O'Brien, Director, USGA Green Section, Southeast Region

2:00 p.m.

DEALING WITH TRAFFIC: MAINTAINING QUALITY IN THE FACE OF HIGH VOLUME

Being a traffic cop is just another hat the superintendent must wear at a public-access course—if only we could

issue tickets! Identify the sources and causes of traffic-related turf problems and methods to solve them. From the point of view of two very high-traffic facilities, review tried and true methods as well as new products and solutions.

- Address slow play and consequences of not addressing traffic problems
- Design, construction and approaches to mitigate the impact of cart traffic, steel spikes, and disabled golfers
- Importance of good housekeeping and image
- How to address environmental responsibilities unique to busy public-access courses including biological pest control

Setting realistic expectations and communication are key

Speaker: Joel Jackson, Golf Course Superintendent, Disney's Magnolia Golf Course, Orlando, FL and Donald Tolson, CGCS, Golf Course Superintendent, Fox Hollow at Lakewood, Lakewood, CO

3:00 p.m.

WATER, ENERGY AND WILDLIFE CONSERVATION MEASURES ON THE GOLF COURSE

Today's turf manager is charged with protecting and conserving our valuable natural resources. During this session, you'll examine the latest practices in irrigation, pest control, wildlife management, and conservation.

- Programs to enhance wildlife
- Techniques to establish buffer zones for improved aquascapes
- Irrigation conservation measures

You'll get new approaches to maximize your operating efficiency and conserve our precious natural resources in the process

Speaker: Chuck Gast, Agronomist, USGA Green Section, Florida Region



**Management & Marketing Track
1:00 p.m., Room 6A**

CREATIVE GOLF MARKETING: HOW TO BOOST YOUR BOTTOM LINE WITHOUT SPENDING A FORTUNE

Innovative techniques to improve immediate and long-range profitability. Loads of fresh ideas using marketing, advertising, media, and community relations.

- How to attract national and international visitors
- Ways to get effective news publicity and community support
- Tips for creating money-making brochures and money-saving ads
- Beat the competition with photography and video
- How to harness the drawing power of local hotels to help you

You'll generate at least one new and inexpensive marketing idea that you can apply at your course

Speaker: Elaine Fitzgerald, President, Fitzgerald Productions, Inc.

2:00 p.m.

YIELD MANAGEMENT: MAXIMIZING YOUR DAILY TEE SHEET

Greens fees. That's what drives the balance sheet in your operation. Yet every course has its down times. During this session you'll walk through strategies and tactics to market and promote your course during the on and off-peak periods and times.

- How, where, and when to advertise and promote
- Creating pent-up demand
- Using suppliers to fill tee times

New ways get the greatest yield from your tee time—your greatest commodity

Speaker: Gregg Gagliardi, Owner/PGA Pro, Lansbrook Golf Course, Palm Harbor, FL

3:00 p.m.

ANATOMY OF A TOURNAMENT OUTING

Planning a tournament from A to Z—a detailed inventory of things to do in a chronological sequence. The WHO, WHAT, WHEN, WHERE (your course!), WHY and HOW of staging a local tourney for profit and goodwill. Speaker, Vince Alfonso, as head pro and owner, successfully runs 200 tournaments annually!

- Successful tournaments are more difficult than they look
- Planning, Planning, Planning is the key to success
- Promotional ideas that work
- Making it fun for the staff and the customer

Learn how to run the "Pepsi Ultimate Challenge 2-Day/2-Person Scramble"—it's an idea that will make you money

Speaker: Vince Alfonso Jr., Owner, The Rail Golf Club, Inc., Springfield, IL



CONCURRENT CONFERENCE SESSIONS: SATURDAY, NOVEMBER 12



Development Track 1:00 p.m., Room 7

HOW TO DESIGN NEW GOLF COURSES OR RENOVATE EXISTING ONES TO BOOST THE BOTTOM LINE

Identify the specifics in golf course design that affect profits. Whether you are building or renovating, design can play a big part in your margin.

- Look at speed of play, increasing rounds, ease of maintenance
- Course design that is challenging, yet playable
- Long-term savings through proper design

Your course can have the best of both worlds, a "country club" atmosphere and still provide a 4-hour round through good design

Speaker: Robert Lohmann, President, Lohmann Golf Designs, Inc.

2:00 p.m.

AVAILABILITY OF CAPITAL: TRADITIONAL AND NON-TRADITIONAL LENDERS

The recession that gripped American financial circles in the early 1990s scared off some investors. However, record course openings were logged in each of the last three years. Clearly, someone was securing capital. Look at the guidelines for approaching traditional and non-traditional lenders for consideration in financing new or existing golf course projects: information required, formatting your presentation or request, underwriter criteria, proposed terms and conditions.

- Financing alternatives
 - Compare bank loan terms to other non-bank financing sources
 - Setting realistic expectations in presenting a financial package
- You'll learn tips to ensure your project's success in securing funding

Speaker: Reid Marks, Sr. VP and Raleigh City Executive, NationsBank and Don Rhodes, VP, Golf & Recreational Financing, Nations Financial

3:00 p.m.

INNOVATIVE WAYS TO BUILD PUBLIC-ACCESS GOLF COURSES

Public courses face the dual challenge of meeting normal operating expectations while still keeping fees affordable. Explore popular financing vehicles and sources available to public entities, as well as innovative and successful public/private joint venture relationships.

- Land dedications by private sector
- Private development on public land
- Concessionaire alternatives
- Public funding vehicles

You'll learn how communities have provided public golf where typical fiscal restraints would not permit it

Speaker: Greg Cory, Senior VP, Economics Research Associates and Jeff Witt, President, The Renizon Corp.



Maintenance Track 1:00 p.m., Room 6B

ENVIRONMENTAL AND TURFGRASS RESEARCH—WHAT WE'VE LEARNED

A summary of the latest findings and results of USGA Green Section Research on turf and the environment. Access over 12 years of USGA research.

- Strategies for further minimizing environmental impacts
 - Learn about "new and improved" turfgrass varieties available
- Take advantage of the vast arsenal of information from the USGA

Speaker: John Foy, Director, USGA Green Section, Florida Region

2:00 p.m.

MAXIMIZING EQUIPMENT PRODUCTIVITY

A new course spends \$600,000 on new equipment but precious little attention to its preventive care and upkeep. Learn how to improve your equipment's productivity through proper selection, preventive maintenance, inventory control, and training. Give your equipment a longer lease on life with an ounce of prevention.

- Ideas for more efficient use of equipment fleet
- Tracking procedures for providing proper preventive maintenance
- Organization and control procedures for parts and tool inventories
- Operator training procedures
- Record keeping

You'll reduce your long-range capital investment dollars through proper maintenance procedures. Learn how!

Speaker: Cal Roth, Director of Golf Course Maintenance Operations, PGA Tour, Golf Course Properties, Inc., Ponte Vedra, FL

3:00 p.m.

STAFFING FOR SUCCESS

The one subject area they don't teach in turfgrass school is personnel management. And many times it becomes the one most crucial element of a superintendent's job. Speaker Pat McHugh operates five courses at Doral and is currently undertaking a renovation of the Blue Monster, the most famous of the five. Learn staff management secrets—from the crucial hiring process to training and then managing maintenance crews.

- Hiring, training, and motivating
- Tips on managing your staff for success

Take home ways to create levels of professionalism for your staff

Speaker: Pat McHugh, CGCS, Director of Golf Course Management and Grounds, Doral Resort and Country Club, Miami, FL



Management & Marketing Track 1:00 p.m., Room 6A

CREATIVE PURCHASING: THERE'S STRENGTH IN NUMBERS

A look at group buying and the factors important to group purchasing—and how you can profit. Case studies from group purchasing success stories include range of savings by category, service and product enhancements.

- Why you should be (but aren't) involved in a cooperative
- Survey results of "big ticket" and secondary items that should be the focus of the group purchasing cooperative
- Forming the cooperative
- Other options, like leasing—where it can work and where it can't

Profit from the strengths of group purchasing which combine the value of mutual cooperation with quality, service and economies of scales...higher quality of services and products for less money

Speaker: Mike Tinkey, President, Sports Management and Marketing Services

2:00 p.m.

AGRONOMY FOR NON-AGRONOMISTS

A "crash course" in what every manager and owner should know about agronomy and turfgrass management. Learn about how to talk "agronomeeze" with your superintendent from one of the country's leading superintendents who just received the Master Greenkeeper Certificate from the British and International Golf Greenkeeper Association (BIGGA)—one of eight recipients in the world.

- Demystify fertilization, weed control, plant growth regulators, fungicides, insecticides, IPM and what they mean for your golf course
- Ideas for golf course set up for hole locations, tee marker locations, soil and seeding divots, flagstick dimensions, flag and flagstick colors
- Bunker raking techniques, bunker sand testing, bunker edging and drainage to make more efficient use of labor
- Irrigation systems and watering practices, mowing strategies, people management, sodding vs. seeding, employee scheduling, superintendent/mechanic relationships

Come with a sharp pencil to take lots of notes on turf management—you'll become an instant expert and be a hit at the next meeting with your super

Speaker: Terry Buchen, CGCS, Superintendent, Double Eagle Golf Course and Golf Course News' Savvy Superintendent Columnist

3:00 p.m.

MAINTAINING THE RIGHT OPERATIONAL FOCUS

The five best strategies to more effectively manage your course for profitability. Keep your eye on the prize and focus on the key issues that impact profitability most in the increasingly competitive golf industry.

- Rethink what is important in the operation of your course
- Recognize that corporate management techniques apply to you
- Understand that growing your business is becoming much more difficult and learn what you can do about it
- Receive a list of references to modernize your thinking about golf management
- You won't be satisfied with your current level of operating successes anymore

You'll look at your business differently and make more money as a result

Speaker: Ken James, Sr. VP, Golf Operations, American Golf Corp.

Conference-at-a-Glance							
FRIDAY, NOVEMBER 11				SATURDAY, NOVEMBER 12			
9:00 a.m.	Keynote Speaker: Arnold Palmer			9:00 a.m.	Opening Speaker: Robert Trent Jones II		
10:00 a.m.-1:00 p.m.	Exhibits • Shop Talks • Lunch			10:00 a.m.-1:00 p.m.	Exhibits • Shop Talks • Lunch		
	Development Track	Maintenance Track	Management & Marketing		Development Track	Maintenance Track	Management & Marketing
1:00 p.m.	Trends in the U.S. Golf Market for New and Existing Public-Access Facilities	Maintenance on a Shoestring	Creative Golf Marketing: How to Boost your Bottom Line without Spending a Fortune	1:00 p.m.	How to Design New Golf Courses or Renovate Existing Ones to Boost the Bottom Line	Environmental and Turfgrass Research—What We've Learned	Creative Purchasing: There's Strength in Numbers
2:00 p.m.	Water Quality Impacts for Golf Courses	Dealing with Traffic: Maintaining Quality in the Face of High Volume	Yield Management: Maximizing your Daily Tee Sheet	2:00 p.m.	Availability of Capital: Traditional and Non-Traditional Lenders	Maximizing Equipment Productivity	Agronomy for non-agronomists
3:00 p.m.	Alternative Golf Developments: Profits in Golf Complexes	Water, Energy and Wildlife Conservation Measures on the Golf Course	Anatomy of a Tournament Outing	3:00 p.m.	Innovative ways to Build Public Access Golf Courses	Staffing for Success	Maintaining the Right Operational Focus
4:00 p.m.-5:00 p.m.	Exhibits			4:00 p.m.-5:00 p.m.	Exhibits		