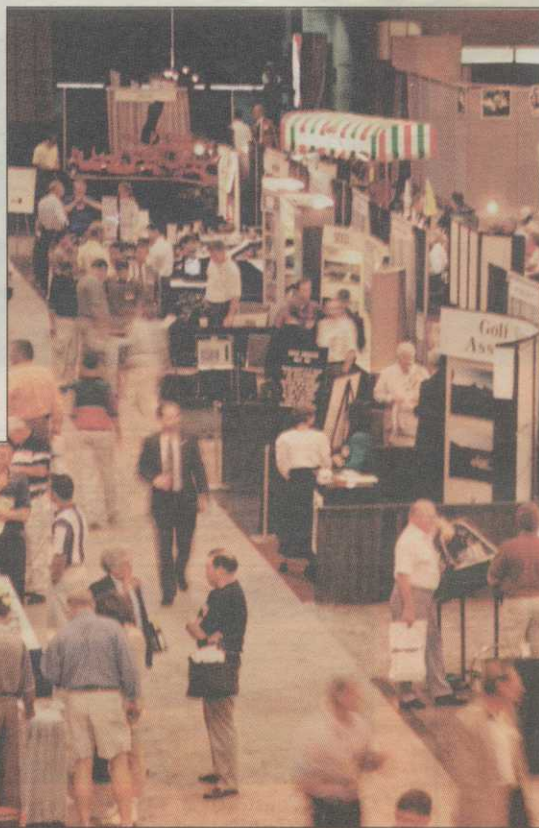
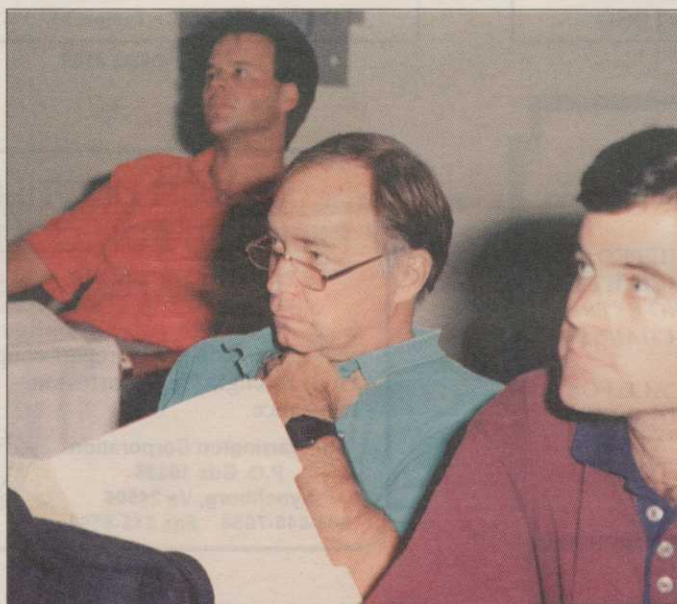
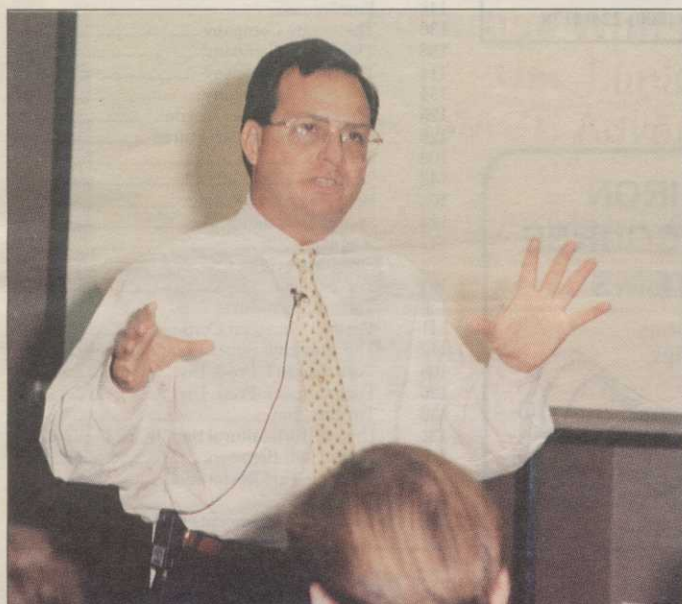


Golf Course Expo opens to acclaim



The inaugural **Golf Course Expo**, the only national trade show and conference for owners, managers and superintendents at public-access facilities — was a success, drawing more than 1,500 qualified attendees and 100 exhibitors to Orlando in November. Arnold Palmer and Robert Trent Jones Jr. keynoted the event, and more than 250 packed the education sessions. Clockwise from top: ClubCar's Mike Alexander writes up an order; the trade show floor proved to be a busy place; Shop Talks — vendor-sponsored presentations held right on the show floor — played to capacity crowds; and conferees listened closely to knowledgeable speakers like Gregg Gagliardi (below) of Lansbrook Golf Course in Palm Harbor, Fla.



Expo '94: Sharing info

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Florida Green magazine and superintendent at Walt Disney World's Magnolia Course, added: Use amendments like rubber/"poly" prills, geotextile fibers, wetting agents, humic acids/biostimulators.

- USGA Florida Section agronomist Chuck Gast urged lowering energy consumption with growth regulators, efficient pump stations, variable frequency drives and fertigation; and bettering the situation for wildlife with nature zones, buffers, nesting cavities and feeding zones.

- From USGA Florida Section Director John Foy's suggestions were: apply fertilizer only to meet the need of turf to recover from traffic and maintain density; and use slow-release fertilizers, or lightly but more frequently apply fast fertilizers to minimize leaching.

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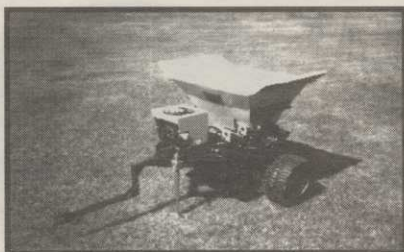
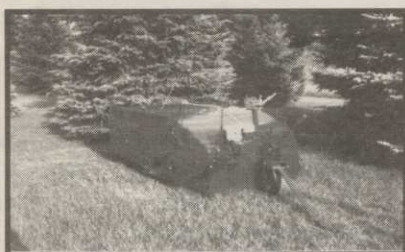
Meanwhile, golf course managers wrote myriad money-making tips such as these from GM-PGA head pro Gregg Gagliardi of Lansbrook Golf Club and Elaine Fitzgerald of Fitzgerald Productions:

- From Gagliardi: "We added a 'Beat the Pro' challenge and put the teaching pro on the tee. We gambled between \$5 and \$20. The golfers can't lose, because if they don't beat the pro they get \$5 credit in the pro shop. If they do beat him, they double their money. If they play, they get their name in a free drawing."

He also added associate and international memberships. Hooking up with a German travel agency, he sold 300 associate memberships at \$40 apiece. "So we got \$12,000 in income, and I have yet to have a German come over and play," he said.

- From Fitzgerald: "We offered hotels a reason to fill rooms. With tourism starting to go down in Florida, hotels without amenities ... can use our course as an amenity."

The course offered a commission to the hotel concierges for every visitor they sent. "We got our own salespeople working at each of 25 hotels," she said. "One made \$7,000 alone from this, so she worked very hard."



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