

Gain Insights from Keynote Sessions

Thursday, November 9 ● 9:00 a.m. ● Hall D



Pete, P.B., Alice, and Perry Dye

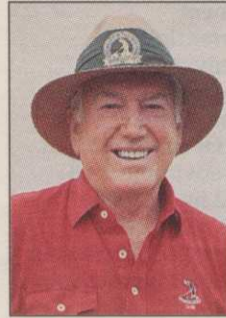
possible and profitable the development of high-end daily-fee courses—will discuss the future of this member-for-a-day genre, including the importance of designing and marketing courses to meet client and competitive needs. Alice Dye, slated to serve as president of the American Society of Golf Course Architects in 1996, will discuss her professional passion: sound design of multiple tees, a consideration of paramount importance to public-access courses aiming to accommodate the full spectrum of golfing skills.

As the designer of numerous daily-fee courses in the highly competitive markets of Florida and the South Carolina coast, P.B. Dye speaks from experience on the need to identify market niches and design accordingly in areas densely populated with golf courses. After designing and building courses all over Asia-Pacific, Perry Dye has returned to these shores and turned his attention to the burgeoning municipal course market. He will speak on a subject often troubling to municipal concerns: Positioning town- and city-owned facilities to compete with privately owned competitors.

As the nation's First Family of public-access golf, the Dyes are uniquely qualified to keynote Golf Course Expo. They are right in the middle of golf's fastest growing market. During the keynote session, they will discuss the broad range of development issues in public-access golf courses.

Patriarch Pete—whose global reputation for design innovation made

Friday, November 10 ● 9:00 a.m. ● Hall D



Robert Dedman Sr.

Management giant Club Corporation International, and Robert Dedman need no introduction—it has more than 260 golf courses under its direction. As founder of ClubCorp, Robert Dedman Sr. has witnessed and influenced the dramatic changes in golf course management for nearly 40 years.

However, until 1984 ClubCorp was known primarily as an operator of private golf clubs.

It is true that for its first 25 years, ClubCorp built the largest private club client portfolio in the business. But Robert Dedman has always demonstrated the ability to identify trends and act on them before the competition. As long ago as 1979, ClubCorp realized the game was changing. Public-access golf was beginning to dominate new course development and they, under Robert Dedman, wouldn't be left behind.

When daily-fee and resort development began to outpace private projects in the 1980s, ClubCorp formed separate divisions dedicated entirely to the daily-fee and resort markets to meet the special management needs of public-access facilities. GolfCorp (founded in 1979) and Club Resorts (1984) now account for one-third of the ClubCorp course holdings.

At Golf Course Expo, Dedman will discuss how the public-access development boom (two out of every three courses are now open to the public) has affected efficient facility management. He will also offer his vision of the future, specifically how the breakneck pace of public-access development will only increase competition, making management innovation the top priority for owners and operators looking for an edge.

The Three Concurrent Conference Tracks Are Comprehensive



Maintenance Track

The Maintenance Track at Golf Course Expo recognizes that superintendents at public-access facilities have unique educational needs. During the maintenance sessions, superintendents will be treated to the "nuts and bolts" information, tools, and hands-on issues that impact efficient maintenance. The track will feature three key U.S. Golf Association (USGA) Green Section regional directors, as well as high-visibility superintendents—a nationally known line up of speakers who specialize in maintaining tip-top course conditions. Attendees will access the latest research in turf management with sessions on best management practices, environmental common sense, and environmentally sensitive management strategies.



Management and Marketing Track

Golfers may enjoy the proliferation of public-access courses across the country, but course owners and managers see nothing but increased competition in an already tight marketplace. The Management and Marketing track program at Golf Course Expo will help owners and managers set their facilities apart—aesthetically and monetarily—from this pool of new kids on the block. The sessions will focus on increasing profits on merchandising, food and beverage and the range operation, getting the word out via marketing plans that work, running a safe operation, and filling the tee sheet.



Development Track

At Golf Course Expo, the Development Track is sponsored by the National Golf Foundation. These sessions will be directed at existing course owners looking to expand and would-be developers of new facilities. During the program, they will give attendees the knowledge they need to plan and develop their facility, find new ways to make money, secure financing in a tight market and developing public/private partnerships. This track touches all the bases.

Golf Course Expo Conference Program

Concurrent Conference Sessions:

THURSDAY, NOVEMBER 9



MAINTENANCE TRACK

10:15 - 11:15 a.m. ROOM 8 A&B

Maintaining Play During Renovation
Construction and renovation can occur at your golf course so it does not impact play or the bottom line—if you plan ahead. Keystone Ranch Golf Course is rebuilding 18 greens, renovating 71 bunkers, and constructing 14 continuous cart paths—while keeping the course open for play. Their five-year capital plan allows construction and renovation to continue, without closing the golf course. Learn how they do it!
Speaker: Steve Corneillier, Superintendent, Keystone Ranch Golf Course

12:30 - 1:30 p.m. ROOM 8 A&B

Savvy Tips From The Frugal Super
Pristine playing conditions need not be sacrificed when budgets are tight. The Frugal Superintendent, Tim Hiers of Collier's Reserve in Naples, Fla., will instruct attendees in how to save money through innovation, common sense and sound agronomic investment principles. Hiers, a 1995 GCSAA Distinguished Service Award winner, will show superintendents how to maintain sound playing conditions while working within their means.
Speaker: Tim Hiers, Golf Course Manager, Collier's Reserve

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Conference At A Glance

THURSDAY, NOVEMBER 9				FRIDAY, NOVEMBER 10			
9:00 a.m.	Keynote Sessions: Pete, Alice, Perry and P.B. Dye HALL D			9:00 a.m.	Keynote Sessions: Robert Dedman Sr., Founder and Chairman of ClubCorp HALL D		
10:00 a.m.-5:00 p.m.	Exhibits • Shop Talks			10:00 a.m.-4:00 p.m.	Exhibits • Shop Talks		
	Maintenance Track	Management & Marketing	Development Track		Maintenance Track	Management & Marketing	Development Track
10:15 a.m.-11:15 a.m.	Maintaining Play During Renovation ROOM 8 A&B	Group Marketing ROOM 8 C&D	The Value And Trends In Golf Learning Centers ROOM 8 E&F	10:15 a.m.-11:15 a.m.	Environmental Common Sense: ROOM 8 A&B	Safety In The Club House And On The Golf Course ROOM 8 C&D	Importance Of Planning Your Golf Project ROOM 8 E&F
12:30 p.m.-1:30 p.m.	Savvy Tips From The Frugal Super ROOM 8 A&B	Tee Time Reservations: Yield Management Strategies ROOM 8 C&D	The Current Environment Of Environmental Permitting ROOM 8 E&F	12:30 p.m.-1:30 p.m.	Environmentally Sensitive Management Strategies ROOM 8 A&B	Merchandising: Competing With Off-Site Wholesalers ROOM 8 C&D	Funding Methodology: Public Sector Options & Private Sector Options ROOM 8 E&F
2:30 p.m.-4:00 p.m.	GENERAL SESSION: Profit Through Improvement: Upgrading Your Golf Course To Compete ROOM 8 G&H			3:00 p.m.-4:00 p.m.	Best Management Practices for Today's Golf Courses ROOM 8 A&B	Managing the Revenue Centers: Food & Beverage And Range For Profit ROOM 8 C&D	Public/Private Partnership: A Case Study In A Joint Venture ROOM 8 E&F
4:00 p.m.-5:00 p.m.	Networking Party on the Show Floor			See You For Golf Course Expo '96 • November 14 & 15			

Golf Course Expo Conference Program



MANAGEMENT AND MARKETING TRACK

10:15 - 11:15 a.m.

ROOM 8 C&D

Group Marketing

A golf marketing program is much more than a 4-color brochure! Five years ago, the First Coast of Golf didn't exist. But by pooling their resources, the 26 golf courses in greater Jacksonville have created a powerful regional identity. Under speaker Callaghan's leadership, First Coast is now recognized nationally as a golf hotbed by travel agents, tour groups and individuals looking for low-key golf destination alternatives to better-known, more crowded locales such as Myrtle Beach and Palm Springs. Examine the "how to" of putting together a golf package program by combining forces with other courses in your area—from establishing and funding an organization to setting up and marketing the program—and tracking its results. A nuts-and-bolts approach featuring examples of brochures, golf rounds, room nights generated reports, and marketing plans.

Speaker: Charles Callaghan, Executive Director, Florida's First Coast of Golf

12:30 - 1:30 p.m.

ROOM 8 C&D

Tee Time Reservations:

Yield Management Strategies

Did you know that most courses play at 33% of total capacity? And for nearly all facilities, only 64% of play is reserved in advance? With time as your most precious resource and golfers your most valued commodity, how well you manage these assets determine your net income and your course profits. While computerization in the pro shop/clubhouse is hailed as an agent of efficiency, the results are often difficult to identify on a spread sheet. Discover how computerized cart management and tee-time reservation systems can positively impact the most important sheet in the business: the tee sheet.

Panelists: James Keegan, Chief Executive Officer, Fairway Systems; Jay Troutman, Vice President, PAR Golf Systems, Inc.; and course operators

Moderator: Mike Tinkey, Director, Smart Buy Program, National Golf Course Owners Association



DEVELOPMENT TRACK

10:15 - 11:15 a.m.

ROOM 8 E&F

The Value And Trends In Golf Learning Centers

Golf learning centers help sell houses, book room nights, ease the permitting process, and give you an advantage over your competitors. While they have been popular in Europe for a century and for decades in Asia, just recently has North America seen their value. But it has been the Americans who are setting trends and breaking new ground with these highly profitable golf facilities. You will be surprised how much sense learning centers make and how they might work for you.

Speaker: Dr. Michael Hurdzan, President, Hurdzan Golf Course Design

12:30 - 1:30 p.m.

ROOM 8 E&F

The Current Environment Of Environmental Permitting

The ability to secure environmental approvals can often become one of the most daunting tasks in planning a golf development project. Of course, all golf projects must address environmental regulations established by local municipalities as well as state and federal agencies. But how does a developer gain speedy approval without compromising the project?

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

GENERAL SESSION

2:30 - 4:00 p.m.

ROOM 8 G&H

Profit Through Improvement: Upgrading Your Golf Course To Compete

Improving the quality of a golf course, moving it into a higher price green fee bracket and improving its value is one strategy to address the increased competition in the public-access golf market. From modest municipal to low-end daily-fee; from low-end daily-fee to high-daily fee, "upscaling" or "upgrading" a golf course can improve your bottom line and pay for the improvements many times over. From a development perspective, buying a golf course, then upscaling it can be less expensive than building a new course from scratch.

This session looks at ways to move your golf courses up to the next level, from the perspective of a course superintendent, an architect and golf course appraiser. Take a look at reasons for upgrading the golf course, the analysis and research required for prudent decision making, where and how much to spend on upgrading, ways to determine which improvements are required, and ways to avoid failure.

Panelists: Laurence Hirsh, President, Golf Property Analysts; David Johnson, Vice President Agronomy, GolfCorp; and Rees Jones, President, Rees Jones, Inc.

Moderator: Hal Phillips, Editor, Golf Course News

Concurrent Conference Sessions:

FRIDAY, NOVEMBER 10



MAINTENANCE TRACK

10:15 - 11:15 a.m.

ROOM 8 A&B

Environmental Common Sense: What We're Doing Wrong and What We're Doing Right

A presentation based on the most common environmental problems encountered at golf courses—and common sense solutions. The USGA—the agronomic authority—offers ideas that can be applied with reasonable cost and ease. Do something about the problems—and start immediately!

Speaker: James Moore, Director, Mid-Continent Region, USGA Green Section

12:30 - 1:30 p.m.

ROOM 8 A&B

Environmentally Sensitive Management Strategies

In response to concerns raised about negative impacts on the environment by golf course construction and management practices, the USGA began supporting research to accurately assess this situation. Hear the research results from more than \$3 million of research grants to major universities across the country over three

years. The research goal is to determine the fate of fertilizers and pesticides when applied to turf grass. Initial findings indicate that when these materials are properly applied, there is minimal leaching, and that a healthy turf cover is an extremely effective bio-filter. While additional research is needed, based on the initial results, various measures can be taken to further minimize the potential for negative environmental impacts. Learn how this information can be incorporated into day-to-day course management programs and practices.

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

3:00 - 4:00 p.m.

ROOM 8 A&B

Best Management Practices For Today's Golf Courses

Details on those management practices that work best. Draw from Integrated Pest Management practices; natural, biological and result-oriented methods; as well as holistic treatment of the turf, plant, and soil—and the pests and diseases that plague them. Integrate current USGA research and the latest understanding of groundwater pollution and diagnostic procedures. Practical and unbiased information from the USGA Green Section.

Speaker: Stanley Zontek, Director, Mid-Atlantic Region, USGA Green Section



MANAGEMENT AND MARKETING TRACK

10:15 - 11:15 a.m.

ROOM 8 C&D

Safety In The Club House And On The Golf Course

Is your course an accident—or lawsuit—waiting to happen? Avoid the possibility of litigation, provide a safer working environment for any golf course maintenance operation, and even save money by reducing worker's compensation claims. Look at the day-to-day legal issues and their practical applications on safety confronted by course operators, presented by top experts. Get a clearer understanding of proactive steps you can take now to decrease your legal liability in the future. And look at a case study of TPC's Golf Course Maintenance Operations Safety Awareness program featuring guidelines, procedures and benefits.

Speakers: Deborah Means, Senior Associate Attorney, Page & Addison; and Cal Roth, Director, Golf Course Maintenance Operations, PGA Tour Golf Course Properties, Inc.

12:30 - 1:30 p.m.

ROOM 8 C&D

Merchandising: Competing With Off-Site Wholesalers

Effective merchandising in your retail operation can, by some measures, improve golf club profitability by 10%, but with competition from off-site golf wholesalers, courses need to be on their toes. Learn how inventory and display decisions can help increase sales in the pro shop. As an executive with one of America's hottest golf attire manufacturers and the ex-manager at one of the nation's top 100 pro shops, Moore brings big-picture vision and a practitioner's common sense to the

daunting prospect of retailing.

Speaker: Brett Moore, Vice President, Product Development, Antigua Group, Inc.

3:00 - 4:00 p.m.

ROOM 8 C&D

Managing The Revenue Centers: Food & Beverage And Range For Profit

The Expo's 1994 popular guru of marketing ideas is back with a lively session on the art of turning profits in F&B and on the Range. These two vital areas can comprise up to 15% of the revenue stream—and losses can mean a sea of red on the P&L. And no one knows better than speaker Gagliardi. When he started as GM, at Lansbrook Golf Club in Palm Harbor, Florida, they lost \$4,000 a year in the bar. Last year they netted more than \$100,000! Learn his secrets to success—starting with: if you want to make money in the bar and range, you have to treat them as totally separate entities.

Speaker: Greg Gagliardi, General Manager, PGA Pro, Lansbrook Golf Club



DEVELOPMENT TRACK

10:15 - 11:15 a.m.

ROOM 8 E&F

Importance Of Planning Your Golf Project

Demands for higher quality, programmatic changes, environmental constraints—as well as physical and marketing changes have a greater importance in the project planning and design stages than they have in years past. These are evolving rapidly and if you are interested in new golf course projects, you should be aware of how these changes might effect your project. Several real projects will be used as examples.

Speaker: Jack Mathis, President, Golf Plan Group

12:30 1:30 p.m.

ROOM 8 E&F

Funding Methodology: Public Sector Options And Private Sector Options

The financing of municipal golf courses projects. The realities of public finance and golf. Real world requirements for the financing of a municipal golf course project. Speakers: Gregory Fairbanks, Vice President, Investment Banking, Miller & Schroeder Financial, Inc.; and Kenneth Reece, Senior VP, Nations Bank

3:00 - 4:00 p.m.

ROOM 8 E&F

Public/Private Partnership: A Case Study In A Joint Venture

The new LPGA International Golf Course development epitomizes the idea of a true public-private joint venture, involving the state, Volusia County, a private developer and a corporation. After five years of planning, construction, and development, LPGA International opened for play in 1994, just outside of Daytona Beach, Florida. The LPGA's role was to oversee the entire development process. The state of Florida provided grants to the city to develop the infrastructure around the golf course. The County was responsible for the construction of the golf course and a private developer donated the land to the County with the intent of being able to build homes around the golf course. Speakers: Kathy Milthorpe, Director of Finance and Administration LPGA and Bill McMunn, Consolidated Development