

Gain Insights from Keynote Sessions

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



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

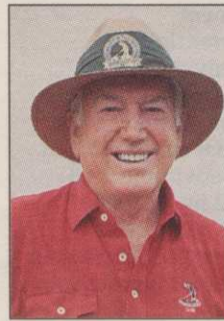
possible and profitable the development of high-end daily-fee courses—will discuss the future of this member-for-a-day genre, including the importance of designing and marketing courses to meet client and competitive needs. Alice Dye, slated to serve as president of the American Society of Golf Course 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

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Robert Dedman Sr.

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.

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

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			