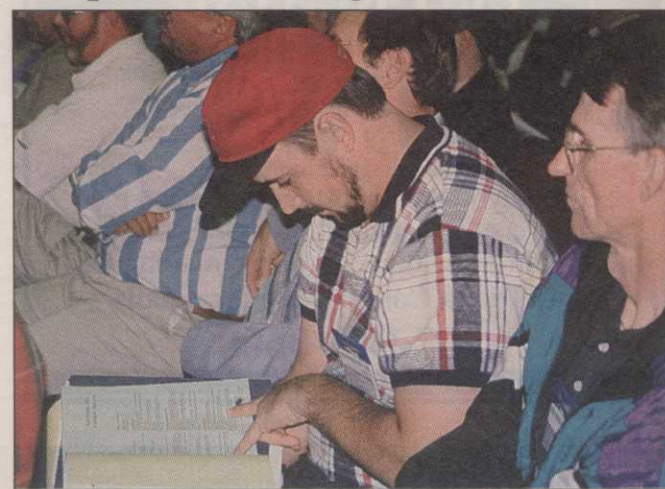


Expo changes course



Golf Course Expo '95 attendees (above) work the show floor, while another consults his resource manual during the Management & Marketing Conference (top right). Sharing a laugh are the Designing Dyes — Pete (from left), Perry, P.B. and Alice — who keynoted Day I at the Expo. Robert Dedman Sr., chairman and founder of ClubCorp., keynoted the Expo's Day II.



By HAL PHILLIPS
Editor

News Item: *Golf Course News* will move Golf Course Expo '96, our annual conference and trade show, from the Orange County Convention Center in Orlando, Fla., to the Marriott Lincolnshire in suburban Chicago. To be held Oct. 27-29, the conference — "Public Golf for Profit" — will address the educational and buying needs of managers, developers and superintendents at public-access golf facilities.

Why the move? Well, the late

comedian Sam Kinison once offered a pointed piece of advice to East African nomadic tribes whose traditional grazing lands were perpetually threatened by famine. "You live in a desert," he said. "Go where the food is!"

We're taking Mr. Kinison's advice by moving the event to Chicago, where the "food" is.

The move is recognition that it was time to re-examine the number of daily-fee, resort and municipal courses within a 500-mile radius of the Expo. While Orlando enjoys the nation's second-highest concentration of public-

access courses (with 1,213), suburban Chicago boasts the top spot with 3,413 public-access facilities — or three times the number of potential attendees — within the same 500-mile radius.

Indeed, it was also time to recognize that, after two years, we had exhausted the ability of Florida's public-access golf personnel to travel to Orlando. With the superintendents association in Orlando as you read this, it was time to bring the event to a different locale.

In Chicago, we also intend to be more realistic in reemphasizing the educational needs of the public-access owner, developer and superintendent. Though public-access personnel are beginning to realize their considerable

buying power, the sheer size of Orlando's Orange County Convention Center may have diluted the Expo experience. We believe a hotel venue like Lincolnshire will make attendee interaction — at the conference and with exhibitors — more intimate and powerful.

Make no mistake: We remain committed to the growth of public-access golf and to the event that serves its unique needs. Why? Not just because we're stubborn, but because **THIS IS WHERE THE INDUSTRY IS HEADED!**

A few facts that can't be ignored:

- More than 450 courses opened during 1995, 80 percent of them public-access.

- There are more than 15,000 courses in America today, nearly 70 percent of them public-access (the number of private courses is actually shrinking).

- Jack Nicklaus, the king of ultra-expensive private course development, has targeted the public-access market within his own firm (see column page 19).

- Even GCSAA has acknowledged the changing times by advocating its dual-membership requirement (because the great mass of daily-fee superintendents belong to local chapters and not national, GCSAA — an association comprised largely of private course superintendents — has wisely targeted the public-access market as the industry's primary growth area).

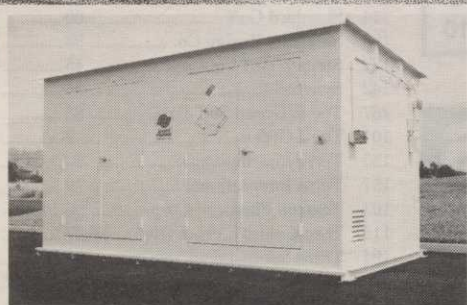
For these reasons and others, we will continue to provide education and buying opportunities for public-access superintendents and managers via Golf Course Expo and its conference, "Public Golf for Profit." In order for the conference and show to succeed, we have taken two necessary steps:

- We've moved the event to a smaller, hotel venue in an area more densely populated with daily-fee golf courses.

- We've changed the event's focus, from a trade show with conferences on the side, to a powerhouse education conference with booths.

Let's face it: Sometimes, in order to move forward, you must take a step back.

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