

## Forum attendees qualify for CEUs

LINCOLNSHIRE, Ill. — Attendees at October's *Golf Course News*-sponsored Public Golf Forum here will qualify to receive continuing education units (CEUs) from several different professional associations.

The Professional Golfers Association of America (PGA), Club Managers Association of America (CMAA) and Golf Course Superintendents Association of America (GCSAA) will grant CEUs for members attending the national business conference and expo for superintendents, managers and developers of public-access golf facilities scheduled for Oct. 27-29 at Marriott's Lincolnshire Resort.

PGA members will receive 10 hours for the two-day conference (five hours per day) and eight hours for attending Vince Alfonso's post-conference workshop "Marketing your Course on TV and Radio." PGA members must sign in at each session and indicate their PGA number or Social Security number on the sheet. For the post-conference workshop, PGA members must sign in and out at the end of the one-day session.

CMAA members attending the sessions are eligible for Certified Manager Credits. CMAA has awarded advance approval. To receive credit, CMAA members must sign the attendance roster provided at each session.

GCSAA has approved 0.9 CEUs for the Public Golf Forum for credits toward certification renewal requirements only. It is the responsibility of each Certified Golf Course Superintendent to individually document event attendance on the affidavit form supplied to all conference registrants. To receive credit, GCSAA members must forward the affidavit within 30 days.

## Management program enables owners to stay nimble

LINCOLNSHIRE, Ill. — Staying flexible enough to take advantage of opportunities as they arise will be the focus of this month's Management Track at the Public Golf Forum here.

The Forum is a national business conference and expo for superintendents, owners, managers and developers. It is sponsored by *Golf Course News* and will be held Oct. 27-29 at the Marriott Lincolnshire.

Four Management Track speakers are scheduled for Monday, Oct. 28, following PGA Tour golfer Peter Jacobsen's keynote session. The speakers, their topics and times are:

- Gregg Gagliardi, *Maximizing Your Profit Center: Food and Beverage*, 10 a.m. Gagliardi has been head PGA professional since 1989 and general manager since 1992 at Lansbrook Golf Club in Palm Harbor, Fla. At Lansbrook, he took over a bar that was losing \$4,000 annually and turned it into a \$100,000 a year operation. Gagliardi will discuss his methods for turning around a F&B operation. He has won many awards including the Pinellas County Amateur Golf Association Golf Professional of the Year in 1991 and the West Central Chapter of the PGA Bill Strausbaugh Award in 1993.

- Walter Lankau, *Yield Management: Automated Tee Time Reservations*, 2 p.m. Lankau, owner/president of Stow Acres Country Club, will discuss the installation and use of what has proven to be a very successful reservation system at his Central Massachusetts facility. The University of Pennsylvania Wharton Business School graduate has also developed a widely known golf school, renovated the banquet facility and runs golf outings of all sizes.



### PUBLIC GOLF FORUM

A NATIONAL BUSINESS CONFERENCE AND EXPO FOR SUPERINTENDENTS, OWNERS, MANAGERS, AND DEVELOPERS OF PUBLIC-ACCESS GOLF FACILITIES  
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- Brett Moore, *Getting the Pro to Merchandise Like One*, 3 p.m. Moore is vice president of product development for The Antigua Group, a Scottsdale, Ariz.-based golf clothing manufacturer. Prior to joining Antigua in 1994, she was director of retail for Resort Management of America (a management firm) and founded the Association of Golf Merchandisers. She will provide

management tips on how to create more profits within a retail store operation: checks and balances to monitor employee performance, ways to understand a client base and ideas to purchase more effectively.

Gagliardi kicks off Tuesday's management track session at 2 p.m. with a talk on *How to Operate a Successful and Profitable Driving Range Operation*. He will be followed by:

- Michael Zmetrovich, *Strategic Planning for Golf Course Management*, 3 p.m. Zmetrovich is director of the Golf Services Group with Landauer Associates Inc. where he is in charge of the Boston-based firm's national golf consulting and asset management practice.

Zmetrovich will discuss sound capital improvement planning strategies that address the ongoing capital needs of a total golf facility and how to map out strategic planning areas that apply to a golf course. Prior to joining Landauer he was a national golf industry specialist with Kenneth Leventhal & Co. He previously worked with Laventhol & Horwath's Golf and Club Services Group, Marriott Golf and other golf operations.

- Sam Hines and Michael Rippey, *Making Your Course Attractive for Sale*, 4 p.m. The two will provide advice on assessing whether an individual course is ready to be put on the market and the steps one should take to get the facility ready for sale.

Hines is first vice president and national manager of the Golf Properties Appraisal and Consulting Group with CB Commercial Real Estate and holds the SGA designation from the Society of Golf Appraisers, a nationwide organization. He has 18 years of specialized experience in the valuation of hotels, resorts and golf-related properties.

Rippey is president of North American Golf, one of the country's fastest-growing management companies. One of five principals in the Chicago-based firm, Rippey directs all business development activity and is involved in each of the company's course development and management assignments.

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