



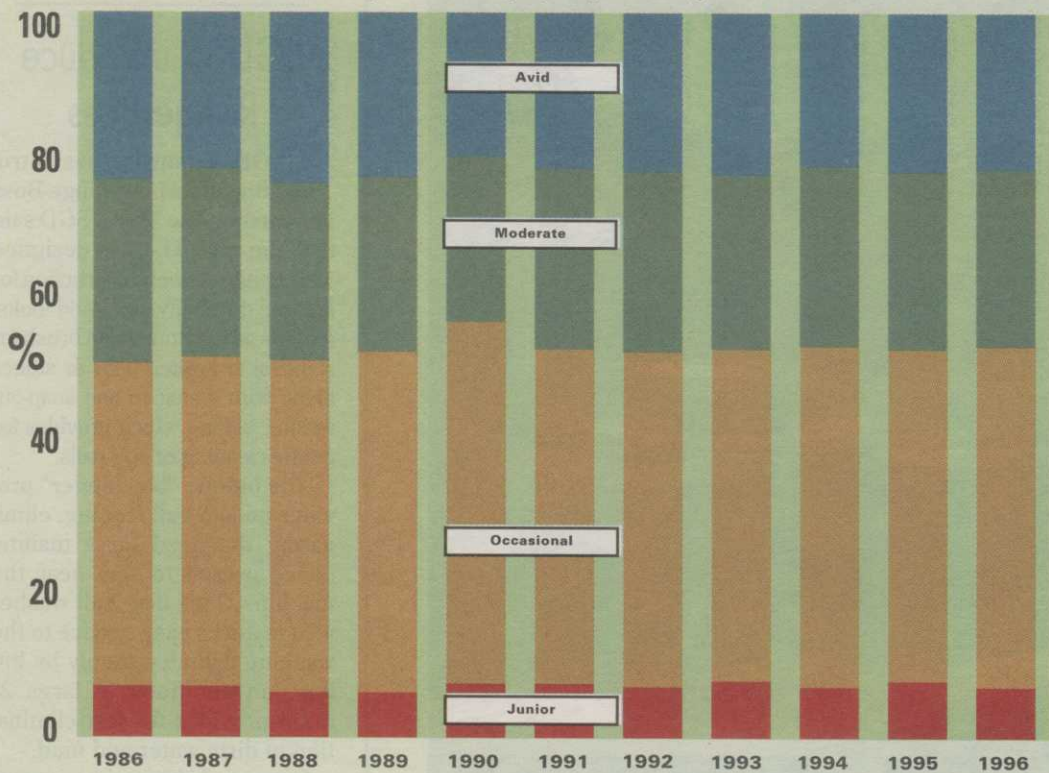
PUBLIC GOLF FORUM
A NATIONAL BUSINESS CONFERENCE AND EXPO FOR SUPERINTENDENTS,
OWNERS, MANAGERS, AND DEVELOPERS OF PUBLIC-ACCESS GOLF FACILITIES
OCTOBER 27-28, 1997

SEE COVER STORY ON PUBLIC GOLF FORUM'S MANAGEMENT/MARKETING CONFERENCE TRACK.

Public Golf Forum: Stand out in the crowd

On October 27 & 28, Public Golf Forum, the *Golf Course News*-sponsored conference and expo for superintendents, owners, managers and developers of public-access golf facilities, will take place at Oak Brook Hill Hotel & Resort in Oak Brook Hills, Ill. Join the staff of *Golf Course News* and keynote speaker Billy Casper by calling 207-846-0600 to register. If you're involved the public golf arena — in any fashion — you can't afford to miss it.

Percentage of all golfers by player segment: 1986-1996



Adult golfers (aged 18 and above) are categorized as Occasional, Moderate or Avid depending on play frequency. Golfers aged 12-17 are categorized as Junior golfers. Avid golfers play in excess of 25 rounds a year. According to the National Golf Foundation (NGF) figures, Avid golfers increased in number by approximately 650,000 from 1986 to 1996, a net gain of 14 percent. By comparison, Moderate golfers (8-24 rounds annually) grew by close to 21 percent and Occasional golfers (1-7 rounds annually) by 32 percent. Juniors increased at an annual rate of 2.3 percent, a net gain of approximately 26 percent over 1986. *Source: NGF*

AEK to show course management systems

AEK Computers offers comprehensive computer applications to manage your golf course. The company said it can coordinate hardware acquisition, manage the installation and provide professional, on-site training video for future use. Complete training manuals and on-line training modes are available anytime. Telephone support and modem access is available 24 hours a day, 365 days a year.

AEK offers applications for: point-of-sale; pro shop; concessions; memberships; reservations; internet; groundskeeping; and accounting. For more information, contact AEK at 800-666-4235.

CIRCLE #203
PGF BOOTH #1



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PUBLIC GOLF FORUM CONFERENCE SCHEDULE AT A GLANCE

	3 Educational Tracks	MANAGEMENT/MARKETING	DEVELOPMENT	MAINTENANCE
OCTOBER 27, 1997	7:45 - 8:45 AM	CONTINENTAL BREAKFAST AND EXHIBITS		
	9:00 - 9:50 AM	KEYNOTE PRESENTATION		
	10:00 - 10:50 AM	The "Speed of Play" Revolution	Meeting the Environmental Challenge	OSHA: Turning Pain Into Gain
	11:00 - 1:00 PM	EXHIBITS		
	1:00 - 2:00 PM	LUNCH		
	2:00 - 2:50 PM	General manager: Figurehead, Department Head or CEO	Renovation: Facelifting Your Golf Course	Turf Wars: What's New
OCTOBER 28, 1997	3:00 - 3:50 PM	Building Your Reputation, Building Your Profits	Building the Affordable Golf Course	Guide to Gadgets, Gizmos and Inventions
	4:00 - 4:50 PM	How to Get Widespread Publicity for Your Golfcourse	It Doesn't Have to Be "Public"	Bunker Drainage and Maintenance
	5:00 - 7:00 PM	RECEPTION AND EXHIBITS		
	8:00 - 9:00 AM	CONTINENTAL BREAKFAST AND LUNCH		
	9:00 - 11:30 AM	Expanding Your Base: How To Get New Players In The Game Part 1: The Untapped Market Part 2: The Ultimate Learning Center	9:00 - 9:50 AM: The Perfect Maintenance Complex 10:00 - 10:50 AM: Mapping Your Golf Course at the Speed of Light	
	11:30 - 1:00 PM	RECEPTION AND EXHIBITS		
OCTOBER 28, 1997	1:00 - 2:00 PM	CONTINENTAL BREAKFAST AND LUNCH		
	2:00 - 2:50 PM	Operational Audits: Identifying the Opportunities	Competing For Leisure Time	Biological Controls: Part I, II & III
	3:00 - 3:50 PM	Increasing Your Outing Revenues	Country Clubs for the Common Man: Integrating Golf with Apartment Communities	
	4:00 - 4:50 PM	What Renovations Can Mean To Your Facility's Bottom Line	Developing a Learning Center Environment	



Prolink's onscreen yardage feature

Leading Edge to exhibit Prolink

Leading Edge Technologies Inc. (LET) introduces Prolink, an electronic yardage system for golfers and a comprehensive golf course management system for course managers based on GPS. The Prolink application is a golf cart mounted electronic yardage book which also collects valuable information on speed of play and cart utilization. For more information, contact Erica Henderson at 602-961-8800.

CIRCLE #205

PGF BOOTH #35/36