



The main hotel at Rancho Las Palmas Marriott Resort in Palm Springs.

Public Golf Forum: October 26 & 27 at Rancho Las Palmas Marriott Resort in Palm Springs, California



Greg Norman eyes some bunker work on site.

YARMOUTH, Maine — With Norman and Hurdzan on board as keynoters for this year's Public Golf Forum, this is shaping up to be the hardest hitting line up of speakers Golf Course News has ever assembled.

Greg Norman, golf's premier international spokesman and all-time money winner, will kick off day two of this year's Public Golf Forum, the *Golf Course News*-sponsored business conference and expo for superintendents, owners, managers and developers of public-access golf facilities on October 26 & 27 at Rancho Las Palmas Marriott Resort in Palm Springs, Calif.

"It's great to see a publication focusing on public golf, and I'm excited to be a part of this year's Forum," said Norman, president of Jupiter, Fla.-based Greg Norman Golf Course Design.

Part two of this year's dynamic double bill is the guru of environmentally sensitive public golf design, Dr. Michael Hurdzan, president of Columbus, Ohio-based Hurdzan-Fry Golf Course Design Inc.

Hurdzan is slated to kick off day one of this year's Forum at 9:00 a.m. on Monday, October 26. More info on PGF exhibitors can be found to the right.

ProShot to show new value-add options

Public Golf Forum exhibitor ProShot Golf Inc. said it has strengthened its position in the golf GPS distance-measuring industry with the introduction of a variety of revenue-enhancing and course-management systems.

The company's value-added options include: The Marshal Plan for mobile course management, ProMotion Advertising which enables advertisers to target a high-quality, captive audience, Food and Beverage Ordering from a cart-mounted system and "PIP," a personalized information package.

ProShot's Dx1800 unit, mounted on the marshal's cart, communicates directly with the central computer in the pro shop using GPS technology and radio frequency and enables marshals to receive slow pace information directly from the OmniGolf System and message carts anywhere on the course. For more information, see ProShot Golf at Public Golf Forum.

CIRCLE #208

Excel to highlight bridge solutions



Excel Bridge Manufacturing is a full-service company that can supply the public golf market with clear span steel truss bridges, or other large variety of pre-manufactured bridges with the look of wood.

At the request of BIGHORN Golf Club, The Canyon's course, Excel Bridge Manufacturing has engineered and completed the new "Arch Plate Bridge Series" (see photo above). The Arch Plate Bridge concept is simple: provide a self-weathering steel under structure that is very

strong, with very little bridge deflection, and ship to site ready to accept on site natural rock that is to be applied on site by either Excel personnel or others. The end result is a beautiful aesthetic looking masonry bridge that clear spans your waterway.

For more information see Excel Bridge at Public Golf Forum.

CIRCLE #209

Lohmann does double duty at PGF

Not only is Bob Lohmann slated to speak as part of the Development Track of this year's Public Golf Forum, but he'll be putting in his time at his booth as well.

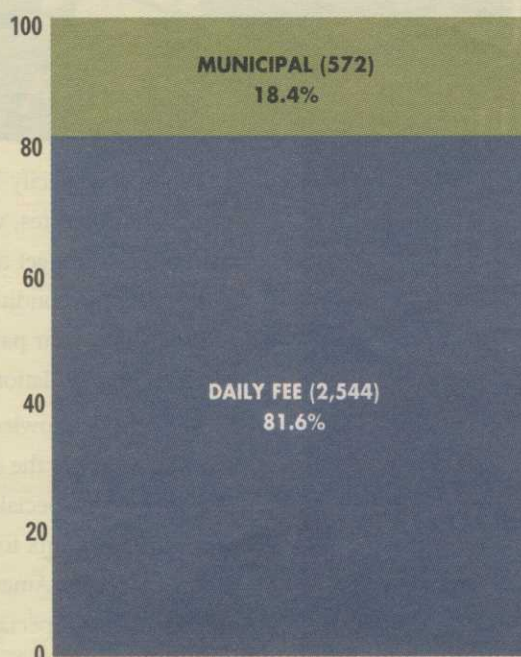
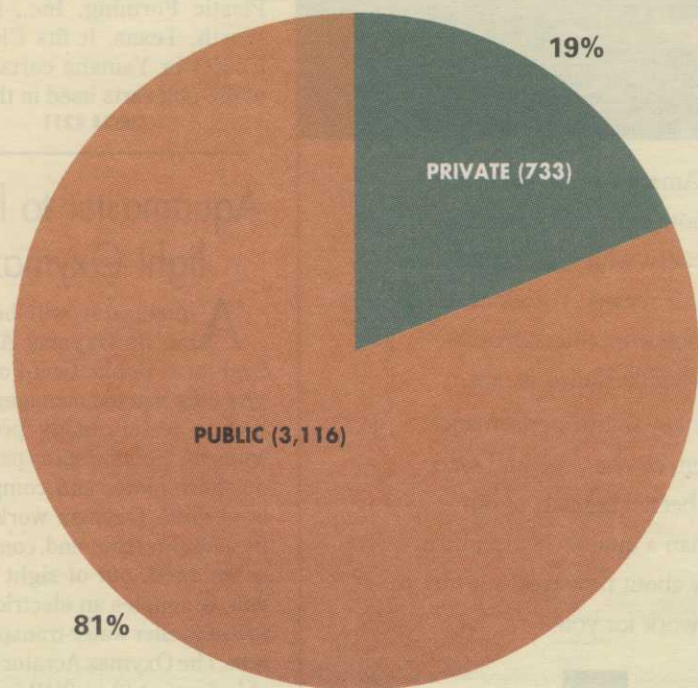
Take some time to meet the current President of the American Society of Golf Course Architects after his session. Lohmann will be ready to discuss his latest work, the new nine at Maple Valley Golf Course in Suring, Wis.

Working with Golf Creations, its sister construction firm, Lohmann Golf Designs (LGD) have finished shaping and seeding nine new holes here, some 40 miles northwest of Green Bay.

When the new holes are ready for play next year, LGD will set about creating three more holes and redesigning six on the original layout. "The original course is fairly ordinary, but the owners have showed real vision," said Lohmann. "In order to draw players from a wide area, the owners realized we needed to create something special."

CIRCLE #211

TOTAL GOLF COURSE OPENINGS BY TYPE FOR 1986 THROUGH 1997



Public golf, specifically daily-fee golf, was primarily responsible for the upsurge in golf course development. From 1986 on, almost 80 percent of all openings were either daily-fee for municipal. In 1997, almost 90 percent of new course were public facilities. (Source: National Golf Foundation)