

NGCOA conference tackles financing challenge

By DOUG SAUNDERS

PALM SPRINGS, Calif. — As more than 600 golf course owners from the United States and Canada gathered for their annual conference and trade here in late February, there was a noticeable air of trepidation among the assembled group. Last year's triple whammy of post-9/11 jitters, the oversupply of courses and the challenges of a slumping economy all added to the pressures felt by golf course owners nationwide, and it left many wondering what the future held.

But the gathering of 620 members, up from last year's attendance of 550, carried on with many positive messages as the Solutions Summit strived to tackle tough questions and provide answers that owners could implement this year to improve their bottom line.

The theme of the week at the Wyndam Resort retreat in the California desert was emblazoned everywhere: "On the green is good, in the black is better." The five-day event provided a series of seminars that



Thomas Bruff of KPMG Golf Practice, John Seeburger of GMAC Golf Finance, Hilda Allen of Hilda Allen Real Estate and Larry Hirsh of Golf Property Analysts address attendees at the NGCOA Solutions Summit in Palm Springs, Calif.

touched on every aspect of golf operations including financing, golf shop operations, food and beverage management, labor laws and environmental activism.

"I am very pleased with the turnout we have this year, especially considering that attendance at the other two industry trade shows (PGA Merchandise Show and GCSAA Conference and Show) was down. I think that the realization of the importance of cooperation among all of the golf industry has really come through here this year," NGCOA executive director Mike Hughes said.

That sense of cooperation came through in

the opening session, as Phil Tralies, president and CEO of Club Car, stated the simple facts.

"For us to be successful, the golf course owners need to be successful. That is why we are strongly committed to this organization and the goals of increasing the bottom line for everyone," Tralies said.

Two of the more pressing issues for the economics of the game of golf, available financing and the lagging number of rounds played, were dealt with in a very open manner.

It is no secret that many of the major funding sources for the golf industry have dried up in the past year and the remaining sources are taking a much harder look at the economics of golf.

"Golf is a difficult business because there are so many moving parts to it. It is not like building a commercial building and leasing floor space. With so many variables it is clear that golf doesn't provide the profitability of other commercial investments.

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Link Up 2 Golf to expand in 2003

PALM BEACH GARDENS, Fla. — The PGA of America, the National Golf Course Owners Association (NGCOA) and Golf 20/20 plan to expand Link Up 2 Golf, an industry-supported adult player development initiative, to 27 new markets this year.

The planned new markets span 11 PGA sections and will bring the program's reach to 64 facilities in 34 cities and a number of military bases.

Link Up 2 Golf was created in 2001 by Golf 20/20 and tested at eight facilities in the Raleigh-Durham area of North Carolina. The PGA and NGCOA signed on to provide collaborative leadership, management and financial stability to help the program go nationwide in 2002.

Based on feedback from last year, Link Up 2 Golf will be adjusted to include five 90-minute group clinics incorporating on-course instruction on etiquette, speed of play, proper behavior and three supervised

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Vendors applaud joint show

By ANDREW OVERBECK and DEREK RICE

The decision by the GCSAA and the NGCOA to combine their annual trade shows continues to meet with wide approval from all in the golf industry. If reaction from vendors is any indication, the first Golf Industry Show, set for Orlando in 2005, will provide the vibrancy both shows have lacked in recent years.



Tim Ford

people around," said Club Car CEO Phil Tralies. "Here's an opportunity for us to be able to consolidate and not incur twice the expense."

For the Toro Co., which recently signed on as a preferred NGCOA vendor, combining shows simplifies its logistics tremendously.

"We are a supporter of this," said Tim Ford, vice president and general manager of Toro's commercial business. "It will bring together two of our primary constituents: the superintendent who uses the equipment and the owner who ultimately signs the check."

Expenses aside, vendors are also excited about being able to get in front of both the superintendent and the owner at one event. This is especially true for companies that did not previously attend the NGCOA show.

"Although we've always realized that owners are important, we have never gone to their show," said Tom Levey, director of

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The obvious benefit to vendors is cost savings. Attending one show instead of two not only costs less, but also takes less time.

This is especially true for companies like Club Car that hit multiple shows to market their product to all players in the industry.

"[Attending four shows in five weeks] really stresses the organization from head to toe — getting product around, getting

Vandals damage greens at La Costa

CARLSBAD, Calif. — Damage inflicted by vandals on three greens at La Costa Resort during the World Golf Championships-Accenture Match Play Championships was minimal, and the course recovered quickly.

Vandals used a salt-like substance that left burn marks on the 16th, 10th and 14th greens sometime during the night on Saturday, March 1, or Sunday, March 2.

On the 16th green, the substance was used to burn the letters KSL into the green. KSL Resorts has owned La Costa since 2001. Suspicion for the

vandalism has centered on supporters of the Hotel Employees and Restaurant Employees Union Local 30, with whom KSL has been in negotiations.

The damage, according to PGA Tour representatives, was mostly cosmetic. However, Mike Shea, senior PGA Tour rules official, told the San Diego Union Tribune that there was the potential for more damage down the road.

"Our biggest fear is that depressions might develop. If that happens we might have to do some topdressing if needed," Shea said.

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Vendors applaud GCSAA, NGCOA show merger

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marketing for Flowtronex. "We think meeting with owners, especially if they are side-by-side with the superintendent, at one big show will be a great opportunity."

Even chemical and fertilizer companies are eager for the opportunity to be in front of both members of the buying team.

"With our product line on the chemical side of the business, there is a lot of differentiation of our product versus our competitor's product," said Peter Farno, turf and ornamental market manager for Bayer ES. "This opens up the owners to why there are differences, why they should value our products versus competitive products. It's an audience we don't always get in front of."

The joint show will offer owners a larger perspective on the golf industry than they might normally get.

"This year was the first year we had done

the owner's show," said Dave Heegard, vice president of sales and marketing for Pursell Technologies Inc. "I spoke to a lot of owners who were glad we were there because it gave them an understanding of

who the players are in the business. In those situations where the owners are an integral part of the decision-making process,

it makes sense for them to go to the show and see what's going on."

As a result, many expect more owners to attend the show than before.

"That is the expectation," said Toro's Ford. "With times being as lean as they are, owners are taking a more active role in where money is being spent. Our product is a capital expense so it makes more sense for them to be involved."

Bayer ES's Farno agreed.

"There's a fair amount of owners that come to the GCSAA show, and that's great, but there will be a whole lot more," he said. ■

'We think meeting with owners, especially if they are side-by-side with the superintendent, at one big show will be a great opportunity.'

— Tom Levey

Link Up 2 Golf expands

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on-course experiences. The program will culminate in a four-hole scramble.

This year's new markets will be:

Carolinas Section - Raleigh, N.C., Charlotte, N.C., Greensboro, N.C., Greenville, S.C., Columbia, S.C.

Colorado Section - Denver, Colorado Springs, Fort Collins/Greeley

Connecticut Section: Springfield, Mass., Hartford, Ct., New Haven, Ct.

Michigan Section: Detroit, Traverse City

Middle Atlantic Section: Washington D.C., Baltimore, Md., Richmond, Va.

New England Section: Worcester, Mass., Boston, Mass., Providence, R.I.

North Florida Section: Tampa, Sarasota, Jacksonville, Orlando, Tallahassee

Northern Ohio Section: Toledo, Cleveland, Akron

Southern California Section: Ventura County, Bakersfield, San Diego

Southern Ohio Section: Cincinnati, Columbus, Dayton

Tennessee Section: Nashville

Since its creation, Link Up 2 Golf has attracted more than 1,200 students.

QUOTED

Barker, Joel	Simplot Turf & Hort.	16
Barnes, Howard	Quality Grassing & Svcs.	10
Briggs, Stephen	BASF	1
Bruff, Thomas	KPMG Golf Practice	22
Carlson, Tom	Venice Golf and CC	1
Davison, Tim	Davison Golf	8
Dye, Pete	Pete Dye Designs	10
Farley, John	Teal Bend Golf Club	6
Farno, Peter	Bayer ES	21
Farris, Ron	Farris Golf Designs	1
Ford, Tim	Toro Co.	3
Garcia, Fidel	Ryngolf Inc.	10
Graves, Steve	Private Club Network	14
Heegard, Dave	Pursell Technologies Inc.	21
Hirsh, Laurence	Golf Property Analysts	22
Holanda, Rick	Aronimink Golf Club	8
Hughes, Mike	NGCOA	3
Johnson, Bill	Riverside Golf and CC	13
Levey, Tom	Flowtronex	3
Menningmann, Jorge	Water Equipment Tech.	16
Myers, Rick	DLF-TRIFOLIUM	16
Olson, Alan	Flowtronex	16
O'Malley, Tom	Saddleback Golf Course	22
Price, Robert	Quality Grassing & Svcs.	11
Rink, Ben	Hickory Stick Golf Club	7
Skinner, Steve	KemperSports Mgmt.	13
Torello, Bill	EcoOrganics Inc.	8
Tralies, Phil	Club Car	3
Zysko, Dorothea	Sarasota County	20

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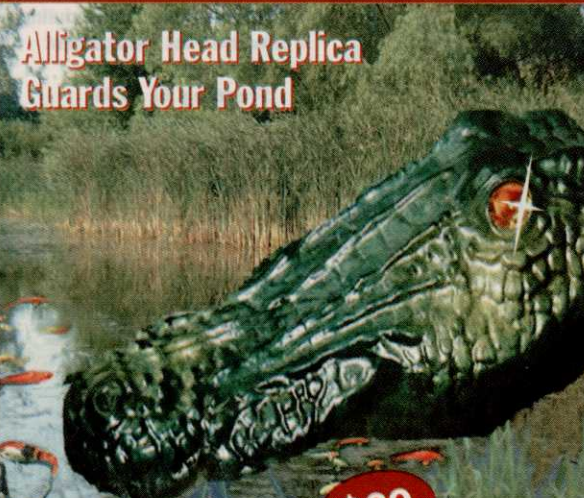
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