

They're Down with It

Owners ecstatic about joining superintendents for the big show

By Anthony Pioppi, Contributing Editor

While superintendents have debated the idea of combining the annual conference and show of the Golf Course Superintendents Association of America (GCSAA) with the National Golf Course Owners Association's (NGCOA) annual event, the owners are ecstatic about the merger.

"All the guys I talked to about it are really enthusiastic," says Doug Homan, owner of Lake Sunapee Country Club in New London, N.H. Sunapee has been in the Homan family for more than 65 years, and Homan is also the course's superintendent. "It's really a great marriage."

Charles Mozingo agrees with Homan. He is the long-time superintendent of the 27-hole Turkeyfoot Lake Golf Links in Akron, Ohio. His wife Mary is part owner of the course, which her family built in 1925.

"This is a really good idea. It's a chance to go to both shows," Mozingo says, adding that the new format gives owners access to information and equipment not available when

they had their own show.

Mozingo hopes the show will help revitalize the industry and bring owners closer together in an effort to preserve their courses.

Judy Hutt, owner of Shadow Valley Golf Course in Boise, Idaho, sees combining the two events as a chance to knock down traditional divides in the golf industry. "So many times it seems there is a line between the inside and the outside," she says, referring to the pro shop staff and maintenance staff.

Combining the show, Hutt adds, may help with the chilly unspoken rule between superintendents and owners that says, "You don't go on my turf, and I won't go on yours."

"Maybe this will get everybody together," she says. "Maybe it will help erase that in a fun, family atmosphere."

Mike Hughes, the NGCOA's executive director, says he has not come across one owner who has criticized the joint effort.

"I have not heard of a single person who is less than enthusiastic. I think the owners overwhelmingly approve of this," he says.

The NGCOA has about 6,000 golf course owners as members and its show normally draws up to 800 people. The superintendents show averages more than 20,000 attendees.

The agreement with the GCSAA is for five years, but Hughes expects it to become a permanent event especially considering that the Club Managers Association of America (CMAA) is scheduled to become part of the event in 2007.

Scott Hoyt is general manager at Cinnabar



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JUDY HUTT, OWNER

Mixed Reaction

Jim Singerling, CEO of the Club Managers Association of America, said he was "delighted" the CMAA was joining the Golf Course Superintendents Association of America (GCSAA) and the National Golf Course Owners Association (NGCOA) to form the Golf Industry Show in 2007. Most superintendents, however, don't like the idea, according to a recent *Golfdom* online poll.

The majority of superintendents we surveyed are against the CMAA joining the Golf Industry Show. While 33 percent of those surveyed said it was a "great idea" that CMAA was joining, 51 percent answered, "No. I don't like it. What happened to our show?"

Thirteen percent of superintendents answered, "I guess it's OK" if the CMAA joins the show.

The poll was based on 169 responses.

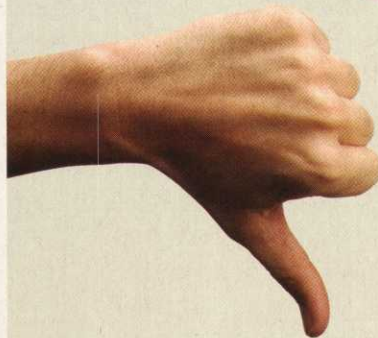
33%

Thought it was
a great idea



51%

Said they did not
like the idea



Hills Golf Club, an upscale daily-fee golf course in San Jose, Calif., owned by a group of six local businessmen. He will represent Cinnabar at the show and is thrilled with the merger.

"There are too many golf shows," Hoyt says. "I think this makes a lot of sense. There was no reason for the NGCOA not to join."

According to Hoyt, the combining of the shows is another way for golf courses to save money because they only have to send representatives to one event.

"In the last five years everyone has had to cut back and look at expenditures," he says. "This should have been done a long time ago." ■

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