

Off The Fringe

Business briefs

Houston can't deliver; show moved to Atlanta

The annual Golf Industry Show and its associated educational conferences have been moved to the Georgia World Congress Center in Atlanta in February because of "Houston's inability to deliver previously agreed upon services," according to the Golf Course Superintendents Association of America (GCSAA) and the National Golf Course Owners Association (NGCOA).

The conferences and trade show, originally scheduled for New Orleans, had been moved to Houston on Sept. 7 in the wake of Hurricane Katrina. Atlanta, which was one of a handful of cities examined for the original relocation, last hosted the GCSAA International Golf Course Conference and Show in 2003 at the Georgia World Congress Center. The association also held its conference in Atlanta in 1979 and 1983. The NGCOA has not conducted an annual meeting in Atlanta.

The dates for the 2006 conferences and show will remain the same as originally planned: the GCSAA Education Conference (Feb. 6-11), the NGCOA Solutions Summit (Feb. 7-10) and the Golf Industry Show (Feb. 9-11).

Wilkinson tapped at Jacobsen

Textron named Daniel F. Wilkinson the new president of Jacobsen. He replaces Jon Carlson, who left to pursue other opportunities.

Wilkinson joined Textron in 1997 as its director of national sales accounts at Greenlee, the company's professional tools business. He was responsible for large customers such as The Home Depot, Grainger and Graybar. His latest role was as senior vice president of marketing and sales, where he was responsible for product development,

Briefs continue on page 14

Gettin' the Lowdown on Rounds, Revenue

NGCOA, GOLF DATATECH INTRODUCE FINANCIAL BENCHMARKS PROGRAM FOR OWNERS, OPERATORS

It's simple: If golf course owners and operators get involved with a new initiative introduced by the National Golf Course Owners Association (NGCOA) and Golf Datatech, they can learn more about their operations and how to improve them. But if owners and operators don't get involved, they could be passing up a fine opportunity to bolster their businesses.

NGCOA and Golf Datatech, a golf industry market research firm, have begun The Financial Benchmarks Program to measure the game's key financial benchmarks. NGCOA says the program provides accurate and consistent industry measurements to help owners and operators evaluate the performances of their facilities. They can also use

the information to compare their results to their competitors' results.

"The effort has been percolating for awhile," Mike Hughes, executive director of the NGCOA, told *Golfdom*. "We started talking to our largest owners about collecting financial data about four or five years ago."

Based on information provided by participating owners and operators, the reports measure participation, revenues and course utilization on a monthly and rolling basis. The information will be confidential to participating owners and operators, who can use it not only for operational purposes but also for financing needs or when providing information to analysts and media.

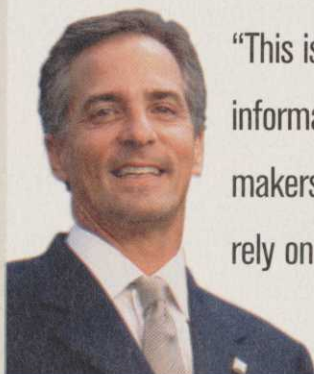
The reports, which include information on rounds played, total

round revenue, revenue per utilized round and revenue per available tee time, are available to every U.S. city for members and non-members.

The recent decision to launch the program nationally follows a five-month pilot study

Continued on page 18

"This is the type of information decision makers in other industries rely on to analyze trends."



MIKE HUGHES,
NGCOA

Off The Fringe

Continued from page 12
in Atlanta, Las Vegas and Phoenix earlier this year.

Program participants receive information that allows them to compare their facilities' performance against the overall market. "This is the type of information decision makers in other industries rely on to understand and analyze trends," Hughes said.

It's no secret that many owners and operators have questioned the accuracy of participation reports from sources within the industry. Since the numbers reported in the Financial Benchmarks Program come directly from owners, credibil-

ity isn't an issue, said Hud Hinton, president and chief operating officer of Troon Golf, which manages operations at more than 160 courses. "These are the right metrics reported in an easy-to-understand format," Hinton added.

Hughes said that previous data wasn't "actionable."

"It wasn't something an operator could take a look at and say, 'This is what I need to do, and this is how I stack up against my competition,'" Hughes said. "That's the kind of information our members want."

Golfdom's Larry Aylward contributed to this story.

Continued from page 13
Martinez probably wouldn't have won the playoff to play in the Superintendent's Cup. The shot definitely invigorated him.

"I felt like things were going in my direction," said Martinez, relating how he felt after making the shot. "I said to myself, 'Let's go get 'em.'"

Martinez, who played steady golf during the Superintendents Cup and

kept the ball in play, went two holes up over Wiles after nine holes. He closed Wiles out after 14 holes.

"I just wanted to put it in play and see what happened," said the 42-year-old Martinez, a six-handicap. "My short game is the strongest part of my game. I'm never on the green in regulation, so I need to have a good short game."

Wiles, a 16-handicap, said he "hit some decent

shots here and there," but made too many mistakes, mostly off the tee. Incidentally, Wiles, who won a regional BASF qualifier tournament in 2004 and participated in the Pinehurst, N.C., final, was this year's top-scoring superintendent with a total net score of 147 in the 18- to 49-age division, placing third overall.

Both men said walking the course in the infamous Texas heat took its toll on them.

"I'm a golf course superintendent," Wiley said with a smile. "I'm used to riding around in golf cars. Rafael looked at me after the 12th hole and said, 'Man, I'm beat.' I said, 'So am I.'"

Martinez and Wiles qualified for the event after winning their respective regional



Toni Bucci (right), business manager for BASF Professional Turf and Ornamentals, presents Rafael Martinez with the winning check.

tournaments held by BASF earlier in the summer. BASF flew the two men and 18 other superintendents to Barton Creek, put them up for several days and treated them like ... well ... PGA players.

"This was a fantastic experience," Wiley said. "You can't beat playing in something like this."

Minnesota, Spring 2004

Use GreenJacket® for patented IMPERMEABLE PROTECTION

Insulated or uninsulated protection against:

- Crown Hydration
- Desiccation
- Temperature Fluctuations

greenjacket®
The grass is always greener on the UNDERSIDE.

www.greenjacket.com • 888-786-2683
*Actual client photo not retouched