

## Golf Industry Show // RECAP



*Continued from page 33*

booth. I think last year in San Diego, the show was so big, people just stopped halfway through."

So things seem to be looking up, if ever so slightly, for the Golf Industry Show. But 2012 will have new challenges for the GCSAA: the show is later than usual (Feb. 29-March 1) and it's in Las Vegas, a fun location for sure, but one with the stigma that "what happens in Vegas stays in Vegas," which is the opposite of what a successful trade show is about.

"It's a bit far for people on the east coast, and the show is later in the year — by early March there is a whole slew of golf courses already in season," Drygala said. "Superintendents might not be able to pull away for the show because their course is greening up."

"But it is an exciting location, and we're still going because it is such an important show." ■

For more GIS coverage, including an interview with Nick Price and a story on the traits of great leaders and teams, visit [www.golfdom.com](http://www.golfdom.com)

## STRENGTHENING

### Rankin's GIS keynote identifies two growth opportunities for golf

By Marty Whitford, Contributing Editor

**T**o really grow the game, golf has to change the game — and public perception.

Such is the opinion of Judy Rankin, World Golf Hall of Fame member and television golf commentator.

Delivering the keynote at last month's Golf Industry Show in Orlando, Rankin said the game would benefit greatly if it embraced a new perspective on both nine-hole and women golfers.

"We tend to think of nine-hole golfers as ... well, bad ... or old — or both," Rankin said. "But many of today's great golfers love to get away and play a quick nine holes. We need to truly embrace nine-hole golf as a solid, equally respected alternative for a significant portion of our population, especially in today's time-starved society."



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Rankin got some loud cheers when she said, "You'll be happy to hear I'm the only golfer who does not consider herself an architect." However, she did offer a few growth tips that touch upon course construction.

Moving women's tees closer to the pin helped some, but Rankin said there remains a 13-stroke gap between the average woman's and man's handicaps.

"Most women do not want their tees moved up further," Rankin noted. "Length and par are what keep most women from playing the game of golf more regularly. Less than 20 percent of women can reach greens in regulation.

"You have to reach a goal once in a while — and not just once every five holes — to be driven to continue to pursue that goal," she added. "Make no mistake: Women are every bit as competitive as men. We just need to explore and embrace new ways to help women regularly rise to the occasion. Then, together, we'll all rise." ■



Judy Rankin made good on her promise to attend the 2011 GIS after a family illness caused her to miss the 2010 GIS.

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