



HOLE NOTES

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THE BIG GREEN

By LARRY VETTER

Minnesota Turf and Grounds Foundation

The second annual Minnesota Green Expo is now history. One of the biggest challenges leading up to this year's Expo was to build on the success of the inaugural event held in January 2003. All reports indicate that this challenge was more than met!

While accurate financial figures are not yet available it appears nearly certain that the MTGF revenue for the 2004 Expo will exceed that generated from the 2003 event. This will allow more money to be available for research, outreach and teaching support for the coming year. Given the budget situations at the University of Minnesota and elsewhere, this will be very meaningful.

The attendance at the Minnesota Green Expo this year was up 4.6% to 7,466. More booths were made available and there was still a waiting list after all spaces were sold. Overall there were 862 booth spaces purchased by 402 companies that filled over two acres of the Convention Center. We all need to thank the vendors who made such a huge contribution to the success of the Expo. Please remember them when it is time to make your 2004 purchases as the Expo could not be a success without their participation. In addition to the purchased exhibit spaces, all MTGF associations that wanted to have a display were given space in the lobby area and 20 non-profits were given space on the second level of the Convention Center.

Approximately 1,000 people attended the keynote address featuring Dick Beardsley on Wednesday morning. His presentation of "Nothing's Too Big To Beat" certainly got the Expo off to a great start. Over the course of the three days there was a full slate of speakers from around the country plus Great Britain that were dedicated to golf course issues. The majority of these presentations had audiences that were in the 400 to 500 range. There were also two presentations designed specifically for equipment techni-

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PAST PRESIDENTS OF THE MGCSA

Front row from left to right: Paul Eckholm, CGCS; James Gardner, CGCS, and Rick Fredericksen, CGCS. Second row: Jim Nicol, CGCS, and Kevin Clunis, CGCS. Third row: Jerry Murphy, CGCS, and Greg Hubbard, CGCS. Fourth Row: Fred Taylor, CGCS, and Larry Vetter. Fifth row: Dennis Hendrickson and Scott Hoffmann, CGCS. Back row: Bill Johnson, Thomas Fischer, CGCS, and Doug Mahal, CGCS. These gentlemen attended the traditional Past Presidents Luncheon on January 8th.

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The Big Green –

(Continued from Front Cover)

technicians that had between 200 and 300 in attendance. Many of these attendees also were from the golf course industry. In addition there were 90 attendees for Brian Horgan's Phosphorus Workshop held as a pre-Expo event on Tuesday afternoon.

All registrants, except for exhibitors, were asked to indicate their affiliation on the registration form. There were 2,259 who did not indicate any affiliation and 1,722 exhibitor personnel registered. Of those non-exhibitor attendees who did indicate an affiliation, 546 indicated that they were members of, or affiliated with the MGCSA. That represented approximately 15% of the attendees who indicated an affiliation, excluding exhibitors. It is virtually certain that some of those 2,259 are affiliated with the golf course industry. Obviously a number of the exhibitors focus extensively, if not solely on the golf course industry. Consequently, MGCSA was well represented at the 2004 Minnesota Green Expo.

Plans are already underway for not only the 2005 Expo but 2006 as well. Next year's dates are January 5 - 7, 2005. The dates for 2006 will be January 4 - 6. A number of speak-

ers have already been confirmed for next year's golf course track. However, it is not too late to make suggestions to the MGCSA Educational Committee if you have a speaker &/or a topic in mind. All suggestions are welcome and we will do our best to provide the best possible educational opportunity for those attending the Expo. While 75 educational sessions were presented along with three pre-Expo workshops, there is always room for improvement.

Next year there will be additional pre-Expo workshops. There will sessions addressing the Power Limited Technician recertification. This may be a combination of a pre-Expo Workshop as well as session(s) presented during the Expo that will not conflict with other requirements such as Pesticide Recertification. Plans are still being made and will be communicated to you as soon as they are in place. The Pesticide Recertification portion of the 2005 Expo will again be held on Friday.

It's not too early to put January 5, 6 and 7, 2005 at the Minneapolis Convention Center in Minneapolis on your calendars. Everyone involved is already working to make the next Expo a great networking, educational and tradeshow event. As an attendee, the Minnesota Green Expo is the best value for your dollar anywhere in the country.

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