

Golf Industry Show Wrap up

2013 was another great year to be able to attend the Golf Industry Show and Education Conference. San Diego represented what GCSAA CEO Rhett Evans called the “new normal”. 1,500 less people and 1,000 less qualified buyers were in San Diego in comparison to Las Vegas. The trade show square footage was similar but about two acres less than when the show was at its peak in 2008 in Orlando where 20,000 people were in attendance. San Diego saw 13,000 people walk through the doors but still filled 4,560 seminar seats.

The more intimate setting meant it was easier to get around the trade show floor. The overall smaller size of the show also means that the GIS is able to rotate through some more interesting venues like Vegas and San Antonio.

The trade show floor was filled with the usual wide variety of vendors. Many different buying incentives were active and depending on what you were looking for, the savings could have easily paid for the cost of the trip.

The GIS has long been an outstanding networking opportunity. This year we again had well over 100 people at the hospitality event that combined members from MAAGCS, ESAGCS and VGCSA. Thanks to BASF, Horizon and Finch as well as all our other supporting sponsors for keeping this event free.

Before the GIS kicked off, the National Championship and Golf Classic hosted over 400 people from across the country for three days of great camaraderie and golf. The MAAGCS fielded three teams of 5, the most out of any association that participated in the Golf Classic. The main attraction this year was the expansive Torrey Pines Golf Club which was absolutely breath taking.

Some notable finishes:

Scott Furlong and Mike King - 1st Net - Four ball - III

Mike King - 5th Net Classic IV
Brandon Collins - 4th Gross Classic IV

John Burke, Scott Furlong, Corey Haney, Mike King, Mike Mueller - 5th out of 34 teams in Team Competition

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The MAAGCS fielded the most teams and took home the most hardware at the National Championship and Golf Classic in La Jolla.