



golf industry show



INVEST IN THE SUCCESS OF YOUR FACILITY

2009 GCSAA EDUCATION CONFERENCE AND THE GOLF INDUSTRY SHOW

The Solutions You Need...Now

Continuing education is vital to your facility's success. It might not be any more important than it is today when economic challenges are at an extreme. The pressure to cut costs without affecting the quality of the golf experience is great. GCSAA understands these needs, and offers solutions at the GCSAA Education Conference and the Golf Industry Show. Making the investment to attend will enhance your knowledge and deliver direct benefits to your facility and golfers.

ATTENDEES SAY IT BEST

Your colleagues have shared their experiences because they want you to know how beneficial conference and show attendance can be to you and your facility. They have recorded measurable results, and have found that their return on investment far outweighs the cost of attendance.



A quality education is priceless. The cost to attend the conference and show is so minimal when compared to the great return I see every year. Most recently, I found a way to use sand instead of pesticides to eliminate disease on Paspalum, and now save \$2,500 annually and have a cleaner environment at my facility.

Ryan J. Costello, CGCS
Class A Superintendent
Audubon Country Club
Naples, Fla.

Every year I attend the conference and show, and every year I walk away with tips and techniques that I can directly apply to my facility. I never question the cost to attend because I always bring so much more back to my facility than I spend to attend. Because of the conference and show, I have improved my algae control methods in the ponds, managed landscape improvements for the course, and have picked up superior tree maintenance techniques.

Thomas L. Reed
Class A Superintendent
Tamahka Trails Golf Club
Hessmer, La.

Attending the conference and show is an integral part of my job. I seek expertise in a broad range of topics, from water management to time management to personnel management. So far I've calculated a savings of \$10,000 in expenses and \$5,000 in labor from the improvements I've made after implementing techniques I learned at the conference and show.

Matthew R. Taylor, CGCS
Class A Superintendent
Royal Poinciana Golf Club
Naples, Fla.

Fact: Nearly 90% of conference and show attendees indicated that the educational programs they experienced contributed substantively to their job knowledge, skill, and performance

Education That Boosts the Bottom Line

In today's economy, your job knowledge and training are more important than ever. In fact, GCSAA's education program is developed in conjunction with members to ensure that it meets the most pressing needs in the industry. As a result, the educators and industry experts at the conference bring new cost-effective ideas to light and present innovative ideas to save your facility time and money. In response to today's economic challenges, the 2009 lineup includes sessions and seminars that range from cutting irrigation costs to renovating on a budget. Below are just a few examples:

- Cutting Costs, Not Corners, During Renovation
- Taking Control of Your Financial Future...for the "Green" Industry Professional
- Irrigation Technologies and Water Management
- Doing More with Less!
- Environmental Session: A Focus on Water
- USGA Green Section Education Program – It's all About the Economy! Good Ideas to Help You Tighten Your Belt
- Form vs. Function: The "Wow" Factor Can Be Costly

Fact: 93% of employers pay for their superintendent to attend the conference and show

Facility Answers in One Place

Boasting 850 exhibitors and the most innovative products and services in the industry, the trade show floor offers opportunities at every turn. Whether you're browsing or buying, you will find technical representatives, products and services that will benefit you and your facility.

- Find new products that cut maintenance costs
- Save time and money researching future equipment purchases on site
- Conduct side-by-side product comparisons
- Resolve equipment questions with technical specialists
- Take advantage of show discounts

Fact: 85% of conference and show attendees agreed that their job knowledge was improved

Be Surrounded by the Knowledge of the Industry

With thousands of your peers in one place, the conference and show offer endless opportunities to pick up solutions from other golf course management professionals. Whether you're walking the show floor, attending a conference seminar, or hopping a bus back to your hotel, you have the opportunity to:

- Converse with a peer to find improvement ideas for your facility
- Associate with experts who can offer time-saving tips
- Pick up cost-saving techniques from other superintendents
- Attend superintendent presentations to learn tried-and-true techniques from others in the field

Fact: Almost 9 out of 10 conference and show attendees picked up tips/techniques that they could immediately apply at their facility

*Advocacy ~ Professional Development ~ Community
Environmental Stewardship ~ Responsiveness*

GCSAA 