



**GOLF INDUSTRY
SHOW**



GCSAA

2020

ORLANDO

ASSISTANT SUPERINTENDENT JUSTIFICATION TOOLKIT



CONNECT. DISCOVER. ELEVATE.

ORANGE COUNTY CONVENTION CENTER
JANUARY 25-30

GOLFINDUSTRYSHOW.COM

PRESENTING PARTNERS



PARTICIPATING PARTNERS

 **NGCOA**

USGA

NGF
NATIONAL GOLF FOUNDATION



The Golf Industry Show has it all — the GCSAA Education Conference, Trade Show and GCSAA Golf Championships. It's everything you need to make sure you and the facility you serve keep pace with changes in the industry and **ELEVATE** your work. Sharpen your skills, learn what's coming next, connect with peers, and discover cutting-edge golf course management technology and emerging trends of the profession.

This toolkit is designed to help you justify your time away from the office and convince your supervisor that you can't afford to miss such a valuable opportunity.

Inside you'll find:

- ✓ Power Tips
- ✓ Quick Guide to Connecting Value
- ✓ Sample Expense Worksheet
- ✓ Sample Permission Request Letter

Power Tips

The first thing your supervisor should know is this a unique professional development opportunity that will ELEVATE your job performance and ultimately benefit your facility. Sharing information is critical to ensuring your supervisor understands the value of the event and your commitment to taking advantage of it in the right way. Try these tips to help justify the time and expense:

Position as one-stop shopping for research and bargains.

Find out what products and services your facility plans to purchase soon and calculate the amount of money you could save by researching these products in person and capitalizing on Trade Show-only discounts.

Customize your participation to benefit your facility.

Evaluate the numerous seminars, free sessions and events available at the GCSAA Education Conference and Trade Show and select those most applicable to your facility's needs your entire team can benefit from.

Highlight unique value.

Show your supervisor what's included with your event registration, such as free educational sessions, networking with industry leaders focused on best practices and cost-saving measures, and hands-on training on the Trade Show floor.

Cover your absence.

Prepare a detailed work schedule that shows how you'll cover all your responsibilities at the facility while you are attending this event.

Deliver results.

Offer to provide a short presentation upon your return to share what you've learned for the benefit of your facility's entire team.

Quick Guide to Connecting Value

Your team/facility's needs	How attending the Golf Industry Show can help with these needs
Staying in the loop on new products and technologies	Over 500 exhibitors will be on the Trade Show floor showcasing their newest products and services.
Comparing notes with peers	Countless opportunities for networking, including the GCSAA Golf Championships and Trade Show.
Hands-on review of innovative technologies and tools	Returning this year! <i>Inside the Shop</i> gives you the chance to demo the newest equipment and learn how to improve efficiency, cost-effectiveness and safety in your course's shop.
Cost-saving strategies	Numerous seminars and free educational sessions provide the latest tips and tricks to help you save both time and money at your facility.
Grow Your Team	Make connections with qualified professionals and students that can fill roles and internships at your course.

Sample expense worksheet

Use this worksheet to help minimize event expenses and calculate specific participation costs.

INVESTMENT	COST SAVING TIPS	COSTS
Conference Registration Full Package member registration includes: <ul style="list-style-type: none"> • GCSAA Education Conference free sessions • GCSAA Opening Celebration • Trade Show admittance, including education on the show floor • GCSAA Closing Celebration 	Registration is free for first-time member attendees, all student members & retired members.* Register by January 8, 2020 and save \$150 over the onsite price	\$_____
GCSAA Education Conference Seminars	Registration is separate and fees vary by length of seminar.	\$_____
GCSAA Golf Championships Registration includes: <ul style="list-style-type: none"> • Welcome Reception • Networking events • Tee prize Flight/Travel	Register by December 20, 2019 and save \$50. Tournament registration closes January 2, 2020.	\$_____
Lodging	Orlando International Airport (MCO) is approximately 20 minutes from the Orange County Convention Center, an estimated \$50 taxi ride.	\$_____
Meals	Lock in the guaranteed lowest rate at one of our 26 official partner hotels at golfindustryshow.com . Housing will open October 15, 2019.	\$_____
	Lunch included for those taking full day or two half-day seminars.	\$_____
	Total	\$_____

*Contact GCSAA with questions
1-800-472-7878

Sample Permission Request Letter

The first impression you make on your supervisor can make all the difference. This letter makes it easy. Use it to explain why you're interested in attending and how the return on investment benefits your facility. Download the document, customize it to your specific needs and then deliver it on paper or copy it to an email.

< Date >

Dear < supervisor's name >,

I'm requesting approval to attend an event specially designed to improve my work and directly benefit <insert facility name here>. The 2020 GCSAA Education Conference, Trade Show and GCSAA Golf Championships at the Golf Industry Show is Jan. 25-30 in Orlando.

The GCSAA Education Conference offers over 100 seminars and over 20 free sessions featuring practical, innovative solutions to the biggest issues facing superintendents and facilities today — all in one place. The most prominent experts in the industry will provide insights on subjects including:

- Stepping into a Leadership Role
- Managing Stress and Avoiding Burnout
- Maximizing Your Team
- Making the Most of Your Position
- Communication Skills to Get You to the Top

This is a great opportunity for me to learn from and spend valuable time with vendors offering innovative products and services that could enhance our work, and help us save time and money. Access to all of this expertise in one place is not available anywhere else.

I have already identified a number of courses that I am confident would make me more valuable to our facility. I chose each of these classes carefully because they directly relate to an issue we are dealing with currently or may face in the near future. Taking advantage of this education will greatly reduce the time and expense that we would normally incur while researching these topics. Below are a few examples of the courses I am interested in:

<insert seminars and sessions here>.

In addition, my participation in the GCSAA Golf Championships would provide me with more than 30 hours of networking amongst 400 peers in the industry. This interaction will help cultivate long term relationships and help me find out first-hand how other prominent facilities successfully maintain and manage their courses.

I would like to further discuss the value of my attendance at the 2020 Golf Industry Show at your earliest convenience. The cost of my attendance is a solid investment that will ensure our facility continues to be successful well into the future. Please see the attached document for a better idea of cost specifics.

Thank you for your consideration.

< your name here >