



GCSAA

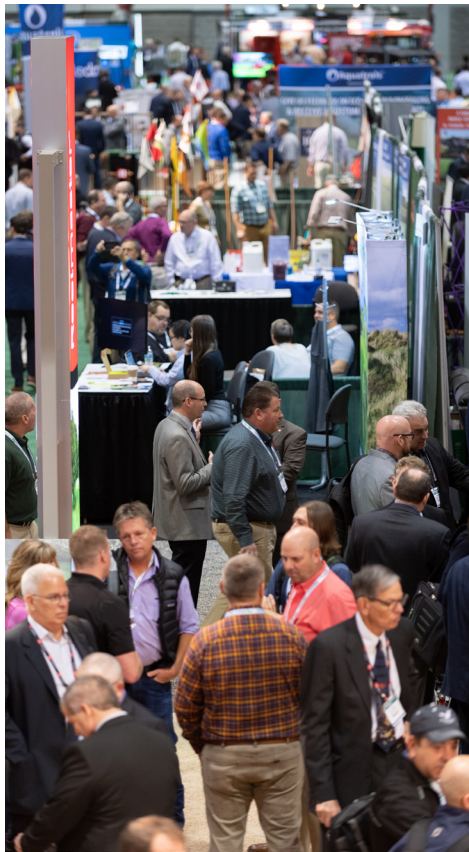
Conference and Trade Show

MOVING FORWARD

SAN DIEGO FEB 5-10, 2022



WWW.GCSAACONFERENCE.COM



The GCSAA Conference and Trade show has it all — 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, reconnect 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 is a unique professional development opportunity that will enhance 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 education and events available at the GCSAA Conference and Trade Show and select those most applicable to your facility's needs.

Highlight unique value.

Show your supervisor what's included with your event registration, such as education 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 GCSAA Conference and Trade Show can help with these needs
Staying in the loop on new products and technologies	Exhibitors covering all aspect of the golf course management industry 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	Experience the newest equipment and learn how to improve efficiency, be cost-effective and safe in your course's shop.
Cost-saving strategies	Numerous Power Hours and seminars provide the latest tips and tricks to help save 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 All access member package: • Unlimited access to in-person seminars in San Diego • Unlimited access to in-person Power Hours in San Diego • Trade Show access, including education on trade show floor stages • Unlimited access to 32 sessions of virtual education for the entire facility Feb. 23-24 plus extended on-demand access. (The virtual education will be 95% different offerings from the in-person event plus a few highlights from San Diego, with an emphasis on education for your whole team.) • Networking events • Award presentations • Closing Celebration	Registration is free for first-time member attendees, all student members & retired members.*	\$ _____ \$ _____
GCSAA Golf Championships Registration includes: • Welcome Reception • Networking events • Tee prize	Register by January 6, 2022, and save \$50. Tournament registration closes January 6, 2022.	\$ _____
Flight/Travel	San Diego International Airport (SAN) is approximately 15 minutes from the San Diego Convention Center, an estimated \$15 Uber ride.	\$ _____
Lodging	Lock in the guaranteed lowest rate at one of our 16 official partner hotels at https://www.gcsaaconference.com/hotel-travel . Housing is now open.	\$ _____
Meals	Attendees will receive a lunch voucher for any day that they take 6 or more hours of fee-based 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 2022 GCSAA Conference and Trade Show and GCSAA Golf Championships in San Diego taking place Feb 5 – 10 in San Diego.

The GCSAA Conference offers 81 seminars (41 of which are NEW) and 28 Power Hours featuring practical, innovative solutions to the biggest issues facing superintendents and facilities today. Over half the total education and ALL the free education is new for 2022.

- Communication skills
- Goal setting
- Rising from teammate to leader
- Pump stations

This is a great opportunity for me to learn from other golf course management experts 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 classes 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. Below are a few examples of the classes I am interested in:

<insert seminars and Power Hours here>.

In addition, my participation in the GCSAA Golf Championships would provide me with more than 30 hours of networking amongst 350 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 2022 GCSAA Conference and Trade 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 >