

# MIDWEST GOLF COURSE OWNERS ASSOCIATION

MWGCOA

## 12th ANNUAL CONFERENCE & TRADE SHOW

October 27-28, 2008

PROM CENTER Oakdale, Minnesota

I-94 EXIT #250 (INWOOD/RADIO ROAD EXIT)

*IT'S **ALL** ABOUT MARKETING*

Very little about business today ignores marketing, although old assumptions are changing, and new approaches must be found by owners who need and want to reach out to new markets. Profitless volume, me-too approaches, window-dressing, and other short-term fixes won't work. There's a major shift in customer buying preferences today, and the Internet has made them enlightened and well informed consumers. **They're plenty market savvy!**

This year's program is *ALL about Marketing*; the one sure way for an owner or operator in the golf industry to affect their own destiny, and **change methods which have worked before, but aren't working today.**

One of the great truths in marketing is "you must always meet or exceed your customers expectations." What *do* they expect? What *did* they receive? Did we *meet or exceed* their expectations in a golf market filled with choices?

The Conference this year won't just tell you about these *new tools of destiny*; it will lead you through the detail of understanding today's marketing in a world of Facebook, blogging, MySpace, Twitter and the many other ways people are making decisions about what to do, and what to expect when they come to your course to play golf.

A customer may spend as little time as the speed of an e-mail in deciding between you and another golf course that could be miles further; possibly more expensive; maybe less appealing in many ways, but wins their business by speaking in this newer language of value perception. **You didn't lose that sale; you weren't in the race!**

**Monday October 27, 2008**

**1:00 P.M. REGISTRATION**

**1:30 Part I** "**Motivating Employees Using Common Sense**" **John Graci, Director Leadership Training, Employers Association Inc.** In using marketing to build business, the starting point is your own employees. Their motivation and incentives are the keys to meeting or exceeding the expectations of your customers. **NEWS FLASH**--these methods to bring your employees into the "marketing mix" **don't cost anything, and are completely in your control.** **John Graci** has over 15 years of experience in supervision/management development, and instruction. His success is acclaimed by clients as wide-ranging as Caterpillar, BestBuy, Cenex, Harvest States, and Arctic Cat.

**3:15**

**Refreshment break (Courtesy of ENTEGRA/INTERNATIONAL CLUB SUPPLIERS)**

**3:30 Part II** "**Empowering the Strongest Link in Customer Expectations**"

As an expert facilitator and trainer, John will conduct an interactive second session that *stresses your role* in supervising and training for employees to "**play on the same page**" of your marketing strategies. A great campaign depends on forging strong links---empowering employees on the front line of customer contact to have a clear and sensible understanding of their role in your plans. **Seating is limited, so register early!**

**4:30 Conclude**

**5:00 EXHIBITOR SETUP BEGINS (exhibits OPEN at 7:30 A.M. Tuesday)**