

PROGRAM

MWGCOA extends its welcome to MGA, GOLF COURSE OWNERS OF WISCONSIN and other states, as well as our suppliers and guests who are attending this year's conference. We're glad you're here!!

NOTE: PGA members can receive credits for attending these meetings. GCSAA members can receive education credits for attending Monday's and Tuesday's meetings.

Your NAMETAG is your passport to all of our social events. (Pick them up at the Registration Desk)

NAMETAGS with green dots indicate first-time attendees; please help us make them feel welcome.

Tuesday October 28, 2008

REGISTRATION OPENS

7:30AM

EXHIBITS OPEN Coffee and rolls in exhibit area

7:30

(All refreshment breaks are courtesy of ENTEGRA/INTERNATIONALCLUB SUPPLIERS)

WELCOME

8:15

Greg Stang, MWGCOA President, and General Manager Wilson Group will open the 12th ANNUAL CONFERENCE AND TRADE SHOW with introductions of special guests, and his welcome.

MWGCOA gratefully acknowledges the generous support of the MINNESOTA GOLF ASSOCIATION and TIZIANNI GOLF CARS for special funds to help underwrite portions of today's program. Thank you!

"ALL About Golf Course Marketing"-Andrew Wood, President and CEO, Legendary Marketing

8:30

With a background of over 20 years in marketing, **Andrew Wood** is an entrepreneur with a track of success in the business world. A pioneer in using the Internet for business, Andrew combined his love and knowledge of golf, with his passion for marketing, to form **Legendary Marketing**. Andrew is considered by many in the golf industry to be the leading expert in the field of golf marketing, and has presented hundreds of marketing seminars for allied golf associations. He is the author of several books and audio programs including *the Golf Marketing Bible*, *Selling With Confidence*, *Building a Legendary Reputation for Yourself or Your Service*, *Conquering Your Market with a One Man Army*, and others on marketing and golf. As an added bonus, **the first 20 golf courses** registering for the Conference will receive Andrew's new book *The Golf Marketing Bible*. **He's a great presenter with a big message!**

EXHIBIT VISITATION- refreshments served in exhibit area—Thank you Entegra/ICS

10:00

"Marketing Harder in a World Moving Faster"-Jeff Hoag Comstock Park, MI

11:00

Jeff Hoag is President of **Golf Systems, Inc.** owners of Scott Lake Country Club. Since 1975 Jeff and his brother Paul have grown their business from a small 18-hole facility to its current high-volume 27-hole operation. As Past President of the Michigan Golf Course Owners Association and the National Golf Course Owners Association, Jeff has had the opportunity to meet and exchange ideas with hundreds of other course owners, and as he is quick to admit: "The marketing tools we use today are the result of the trial and error process that 30 plus years in the business will give you". Jeff is a real "owners' owner", having achieved his success with remarkable plans and promotions to make every segment of his market feel welcome and engaged in the day-to-day workings of his course. This investment by his customers as a **social community** is at the heart of his successful marketing efforts over many years. Jeff will share examples of his unique approach to practical, right-minded skills so you too can put them to use.

"Don't Loan a Thief Your Marketing Plan"-Paul Thomas Fredrikson & Byron, Minneapolis, MN

12:00PM

Paul Thomas practices in Fredrikson & Byron's Advertising, Marketing, & Trademark Law and Intellectual property groups for the firm. His work includes assisting clients in developing and registering trademarks in the US, and foreign jurisdictions. Once you've begun your aggressive marketing campaign, the golf courseowner should be aware of the many ways in which your best ideas can be kidnapped, or stolen. Since identity theft is on the rise, you could easily spend thousands of dollars in marketing your enterprise, only to have those ideas used by others. Before coming to Fredrikson and Byron, Paul worked in prominent law firms in Silicon Valley and served two years as Copyright Attorney for the United States Holocaust Memorial Museum. Paul will outline simple steps an owner can take to protect the many thousands of dollars, or just a few, expended in branding your golf course and its services as unique; an important part of your business assets. Paul will cover advertising, but also the newly-emerging wilderness of internet marketing. Don't lose control of your best ideas and solutions---Paul will tell us how to protect and enforce them.

COURSE OF THE YEAR, MTI/TORO AWARDS LUNCHEON

12:30 PM

COURSE OF THE YEAR This year's MWGCOA award goes to **Brackett's Crossing Country Club** in Lakeville, Minnesota. This 18 hole championship course is located on 180 acres of rolling hills with shining ponds and stately trees and provides enjoyment for golfers of all abilities. Each hole at **Brackett's Crossing** has its own unique personality, with many holes having water in play and distinct changes in elevation. In 1993 real estate and property management expertise and the love of golf influenced Tom and Peggy Smith from Winnipeg, Canada to purchase the course. Early renovation began with new practice tees, completion of golf cart paths, and has been ongoing ever since.

As evidence of their plans to better serve their community, Tom and Peggy have announced an 8,200 square foot grand ballroom addition with elegant upgrades to existing rooms, refined décor, and full use of breathtaking views of the course. The professionally decorated and designed clubhouse will have updated amenities and state-of-the-art technology to serve members and guests beginning in April, 2009. **Join us in honoring this success story--MWGCOA's 2008 COURSE OF THE YEAR!**

"Managing 'Goodwill' Adds Profit and Value To Your Bottom Line"-Henry DeLozier Principal, Global Golf Advisors

After nine years with Pulte Homes developing and managing 27 golf operations, Henry joined Global Golf Advisors in 2007 as a Principal in that worldwide firm. Global Golf Advisors, (formerly KPMG Golf Industry Practice), now counts 2,100 golf courses worldwide as clients. As a Past President of NGCOA, and with his new insight to worldwide "best management practices", Henry will share his views and examples of retaining and expanding what your balance sheet calls "goodwill" through creative marketing practices. Henry will tell us that today "*marketing is management*," and it can add bottom line value to your business if done correctly.

BUSINESS MEETINGS. GCOW, AND MWGCOA (REGULAR MEMBERS)

1:30-2:00

The business of these meetings will include election of officers, introduction of NGCOA's Premier Partner Club Car and Preferred Supplier hosts, as well as any other business to be considered.

EXHIBITS REOPEN Please plan to visit our Corporate Members in the exhibit area

1:00

"ALL About the Internet, and Marketing For Golf"-Julie Burrows, President Match Point Partners, Inc

2:00

Julie Burrows has more than 20 years' experience in consumer and Internet marketing. Julie was an Officer of the Pillsbury Company running businesses up to \$1 billion dollars, and leading that company's Marketing Services division as it first introduced the Internet to Pillsbury. For the past three years she was on the management team at Internet Broadcasting the host of 75 websites and NBC Olympics. In 2002 Julie started **Match Point Partners, Inc.** a strategic planning and marketing consulting firm. **Each member will receive a copy of Julie's new book *On Course and Online: The Internet and Your Golf Course*** just released by the **NATIONAL GOLF COURSE OWNERS ASSOCIATION**. If you've wondered about (or even heard of) FaceBook, MySpace, Twitter, and a host of other current "Internet communities" used by millions of today's younger golf customers, Julie is one who really "gets it." She's going to explain what our outreach (spelled marketing) will have to be for these markets as the future unfolds.

Roundtable Discussions

3:30

This is your chance to ask the experts from previous presentations for direct information to benefit you and your course business needs. **Andrew Wood, Jeff Hoag, Paul Thomas, Henry DeLozier, and Julie Burrows**, will host individual roundtable sessions. This format is intended to bring your questions to these experts for solutions. You can mix and match by attending more than one session. **Don't be shy----they want to help you save or make money, manage better, and learn to deal with the areas in which they are experts in their fields—to better the business of the game of golf.**

GALA COCKTAIL PARTY AND HORS D'OEUVRES

4:30-5:30

Your hosts for this party are NGCOA'S Premier Partner CLUB CAR, and NGCOA'S Preferred Supplier The TORO Company and others who work to bring you great values; their way of saying thank you, and hope you enjoy!

Adjourn

SAFE HOME!

5:30

MWGCOA thanks VERSATILE VEHICLES, your midwest EZ-GO distributor
for underwriting costs of printing this program