

MIDWEST GOLF COURSE OWNERS ASSOCIATION

MWGCOA

13th ANNUAL CONFERENCE & TRADE SHOW

October 26-27, 2009

PROM CENTER Oakdale, Minnesota

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

A BETTER BOTTOM LINE, WITHOUT A BETTER TOP LINE

Scott H. Young, author of books like *Learn More Study Less*, *How to Change a Habit*, and *The Little Book of Productivity* (www.scottheyoung.com) has this to say on the subject: “**Is your time being consumed or invested?** Are you working on activities that will return value, or finishing tasks that won’t matter when you’re done? Is your energy devoted to things you’ll care about 5-10 years from now, or will none of it matter?”

What’s Your Productivity Ratio?

“Add up the amount of time you spend that gets fixed into an investment you own. This could be time working on a new project for your business, time spent increasing your education, time invested in improving your health. Divide this by the total amount of time you aren’t sleeping. This would be your productivity ratio,” says Young

This year’s Conference will highlight successful approaches to increasing business and personal productivity; the golf course owners “three-legged stool” of cost containment, marketing, and now “doing more with less”.

During the challenges of today’s economy, golf course owners need to adapt to new realities of our business. Each of these important topics can take their place in determining survival, and a return to prosperity for golf.

While cost reductions affect suppliers and the expense side, and effective marketing affects the top line or revenue side, the importance of doing more with less can be overlooked. **Increased productivity is the one leg of the “stool” owners can control since it employs existing resources used in more effective ways.**

FOR THE FIRST TIME, IN CONJUNCTION WITH THE MINNESOTA SECTION PGA, THIS WILL BE A JOINT EDUCATIONAL SEMINAR FOR SECTION MEMBERS AND GOLF COURSE OWNERS

Monday October 26, 2009

1:00 P.M. REGISTRATION

1:30 Part I “Internet Marketing for Golf Courses” Julie Burrows, Burrows Product Results, Inc

Julie was last year’s top-rated presenter. 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 will help you learn why one of your 18-yearold employees could become your “Twitter Representative .” Julie’s ideas bring modern marketing to golf.

She’s back this year with new information on this fast changing technology (Twitter alone almost brought down the Iranian Government in the past year). From her own web site: “*Hello, I’m Julie Burrows* and I’ve worked with clients of all sizes on strategic planning, new products and branding. I have a special passion for consumer insights, and the role of the internet to inspire, build loyalty and improve marketing.”

3:15 Refreshment break (Courtesy of ENTEGRA/INTERNATIONALCLUB SUPPLIERS)

3:30 Part II This is the part where you will go to work as a team to practice interactive learning. You’ll familiarize yourselves with tools to develop a more complete internet approach rather than just passively depending on your website for new customers.

4:30 Conclude

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