

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 27, 2009

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

Janice Arcand, Owner Oneka Ridge Golf Course White Bear Lake, MN and MWGCOA President will open the 13th ANNUAL CONFERENCE AND TRADE SHOW with introductions of special guests, and her welcome.

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

"Nimble Beats Humble Every Time" -Jay Ehret Woodway, Texas Author "*The Marketing Spot.com*" 8:30

Jay Ehret is "Chief Officer of Awesomeness" for *The Marketing Spot* —a small-business marketing, coaching, and consulting firm he founded eight years ago. Jay describes himself as a branding architect, customer experience designer, conversation starter, social media consultant and advertising expert. He authors and produces *Power to the Small Business* podcast, and contributed to the collaborative book *Age of Conversation II: Why Don't They Get It?* Jay is also a self-described media apostate and doesn't believe you need to cast your lot exclusively with traditional media, new media, or any other preachments from the "media tower of Babble". Jay is a frequent speaker at conferences and, as his information suggests, doesn't follow the "mainstream" in his search for truths that small businesses can employ. His recent appearance at the NGCOA Annual Meeting was ranked as the top presenter that year, and he's willing to share his humor and wisdom with us about small business successes with media.

EXHIBIT VISITATION- refreshments served in exhibit area—Thank you Entegra/ICS 9:30

"Cycle of Success Workshop" -Mark A. Cohn, Cycle of Success Institute of Minnesota 10:30

Statistics show that nearly seven out of ten small businesses are in financial trouble and underperforming. Their owners are constantly fighting fires, working longer hours, facing tougher competition, are seeing smaller margins, tighter cash flow and stagnant sales. (DOES THIS SOUND LIKE THE GOLF BUSINESS?) As a result, many of these businesses may not stand the test of time. Golf course owners can find a lot in common with the ways in which Mark Cohn started and grew a successful company. He did it with a formula paralleling the Cycle of Success courses he now teaches.

Mark Cohn will demonstrate the principles of the Cycle of Success Institute and is presented through the courtesy of Chris Beberg, President of COSI Minnesota. Mark was founder of Danmark International, Inc. from its inception in 1986 and guided that Company's drive to become one of the nation's largest consumer catalog companies. At its peak Danmark generated \$600 million dollars of revenue and employed 2,000 people in three states and enjoyed a market capitalization approaching \$500,000,000. With many honors for business acumen and numerous awards Mark has appeared on MSNBC, CNN, and CNBC as a proponent of his methods. It won't take more than a few minutes to bond with Mark, and his amazing story of building a business in hard times.

"Medical Insurance for Golf Courses Too???" -Zach Harris, Grace/Mayer Insurance Agency, Omaha NE 12:00

Zach Harris, with over ten years of service, represents a closely-held, private company founded in 1917. Grace/Mayer enjoys "Platinum" or similar top label relationships with some of America's largest underwriters including Blue Cross Blue Shield, United Healthcare and Coventry. With the shifting sands of healthcare delivery systems coming under close scrutiny today, Zach Harris, brings his company's "Futurist" vision of employer-employee benefit plans to our conference. Will should turn to must?

COURSE OF THE YEAR, MTI/TORO AWARDS LUNCHEON

12:30 PM

COURSE OF THE YEAR This year’s MWGCOA award goes to Ridges at Sand Creek, Jordan Minnesota. Ridges at Sand Creek is an 18-hole, public golf facility and restaurant which opened in July of 2000. This championship layout was quickly rated #1 in Twin Cities Golf Guide and nominated as "Best New Course" by Golf Digest in 2001. With its superb upkeep and beautiful layout, Ridges at Sand Creek continues to be voted as the "Best Value in Golf" in the Twin Cities.

With the high quality of maintenance and design, Ridges at Sand Creek has been host to many state, local and high school events in its short history. With five sets of tees, large bent-grass greens and beautiful scenery, the course was designed with every golfer in mind. Whether you are a high handicapper or a scratch golfer, Ridges at Sand Creek offers a great golf experience for everyone. Mike Malone, Owner of Ridges at Sand Creek has served MWGCOA as a Director, Vice President and President and his hard work has made Ridges a great success story—Join us in honoring Mike and Ridges at Sand Creek as MWGCOA’s 2009 COURSE OF THE YEAR!

MWGCOA BUSINESS MEETING (REGULAR MEMBERS)

1:30-2:00

The business of this meeting 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

“Why Pay For a Cow When Milk is Free” Jon Roe, Gregg Wong Retired Sports Writers

2:00

Jon Roe and **Gregg Wong** have been referred to as the “best friends that golf ever had”. During their time with the Minneapolis Tribune, and the St. Paul Pioneer Press respectively, when golf and its many events were the stuff that dreams were made of, Jon and Gregg brought the sport alive with their insightful coverage of facts and the lore of the game. However even they admit there were many days when they would have longed for a well-written press release to help meet the day’s deadline. These two experts will explore the almost-lost art of the course generated press release, and how owners can obtain “ink”. **Readership of a news story is estimated to be ten times that of advertising.** You can **have it free** if you learn from these journalism pros.

“Less is Better” Dana Lonn, P.E. Managing Director, Center for Advanced Turf Technology, The TORO Co 3:00

Dana Lonn heads up the Center for Advanced Turf Technology which was founded in 1998 to develop innovative solutions to customers’ problems and environmentally friendly approaches to changes in professional turf markets. Working with these customers, Dana has developed a familiar approach to the golf course industry: **Try to get more for less!** More effect, less water; more effect, less expense; more effect, less pollution; more effect less human risk; more effect, less labor cost to customers. Dana’s service to the TORO Company has ranged over a career spanning 35 years and his insights could have a dramatic influence on your ideas of **better productivity in turf management.**

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. **Jay Ehret, John Roe, Gregg Wong, Zach Harris, and Dana Lonn** 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!

If you’d like to join NGCOA don’t forget the Show Special available by joining today! A \$50 value

Adjourn

SAFE HOME!

5:30