

*If you're a supplier  
for Golf Course Owners in  
Minnesota, Nebraska, and North and South Dakota  
(or would like to be)*

## YOU'RE INVITED to join us at

**MWGCOA'S 13th Annual Conference and Trade Show** at the Prom Center, Oakdale, MN **Monday-Tuesday, October 26-27, 2009**. Booth space is available to suppliers looking for exposure to the anticipated 150 golf course owners and guests from Minnesota, Iowa, Nebraska, North Dakota, South Dakota and Wisconsin who are expected. **We've increased free time in the exhibit area again this year.**

After joining, the Association will ask you to pay the \$150 registration fees at the time of the conference, assuring you of **relationship-building** contacts at all food and social events with your prospective customer/owners. These invitations are issued **only to CHAPTER CORPORATE MEMBERS in good standing**. There are no additional exhibit fees unless you have special booth needs for utilities. Booth sizes are **6'X 8'**, furnished with draped sides, backdrop, and your company name. Double booths are available at an extra fee. Limited space is available for display of outdoor equipment.

We hope you'll invest in your **CHAPTER CORPORATE MEMBERSHIP** to reserve booth space now, and **plan to join us for our 13<sup>th</sup> Annual Conference and Trade Show to market to decision-makers of the golf business in the Midwest.**

A **CHAPTER CORPORATE MEMBERSHIP** application form is enclosed, and Conference Registration information will be sent to you after you join. If you have any questions, please call for information. **A check is necessary with each application.** Here's hoping we'll see you there!

Curt Walker, Executive Director

**Join now, so you won't miss our great show in 2009.  
Remember that golf course owners are the most discretionary  
buyers in the business of the game of golf.**

For more information on **CHAPTER CORPORATE MEMBERSHIPS**, or a printable application form, please go to our website [www.golfinthemidwest.com](http://www.golfinthemidwest.com)

# COURSE OWNERS PLAN 13<sup>th</sup> ANNUAL CONFERENCE AND TRADE SHOW

The MIDWEST GOLF COURSE OWNERS ASSOCIATION (MWGCOA) has announced dates for its 13<sup>th</sup> ANNUAL CONFERENCE AND TRADE SHOW to be held at the PROM CENTER, Oakdale, MN  
**October 26-27, 2009.**

The theme of this year's conference is:

## ***A BETTER BOTTOM LINE, WITHOUT A BETTER TOP LINE***

"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 *doing more with less*", said Janice Arcand Owner of Oneka Ridge Golf Course in White Bear Lake, MN and President of MWGCOA.

"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."

"While cost containment concentrates on suppliers and the expense side, and marketing looks at increasing the top line, the importance of doing more with less can easily be overlooked. IT IS THE ONE LEG OF THE STOOL WE CAN CONTROL BECAUSE IT USES EXISTING SKILLS AND RESOURCES IN MORE EFFECTIVE WAYS".

"The golf course owner is the **most discretionary buyer in the business of the game of golf**, and suppliers of all types now realize our Annual Conference and Trade Show **is a cost-effective way to gain access to the power of this market**", said Arcand.

As one supplier who attended the 2008 event said "It's so **much more economical** to establish and renew relationships under one roof for later follow-up, that it compares favorably with weeks spent in the field,"

**CORPORATE MEMBERS IN GOOD STANDING WILL RECEIVE A 6'X'8 BOOTH WITH COMPANY SIGN INCLUDED AT NO ADDITIONAL CHARGE. CORPORATE MEMBERS ARE ASKED TO REGISTER FOR THE CONFERENCE FOR AN ADDITIONAL \$150 FEE, AND ARE ENTITLED AND WELCOME TO JOIN ALL THE MEETINGS AND SOCIAL ACTIVITIES OF THE CONFERENCE.**

**CORPORATE MEMBER DUES, AND REGISTRATION MUST BE PAID PRIOR TO ATTENDANCE AT THE CONFERENCE.**

**A COMPLETE LIST OF ALL REGISTERED ATTENDEES WILL BE SENT TO EXHIBITORS AFTER THE CONFERENCE FOR FOLLOW-UP**

For further information on MWGCOA'S 9<sup>th</sup> Annual Conference and Trade show, call 952-854-7272, toll-free 877-954-7272, e-mail MWGCOA@aol.com. or visit our website

[www.golfinthemidwest.com](http://www.golfinthemidwest.com)

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TOLL-FREE 877.954.7272, or please visit our website at  
[www.golfinthemidwest.com](http://www.golfinthemidwest.com)  
CORPORATE MEMBER INVOICE/APPLICATION

COMPANY NAME\* \_\_\_\_\_

COMPANY CONTACT:

NAME \_\_\_\_\_  
(first) (last) (middle)  
init)

COMPANY ADDRESS \_\_\_\_\_

CITY \_\_\_\_\_ STATE \_\_\_\_\_ ZIP \_\_\_\_\_

WORK PHONE \_\_\_\_\_ E-Mail \_\_\_\_\_

Fax \_\_\_\_\_ \*\*

\*memberships are in the Company Name unless otherwise requested

\*\*Optional

**CORPORATE MEMBERSHIP FEE (6-1-09-5-31-10) \$440**  
**(INCLUDES A BOOTH AT ANNUAL CONFERENCE—In addition to the Corporate Member cost, you will be asked to register for the Conference itself. That cost is \$150 and must be paid prior to time of booth setup. The Corporate Membership carries with it certain other benefits and privileges. Be sure to ask, or go to our website [www.golfinthemidwest.com](http://www.golfinthemidwest.com)**

**MWGCOA CORPORATE MEMBERS MAY SPONSOR AN OUTING HOLE  
IN 2010 AT THE 5<sup>TH</sup> ANNUAL OWNERS OUTING \$325\*  
(INCLUDES ONE \$80 OUTING FEE, AND A \$50 GIFT CERTIFICATE FOR PRIZES)**

Corporate Member Total \_\_\_\_\_

NON-CORPORATE MEMBER GOLF SUPPLIER

OWNERS OUTING HOLE SPONSORSHIP ONLY

\$500\*

**(INCLUDES ONE OUTING FEE, AND A \$50 GIFT CERTIFICATE FOR PRIZES)**

**\*Because of sponsor underwriting, only course owners are eligible to register, and play for \$80**

**Please make checks payable to MIDWEST GOLF COURSE OWNERS ASSN.**

**IF CHARGING FEES**

Amnt. Of Payment \$ \_\_\_\_\_ (please X)  Visa  MCARD

# \_\_\_\_\_

Exp. Date \_\_\_\_\_ Signature \_\_\_\_\_