



MIDWEST GOLF COURSE OWNERS ASSOCIATION

15th ANNUAL CONFERENCE & TRADE SHOW Tuesday-Wednesday November 1-2, 2011 PROM CENTER Oakdale, Minnesota I-94 EXIT #250 (INWOOD/RADIO ROAD EXIT)

"REINVENTING GOLF"

"Weather, overbuilding, discounting, third-party practices, the "child centric" generation, baby-boomers needing to work longer before retirement" WHAT HAVEN'T WE HEARD ABOUT THE CURRENT STATE OF THE BUSINESS OF THE GAME OF GOLF?

At a recent meeting one of our Directors spoke an eloquent truth: For so many years we've celebrated and promoted golf to a market which does well at a *difficult* sport; now we're trying to bring more people into that market by stressing how *easy* and fun it is to play the game. In short we're trying to reinvent golf for a new generation of players who are likely two-income parents with time, leisure, and other priority intensive demands on their family unit. This year's program is directed at trying to break through these well worn ideas, and use new approaches to marketing, management, and maintenance for more customers, **and a more profitable business model.**

"SAME OLD, SAME OLD" HASEN'T BEEN, AND ISN'T, WORKING

In light of that reality, what CAN be done to step outside conventional wisdom of yesterday's golf business methods and customers, to frame the value proposition (sometimes called the strategic benefit promise) of golf in a **new** way to this **new** market. How can we *repackage* golf to appeal to **new** golfers? Plan now to attend and participate in the many opportunities to learn from expert ideas you can take home and put to work. It's a conference you may remember as the most important of either your long or short time in the business of the game of golf.

Tuesday November 1, 2011

1:00 P.M. REGISTRATION

1:30 Part I



"MAKING IT, AND KEEPING IT" SEMINAR Larry Oxenham Principal, AMERICAN SOCIETY FOR ASSET PROTECTION is a senior advisor to the Society, and a nationally-

recognized speaker who has trained thousands of business owners at hundreds of conventions across the country. Larry and the Society have developed a special approach for golf course owners and unique "best practices" in these challenging areas. Course objectives will include structuring your course for lawsuit protection and prevention; reducing liability insurance costs; tax control and reduction; and estate planning. In the current economic circumstances, the

Society's program is more important than ever. According to a survey by the law firm Fullbright & Jaworski, when the economy slumps, the number of lawsuits companies face will increase.

The American Society for Asset protection speakers are the nation's top experts on lawsuit protection, tax reduction, and estate planning and have advised owners of businesses for thirty years on the topic of this seminar

3:15 Refreshment break

3:30 Part II This is the part where you'll go to work, with Larry's help to personalize the input of expert minds and experience. The Society has developed work papers, exercises, and handouts to help you gather information to be completed at the Seminar or later to create a lasting plan you can adapt to your own needs.

4:30 Conclude

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