



MIDWEST GOLF COURSE OWNERS ASSOCIATION

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NEWS OF THE MIDWEST CHAPTER FALL 2009

BELINDA JENSEN TO SPEAK AT AWARDS LUNCHEON



Belinda Jensen, one of the Twin Cities' most popular weather personalities has accepted our invitation to speak at the TORO Awards Luncheon during the Association's 13th Annual Conference and Trade Show to be held at the Prom Center October 27th.

"We're pleased and honored that Belinda could accept our invitation to share her views on the changing weather patterns that are so important to our business" said Janice Arcand Owner of Oneka Ridge Golf Course and President of the Association.

Belinda obtained her AMS Seal of Approval for broadcast meteorology and has worked for the National Weather Service. She is a graduate of the University of Wisconsin at Madison with a Bachelor of Science degree in Meteorology. She has also done graduate work in secondary education through the University of Utah. She enjoys serving her community through involvement in the schools, trying to involve students, particularly girls, in science.

"While following her busy career in television, Belinda is a mom, housewife, avid outdoors person, active in sports and recreation and really fits the pattern of today's generation of people working hard to 'do it all', said Arcand. As a consumer she'll share her ideas of balancing her important roles, as well as try to shed some light on the profession she serves. We all know our weather patterns are changing, and while even experts may disagree, course owners today can better understand the challenges Belinda faces in reporting such a large area as the Twin Cities".

This year's TORO Awards Luncheon will honor MWGCOA's 2009 Course of the Year (COTY), **Ridges at Sand Creek** in Jordan Minnesota and its owner **Mike Malone**. Each year MWGCOA's Course of the Year also qualifies for the National Golf Course Owners Association's prestigious COTY awarded during the Golf Industry Show (GIS). The GIS is the world's largest gathering of golf course owners and will be held February 8-12, 2010 at the Convention Center and Omni Hotel San Diego, California.

USGA TO BECOME GIS PARTICIPATING PARTNER BEGINNING IN 2010*

Already recognized as one of the most important gatherings in the golf industry, officials of the Golf Industry Show announced the event will become even stronger with the United States Golf Association signing on to become a participating partner of the event beginning in 2010 in San Diego.

Currently providing an educational session for the Golf Industry Show, the USGA will increase its presence with additional programming, promotion and sponsorship activities.

“The United States Golf Association is pleased to formalize our long-standing involvement with the Golf Industry Show,” USGA Executive Director David B. Fay said. “The USGA has actively participated in the GCSAA Conference and Show and the current Golf Industry Show since the conference’s inception in the late 1920s. With our annual Education Conference, trade show booth, and staff volunteering as seminar instructors, the USGA Green Section continues to work with golf’s allied associations to support and safeguard the game.”

The Golf Industry Show is an innovative trade show combining education, networking and solutions for golf course superintendents, owners/operators, general managers, chief operating officers, architects, builders and others in the golf and club management industries.

The Golf Industry Show is presented by the Golf Course Superintendents Association of America (GCSAA), the National Golf Course Owners Association (NGCOA) and the Club Managers Association of America (CMAA), along with participating organizations, the Golf Course Builders Association of America (GCBA), the American Society of Golf Course Architects (ASGCA) and the National Golf Foundation (NGF). It was formed with the combination of three trade shows, the GCSAA International Golf Course Show, the NGCOA Trade Show and the CMAA Exposition. GCSAA and NGCOA merged their trade shows into the annual Golf Industry Show, beginning in 2005 in Orlando. That inaugural event was ranked the 82nd largest trade show in North America that year by Tradeshow Week 200. The CMAA joined the Golf Industry Show in 2007.

In a joint statement, current Golf Industry Show partners expressed excitement about the USGA’s participation: “The show and corresponding education conferences attract a wide diversity of participants. We believe that adding the USGA only enhances what we have to offer and provides a more complete menu of resources. It is a partnership that will expand beyond the show to ultimately strengthen the game and industry.”

In addition to the inclusion of the USGA, the Golf Industry Show will follow a different format in 2010. Based on feedback from attendees and exhibitors, the schedule will be modified so that all events (education conferences and trade show) are held on weekdays. Responding to member and exhibitor desires to preserve more of their weekends for family and personal time, the trade show portion of the event will be conducted Wednesday and Thursday (February 10-11), with virtually no competing events. GCSAA and NGCOA education will be held on Monday, Tuesday and Friday. CMAA education will end on Saturday. For more information contact Joe Rice Director of Marketing and Communications NGCOA jrice@ngcoa.org 800-933-4262 #202.

PLEASE PRESS 23 TO SPEAK TO THE JANITOR

by Curt Walker

Doesn't it make you wonder sometimes who ever thought our customers were better served, more appreciative, or treated like the important persons they are to businesses like ours when they call and get common menu-driven choices? (and "please pay particular attention since our menu choices have changed recently")

I think an evil genie roamed the countryside about ten years ago and sold all of these systems with statistics like: "**60% of your calls only want directions to the course; 25% of all calls only want to know what hours you're open; 15% of your calls only want to talk to someone in the pro shop**". During the busiest of our times ten years ago these were termed "**unproductive calls**". We were way too busy to handle "**unproductive calls**".

Today I guess we could add; "***please press the trigger on the gun I have at my head worrying about how to appeal to more customers; become more user friendly; and increase my business revenue***"

When I was a kid my mom and grandma would have been red-faced at any dinner when the mashed potatoes had lumps in them (my dad and I were often enlisted to be sure that didn't happen). The other day my daughter shared her amazement about a new brand of instant- mashed potatoes that had "**real lumps in them**" proving they weren't the wallpaper paste we've gotten used to. That's how much our world has changed!

When I experience menu-driven choices today, I almost long for a real person to answer the phone---I always feel I'm better served by a real person, and it puts me in a good mood right off the bat. Persons are usually friendlier than a machine, and as a customer I prefer friendly.

How really "**rad**" (as my grandkids would say), to call a course and have someone answer the phone, direct my call, give me directions, or explain their hours of operation along with the price points that might relate to these times.

As Andrew Wood tells it "any employee who answers the phone and gives only rates or hours of operation is missing a huge chance to create a sale". And **if** that phone **is answered** you have half a chance of de-commoditizing your course with friendliness, helpfulness, useful facts, rates, directions, times of operation, advice on novice-friendly scheduling, lessons, kids programs, great luncheon and dinner specials, happy hour, league opportunities and **so** much more.

Just as mashed potatoes with lumps now suggest authenticity and people talk about it, how much more could our courses stand out in a customer's mind if we answered the phone when so many others don't? Only directions? Only hours of operation? Only rates? ---- gosh, these are folks we'd like to have come out and spend their money with us calling **OUR COURSE, NOT SOMEBODY ELSE's**. These calls *aren't unimportant to them*; our response **could set us apart as different**; somebody they and their friends like to do business with. *You know, friendly*

I can hear it now? "**I called Juniper Pines and you know what, they answered their phone**". So I'm gonna leave some lumps in my next homemade mashed potatoes. C/W

CAN YOU BE THE MESSENGER?

If you plan to attend the 13th Annual Conference and Trade Show, why not tell your suppliers about this great opportunity to contact up to 150 owners and guests. These important partners in our business already know how much we all depend on relationships in the business of the game of golf. The show is intended to give them cost-effective relationship-building customer access through participation at our Annual Conference, while demonstrating their support for our Association and its members. Please pass on this message to your supplier/partners: you'd enjoy seeing them at the Prom Center on Oct 26-27.

A Message to Suppliers in the Business of Golf COURSE OWNERS PLAN 13th ANNUAL CONFERENCE AND TRADE SHOW

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. For further information on MWGCOA’S 13th

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