



golf industry show



Getting *You* There

The 2012 GCSAA Education Conference
and the Golf Industry Show

Feb 27 - Mar 2 • Las Vegas



www.gcsaa.org

2012

ATTENDEE RESOURCE KIT



We want to see you in Las Vegas at the 2012 GCSAA Education Conference and the Golf Industry Show, and GCSAA is here to help you get there. Our goal is to give you the resources you need to overcome concerns that you or your supervisor may have in justifying the time away and expense of attending this event.

Within this document you will find various tips, techniques and tools for lowering expenses and garnering a high return on investment while you're in Las Vegas. If you have any questions or need assistance communicating this message, please call us at (800) 472-7878 or visit gcsaa.org.

85% of conference and show attendees picked up a tip or technique that they could take back and immediately apply at their facility.

“The GCSAA Education Conference and the Golf Industry Show are invaluable in excelling as a golf course management professional. I have attended the event for seven consecutive years and find the networking with my peers and the education to be the best in the industry.”

Alberto Quevedo, CGCS
Hideout Golf Club
Naples, Fla.

Realize the Return on Investment

If you do the math, it should be easy to see that the return on investment garnered at the conference and show far outweighs the cost to attend. Take a few minutes to crunch the numbers:

- Find out what products and services your facility plans to purchase soon, and calculate the amount of money you could save by researching these products onsite and capitalizing on show-only discounts.
- Make this event your one-stop shop for picking up tips, techniques and industry insight that could save your facility money and drive revenues.
- Evaluate the hundreds of seminars, sessions and events available at the conference and show, and select those most applicable to your facility's current needs.
- Highlight the numerous education sessions, networking events, and hours on the trade show floor that are included with your full-pack registration.



65% of conference and show attendees learned a practice or technique that could result in a cost savings for their facility.

“I attended the GCSAA Education Conference and the Golf Industry Show with the goal of purchasing some equipment for my facility. I was able to view all the product options, talk to the various manufacturers, get all of my questions answered, and find the perfect equipment for my facility -- all in one place. With all of the research I had done on the show floor, I felt confident in my purchasing decision and I saved my facility a significant amount of money.”

Neil Mayberry
New Orleans Country Club
New Orleans, La.

Reduce Your Financial Commitment

- Check the registration section of the conference brochure to see if you qualify for any of the lower rates or discounts.
- Research the various hotel and registration discount packages that GCSAA offers.
- Calculate the travel and housing cost savings that are available to you.
 - o Note the complimentary shuttle bus service that is available every day between the official conference and show hotels (those not within walking distance) and the convention center.
 - o Highlight the hotels that offer complimentary shuttle service to and from the airport.
 - o Offer to share a room with a colleague to reduce hotel expenses.
 - o Allow Golf Industry Travel to manage your flight and your hotel accommodations, and take advantage of the lower rates at official conference and show hotels.

To demonstrate the return on investment for your facility, you should also calculate the total costs associated with attending the conference and show. The worksheet below takes you through this process.

Investment	Guideline	Costs
Conference Registration - Full Package	registration is free for first-time member attendees, student members, and retired members	\$
Education Sessions	included with full package	included
GIS General Session	included with full package	included
Celebrate GCSAA! Event	included with full package	included
Education Seminars	registration is separate and varies by length of seminar	\$
Golf Industry Show Admittance	included with full package	included
Flight*		\$
Transportation*	complimentary from conference hotels not within walking distance	\$
Hotel*		\$
Dining	8-hour seminars include lunch	\$
TOTAL		\$

* Visit www.gcsaa.org and click on the Conference link for detailed Hotel & Travel information.

81% of attendees are confident that the conference and show makes them more valuable to their employer.

“As a student I paid my own way to my first GCSAA Education Conference and the Golf Industry Show. The return on that investment was immediate, as I secured an internship, a scholarship and an all-expense paid trip to the next year’s conference and show. I have been a member now for 13 years, and I still reap the benefits just as I did when I was a student. I have gained so much knowledge and inspiration to succeed in my career. I owe a lot to the association, and without question would pay my own dues to continue my membership if necessary.”

Zachary Anderson
The Club at Emerald Hills
Hollywood, Fla.

Cover All Concerns

- Ensure your supervisor knows that you have all of your responsibilities covered at the facility in your absence by creating a detailed work schedule.
- Take advantage of My Planner, the conference and show planning tool available online, to create a detailed schedule of your week's activities. By showing your supervisor all of the education, networking events and trade show floor appointments you have scheduled, it should be easy to convey that this is not a vacation; it is a professional development opportunity.

Focus on the Facility

Share these opportunities for career and facility advancement with your supervisor, and take a few minutes to find out what your supervisor's expectations are as well.

- Education that provides cost-saving measures for your facility
- Seminars led by the most knowledgeable minds in the industry
- Interactive sessions that give you the opportunity to engage your peers
- Time-saving techniques that you can immediately apply at your facility
- Face time with experts who will answer your most challenging questions
- Product giveaways for you and your facility
- Innovative resources that keep you up-to-date on the latest technology in the industry
- Vendor relationships that lead to the service and expertise that is best for your facility
- Solutions that enhance the sustainability of your facility
- Tips for managing your facility on a tight budget
- Hands-on review of the most innovative products and services on the market
- Countless networking opportunities that spark new ideas
- Show floor discounts on the products and services your facility needs
- Seminars and sessions of varying length that fit into your busy schedule
- One-on-one career resources to give you an edge

78% of attendees feel that the conference and show delivers real value to their golf facility.

“I had a need for a gasoline containment system. Through a seminar at the GCSAA Education Conference, I was able to find a solution that was safe for the environment and averted significant costs.”

Tim Benedict, CGCS
Woodmere Club
Woodmere, N.Y.



Share Your Success

The return on investment doesn't have to stop at you – find ways to share your success with your supervisor, your coworkers, and even your community.

- Offer to prepare and deliver a short presentation to your colleagues and supervisor to share what you learned so that others at the facility will reap the benefits of your attendance, too.
- Share the registration brochure and conference website with your supervisor and offer to answer any questions that may come up about the event.
- Share your success with your community by personalizing the press release that GCSAA provides all attendees shortly after the conference and show.



73% of attendees say that the conference and show is an indispensable component of their professional development

“You always get more from the GCSAA Education Conference and the Golf Industry Show than you expect. At a seminar break, I struck up a conversation with a fellow superintendent who had geese problems similar to me. He shared with me his solution of inexpensive, three dimensional replicas of coyotes. Three years later I am still a hero to my club membership for finding this solution. I now have a lifetime pass to the conference and show.”

*Michael Swing, CGCS
Visalia Country Club
Visalia, Calif.*

Make the Request

Now that you've done your research, you can confidently speak with your supervisor about attending the conference and show. Below is a sample of a customizable letter that explains your desire to attend, and gives your supervisor a clear picture of the return on investment that is available to your facility at this event. To personalize this letter, [download the Word document now](#).

< Date >

Dear < supervisor's name >,

I believe that <insert facility name here> would benefit greatly by my attending the 2012 GCSAA Education Conference and the Golf Industry Show, February 27 – March 2, 2012 in Las Vegas. The over 100 seminars and 35 sessions offered are tailored to focus on the biggest issues facing superintendents and facilities today. Education will cover topics such as the latest in agronomic research, turf disease and water management, cost savings measures, regulatory and compliance education, as well as a host of other timely topics.

These courses are led by the most prominent experts in the industry who consistently provide innovative solutions to everyday problems. Nowhere else can I gain access to all of this expertise in one place.

This event is an opportunity for me to preview the newest products on the market, identify equipment that could save the facility time and money, learn about new technology to benefit the facility, and spend valuable face time with knowledgeable vendors. This is also my once-a-year opportunity to network with and learn from other golf course management experts and colleagues from around the world.

After reviewing the conference brochure, I have identified a number of education courses that I am confident would make me more valuable to the facility. They are all facilitated by industry experts and colleagues who have faced similar challenges. I chose each of these classes carefully because they directly relate to an issue we are dealing with currently or may face in the near future. Being able to obtain the information in a seminar format will greatly reduce the time and expense that we would normally incur while researching these topics. Below are a few examples of the education courses that I am interested in:

<insert seminars and sessions here>

I would like to further discuss the value of my attending the 2012 conference and show. The cost for me to attend this event is a solid investment that will ensure this facility continues to be successful well into the future.

Sincerely,

< your name here >