2010 USGA Green Section
Education Conference
Friday, February 12, 2010
San Diego Convention Center
San Diego, California

MONEY TALKS — BUT WHO IS LISTENING?

9:30-9:45 a.m.
First and Fast — At Last!
Brian Whitlark
Firm and fast conditions on the golf course lead to faster rounds, reduced costs, and better golf.

9:45-9:55 a.m.
A Penny Saved is a Penny Earned
Chris Hartwiger
How an energy audit can boost your bottom line.

9:55-10:10 a.m.
Getting The Word Out — It Is Easier Than You Think
Larry Gilhuly and Bud White
In today’s climate, golfer education is more important than ever before. Numerous examples of enlightening, informing, and guiding your players will be presented.

10:10-10:25 a.m.
Presentation of the USGA Green Section Award

10:25-10:35 a.m.
The Hidden Costs of Trees
Dave Oatis
Planting a tree seems innocent enough, but it starts a chain of expenses that may accrue for years. Let’s talk about how much trees really cost.

10:35-10:45 a.m.
Does the Grass Know the Cost?
Stan Zontek
Don’t get your green thumb by handing over cash.

10:45-11:00 a.m.
Your Piece of the Revenue Pie
Bob Vavrek
The golf course is a revenue center, but just how much of the revenue from dues and green fees is actually earmarked for golf course maintenance operations?

11:00-11:15 a.m.
Perils and Pluses of In-House Renovation
Jim Moore
In-house renovation projects can be real cost-savers — if they are approached and implemented correctly.

11:15-11:25 a.m.
A Labor of Love or a Love of Labor
Pat Gross
Executing a detailed labor analysis to track maintenance expenses and define realistic expectations.

2010 USGA NATIONAL & REGIONAL CONFERENCES

National Conference
February 12
San Diego Convention Center
San Diego, California

Florida Region
May 7
Naples Beach Hotel & Golf Club
Naples, Florida
August
To Be Determined
Orlando, Florida

Mid-Atlantic Region
March 9
Oakmont Country Club
Oakmont, Pennsylvania
March 16
DuPont Country Club
Wilmington, Delaware

Mid-Continent Region
January 12
Mid-America Center
Council Bluffs, Iowa
April 12
Las Colinas Country Club
Irving, Texas
December 15
Overland Park Convention Center
Overland Park, Kansas

Northeast Region
March 2
Rhode Island Convention Center
Providence, Rhode Island

Southeast Region
March 16
Pinehurst Resort & Country Club
Pinehurst, North Carolina

Northwest Region
March 3
Holiday Inn
Bozeman, Montana
March 15
Waverly Country Club
Portland, Oregon

Southwest Region
January 11
Hacienda Golf Club
La Habra Heights, California
March 15
Palo Alto Hills Country Club
Palo Alto, California
March 29
To Be Determined
Arizona