

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 Waverley 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