

Through the Green

Register Now For The 2001 Golf Business Canada Conference & Trade Show

by Jeff Calderwood, Executive Director, NGCOA Canada

As featured in our Spring issue cover story, "There's No Business Like Golf Business", the NGCOA Canada is very excited about the launch of our Golf Business Canada Conference & Trade Show, Nov. 29 - Dec. 1, at the Westin Prince Hotel, Toronto.

We are in the process of finalizing all of the details. But I can guarantee you that the event will be a very strong educational and networking experience focussed entirely on Canadian golf course business strategies. Please register early because we are expecting to sell out and registrations have been flowing into our office this month. Additional information is available online by clicking the Conference Promo Link on the front page of www.golfmax.ca.

As I discuss the conference with golf course operators, many questions are similar across Canada so I have prepared the following summary of Frequently Asked Questions. Any additional inquiries or suggestions should be directed to either Nathalie Lavallée, nlavallee@ngcoa.ca or myself, jcalderwood@ngcoa.ca

FAQ

Q: Who owns and operates the Golf Business Canada Conference & Trade Show?

A: The NGCOA Canada owns the event. It is managed by Jeff Calderwood with an advisory board consisting of Jim McLaughlin, McLaughlin Golf (Conference Chair); Larry Ungerman, Royal Woodbine Group; Brad Doey, Georgian College; Grant Fraser, Golf Management Institute of Canada; Nathalie Lavallée, NGCOA Canada; Peter Leyser, NGCOA Canada; and April Taylor, Taylor & Associates Meeting Planners.

Q: Will the Conference always be held in Toronto?

A: No. The Conference will move around Canada each year. Negotiations are currently underway with some exciting destinations including Banff Springs, Tremblant and Whistler. Launching the event in Toronto provides the most convenient travel considerations in year one for the greatest number of Canadian golf operators.

Q: Why didn't you name it the NGCOA Canada Conference & Trade Show?

A: We wanted to broaden the scope beyond owners, to appeal to all departments of golf course operations, similar to the approach of Golf Business Canada magazine. Golf Business Canada Conference & Trade Show allows for such diversity without losing our business-oriented focus.

Q: Is this conference supposed to be the Golf Industry Conference (super show) concept that the NGCOA Canada has been encouraging?

A: No, but the Golf Business Canada Conference & Trade Show may evolve into that concept. The initial emphasis is more on the educational and networking aspects than on the Trade Show. The NGCOA Canada does continue to believe that the sensible business model for the Canadian golf industry is one large conference involving pros, managers, supers and owners supported by one large trade show featuring all golf industry suppliers.

Q: Does the Golf Business Canada Conference & Trade Show replace the NGCOA USA Annual Conference for Canadians?

A: No. The NGCOA Canada will continue to promote both events. The USA conference will always be larger and will have the added attraction of fun in the sun in January. The Canadian conference will deliver much more Canadian content and will be far less expensive.

Q: Who should I consider bringing from my golf course?

A: In addition to owners, any department heads who would benefit from professional development of their golf specific business skills such as your head pro, superintendent, general manager, and f&b manager.

Q: Will the concurrent seminar sessions repeat during the schedule?

A: No. The seminars are designed for multiple delegates from the same golf course attending different sessions at the same time. We will, however, be repeating a few of the more popular seminars at next year's conference.

Q: Should I bring my spouse?

A: Yes. Spouses are welcome to attend the Opening Reception, the Friday Evening Special Event and lounge networking following each day's schedule. For out-of-town delegates, recommended Toronto tourist attraction information will be distributed.

Q: Can the general public attend?

A: No. The Golf Business Canada Conference & Trade Show is restricted to golf industry personnel only. There will be no consumer-oriented content.

Q: Will there be Awards Presentations during the Conference?

A: For the first year, the only Awards being presented will be to the Top 10 Most Influential People In The Canadian Golf Industry as determined by the Golf Business Canada Survey. In future years, comprehensive Golf Business Canada Awards will be introduced for a range of categories.

Q: How do suppliers get involved?

A: Suppliers can exhibit in the Golf Business Canada Trade Show; they can become sponsors of the Conference; they can register as full delegates; they can participate in the Opening Reception and Friday Evening Special Event. Suppliers should contact Peter Leyser, NGCOA Canada Marketing Director for further details.

Q: Is the Conference restricted to NGCOA Canada members only?

A: No. There are discounts and early registration opportunities for NGCOA members, but the Conference is open to anyone in the golf industry.

