

Executive Director's Commentary

Capital Conference

GOLF BUSINESS CANADA CONFERENCE & TRADE SHOW

- "SIMPLY THE BEST"



Mark your calendar and book your conference registrations. The 2003 Golf Business Canada Conference & Trade Show is set for November 27-29 and you can't afford to miss it!

Following our tremendous success at the Banff Springs Hotel last year, this year's event moves to the Westin Ottawa, the top conference site in the Nation's Capital. It is a homecoming of sorts for the NGCOA Canada as we celebrate our 10th Anniversary in conjunction with an exceptional program of educational sessions, trade show and social activities.

For those who haven't attended in the past, this conference is the ultimate smart investment in your golf operation. For every dollar

In keeping with the Team Canada theme, Mark Tewksbury will kick off the conference with a Keynote Speech reliving his accomplishments as a Canadian Gold Medallist in swimming. His reference points for becoming "Simply The Best" offer tremendous insight into similar attitudes and strategies necessary to succeed in a fiercely competitive business environment such as our golf industry.

Other highlights include such popular sessions as the Great Canadian Idea Forum, moderated once again by James Cronk; and the Live ListServ by Scott Atkinson, offering a million dollars worth of problem solving; and the grand finale Golf Business Canada Town Hall featuring a panel of leading experts, roving microphones, with John Gordon moderating.

The Westin Ottawa is located right downtown, minutes from Parliament Hill, the Byward Market, nightlife, the National Arts Centre, the Rideau Canal, Royal Canadian Mint, several museums and numerous other popular attractions. Take advantage of the opportunity to extend your stay and enjoy the city or register your

spouse for our Social

Package allowing him/her free time for sight-seeing during the seminar sessions while joining you for meals and special events.

you and your staff invest into attending the event, a return of several dollars back into your business is guaranteed. Hundreds of Canadian golf course operators will share their expertise with you, alongside the 'cream of the crop' in our industry, who will be on hand presenting seminar sessions throughout the conference, ensuring that you go home with many new ideas and rejuvenated passion.

At the NGCOA discounted price of \$595 for your first registration and \$495 for subsequent delegates from your golf course (until Oct 17), the Golf Business Canada Conference provides tremendous value, given that approximately \$300 worth of food and beverage is included in those rates. A special thank you goes out to our sponsors, whose financial contributions enable us to maintain such low prices.

This year's catch phrase is "Simply The Best", couched in a Team Canada theme. With increased pressure on your golf operation, the need for Best Practices has never been greater - and the Conference delivers the Best Speakers for all departments from golf shop, through F&B, maintenance and administration. So bring your department heads, because the concurrent breakout sessions will simultaneously offer great value as well as reward for a job well done.

Please note that the Golf Business Canada Conference & Trade Show has a reputation for selling out so I encourage you to register without delay. Space is limited by the total amount of meeting space at the Westin.

See you in Ottawa!

"THIS CONFERENCE IS THE ULTIMATE SMART INVESTMENT IN YOUR GOLF OPERATION. FOR EVERY DOLLAR YOU AND YOUR STAFF INVEST INTO ATTENDING THE EVENT, A RETURN OF SEVERAL DOLLARS BACK INTO YOUR BUSINESS IS GUARANTEED."

2003 GOLF BUSINESS CANADA CONFERENCE AND TRADE SHOW

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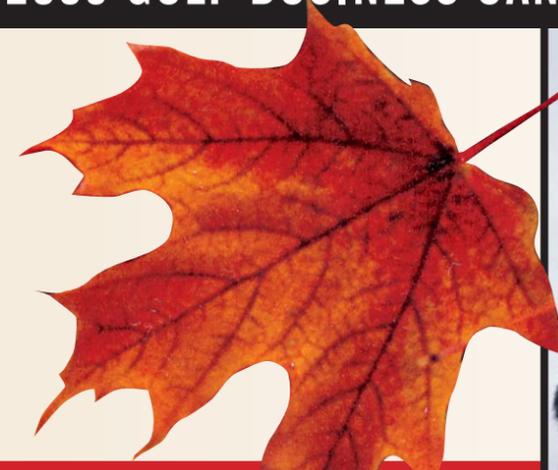
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NETWORKING SPONSORS



Come Join 'Team Canada' And Celebrate The NGCOA Canada's 10th Anniversary In The Nation's Capital!

Network With Over 300 Of Your Peers

Attend Educational Sessions Covering All Aspects Of Your Golf Operation

Meet With Suppliers At The Golf Business Canada Trade Show

Have A Blast In The Nation's Capital

And Become 'Simply The Best' At Managing Your Business

Register Now Using The Form In This Issue And Make Sure You Register Early - The Last Two Years Have Sold Out!



PHOTO: NGCOA

NOVEMBER 27-29, 2003
The Westin Hotel
Ottawa, ON



ACCOLADE FROM THE 2002 CONFERENCE

The Sunshine Coast Golf & Country Club is an Equity Share, semi-private facility. Our management team consists of myself, a Greens Superintendent, a Food & Beverage Manager and a Head Professional. We questioned the value of all four of us attending the Conference in Banff this year and I am happy to say, that the Golf Business Canada 2002 Conference & Trade Show exceeded our expectations. The invaluable information gathered has inspired our management team to bring our golf course and club to the next level and beyond! There is a renewed sense of excitement and motivation! Thumbs up for a job well done! **Julie Brown, Business Manager - Sunshine Coast Golf & Country Club**



National Golf Course Owners Association Canada

For more information, contact Nathalie Lavallée, NGCOA Canada Communications Director at 780-406-7112 or nlavallee@golfmax.ca or visit www.ngcoa.ca for full details!