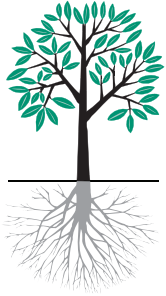


M G C O A
S C O T T F A M I L Y



E D U C A T I O N A L
S U P P O R T
F O U N D A T I O N



Educational Support Foundation Workshop

Golf Marketing 911!



Andrew Wood

The golf business is changing and you better be ready!

Topics to cover include:

- Internet marketing 4.0, your key to beating the economy
- Building player loyalty
- Standing out in a crowded market
- Out of the box ideas that have enjoyed astonishing success in Michigan
- How to dominate your outing market
- How to sell memberships
- Secrets to member retention
- Marketing as entertainment
- Cunningly clever marketing
- and much more

Wednesday,
April 8, 2009



The Emerald Golf Course
2300 W. Maple Rapids Rd.
St. Johns, MI 48879
800-924-5993

**PGA Professionals
receive 6 MSR Hours**

Who should attend

Golf course owners and operators, PGA professionals, golf directors, league administrators, club managers and anyone interested in improving their operation and their bottom line.

How to attend

Copy, complete and mail the form on the reverse side, or fax it to (517) 267-8984. Include credit card information, check or money order in the appropriate amount. You may also call in your registration to (800) 860-8575.

Schedule

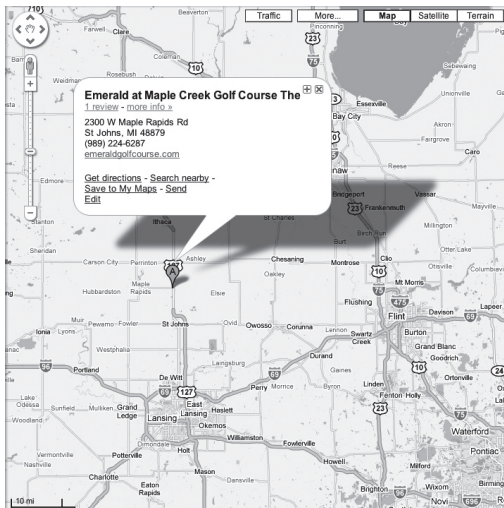
9:00 a.m. — Registration
9:30 a.m. - 4:00 p.m. — Program
Lunch / Golf (compliments of The Emerald Golf Course).



603 South Washington Ave.,
Suite 303
Lansing, MI 48933
phn.: (517) 482-4312
fax: (517) 267-8984

Register NOW!
"Golf Marketing 911"
Wednesday,
April 8,
2009

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Wednesday, April 8, 2009



Hosted by:
The Emerald Golf Course

Directions

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9:00 a.m. - Registration
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*Lunch/Complimentary golf courtesy
of The Emerald Golf Course*

Name(s) _____

Course _____ Phone (_____) _____

Address _____

MGCOA Member? Yes _____ No _____

_____ Workshop - \$35 Member, \$50 Non-Member (If you are unsure about your membership status, give us a call.)

_____ Enclosed is a check for \$ _____ (please make payable to the MGCOA).

_____ Please charge \$ _____ to my credit card. _____ Visa _____ Mastercard _____ American Express _____ Discover

Card number _____ Exp. date _____ Signature _____

_____ I will be staying for the complimentary round of golf.

Please return to: MGCOA ESF, 603 South Washington Ave, Suite 303, Lansing, MI 48933 or fax to (517) 267-8984
Fee is non-refundable.