

2017 PROGRAM

MWGCOA extends our welcome to MGA, PGA, GCSAA, CMA and GOLF COURSE OWNERS OF WISCONSIN and other states, as well as our suppliers and guests who are attending this year's Conference. We're glad you're here!!

NOTE: PGA and GCSAA members can receive credits for attending these meetings.

Your NAMETAG is your passport to all social events. NAMETAGS with green dots indicate first-time attendees; please help us make them feel welcome!

Tuesday October 24, 2017
REGISTRATION OPENS

7:30AM

EXHIBITS OPEN Coffee, juice, and rolls/muffins in exhibit area
(All refreshment breaks are courtesy of REINHART FOODSERVICE)

7:30

Chris Sauer, MWGCOA President will open the 21st ANNUAL CONFERENCE with introductions of special guests, and his welcome. MWGCOA gratefully acknowledges the support of the MINNESOTA GOLF ASSOCIATION for special funds to help underwrite portions of today's program. Thank you!

8:15

"UNITY PANEL" Four Golf-Industry Executives Speak to Their Organizations' Plans and Initiatives"

8:30



RYAN, MGA



HINTZ, PGA



MACKENZIE, GCSAA



CARLSON, CMA

The rapidly-changing business of golf depends on these organizations, and more, to work together with an understanding of each groups' plans. The UNITY PANEL will help us focus on *their* plans, affecting *our* futures.

"The Power of Metrics"- Allison George, Wizard of Fun Toad Valley Golf Course, Des Moines. IA

9:15



Two years ago, **Allison** became obsessed with figuring out how to create solid online marketing strategies and began studying how to bring more people to the game using social media and a bigger online presence. She's been able to achieve higher revenues by selling *from her website* and targeting that audience. **The real story here, is what Allison does with information** she's gained from *current* customers to attract *new* ones. **She measures effects to find their needs!**

EXHIBIT VISITATION-Refreshments served today are courtesy of REINHART FOODSERVICE

10:00

"What's really BEHIND your Insurance"- Derek Wortman, Guy Carpenter & Co. LLC. New York

11:00



Guy Carpenter is an international Reinsurance Company numbering Secura Insurance among its clients. With recent tragic hurricanes in the news daily, it's important to understand the vital role **reinsurance** plays in **protecting your insurance**. Derek works with a variety of multi-national, regional and specialty insurance clients focusing primarily on property and casualty reinsurance. **This is an important story all course owners need to know before it's too late.**

"Do You Have a Silent Partner?"- Joe Dixon, Shareholder Fredrikson & Byron, PA Mpls, MN

11:45



Joe is an accomplished trial attorney with a unique blend of government, in-house and business experience. Joe's DOJ background and his in-house corporate legal experience brings an understanding and focus on employee theft. Joe was also a federal prosecutor for 10 years and served as the Chief of the Fraud and Public Corruption Section for the United States Attorney's Office for the District of Minnesota. **Recent events in golf make his message important today!**