

2018 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 30, 2018

REGISTRATION OPENS

7:30AM

EXHIBITS OPEN Coffee, juice, and rolls/muffins in exhibit area

7:30

(All refreshment breaks are courtesy of REINHART FOODSERVICE)

Chris Sauer, MWGCOA President will open the 22nd 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**

"Design of YOUR Marketing Mix"-Ryan Wood Founder, 121 Marketing, Winter Park, FL

8:30



With a degree in Management Information Systems, and having grown up in the golf business, **Ryan** always knew he wanted a career in the industry. He found an opportunity to "marry" golf and technology in starting 121 Marketing. "Here we focus on providing facilities with technology and golf strategies to maximize their revenue. Industry experience, passion for the game, and drive for customer success gives them our "best of the best" said Wood

"US Department of Labor" Helping YOU"-Corey Walton, Wage & Hour Division Minneapolis, MN **9:15**



Corey was with us in October 2016 (one of our most popular presenters) to help us understand many changes *proposed* by DOL. **Then came November, and those changes changed.** Exempt and non-exempt employee status in seasonal businesses and a host of other issues *continue* to confuse course owners. Corey has been with the Department since 1997 and spent 15 years investigating hundreds of cases under federal laws. He's interesting, **and accurate**

EXHIBIT VISITATION-Refreshments served today are courtesy of REINHART FOODSERVICE **10:00**

"Do YOU Want, Or Just Need to Eat?"-Whitney Pennell Owner RCS Hospitality Springfield, VA **11:00**



Whitney is owner and President of RCS Hospitality. Prior to founding RCS, Whitney had management positions with companies like Marriott Management Services, The Desert Mountain Club, and Troon Golf. "We help clients exceed their guest's expectations. The world of food is mobile and generational today; 'tried and true' doesn't work anymore. Food in golf needs to adapt to trends about health and convenience," says Pennell. She'll point out how we all can

"Exiting New Tools for Golf"- Tom Ryan; Joel Comstock, MINNESOTA GOLF ASSOCIATION **11:45**



RYAN **COMSTOCK** **Joel** runs the **YOUTH ON COURSE** program launched this year that resulted in registering 1,565 members aged 6-18, playing on 40 courses. YOC is a program developed by the NORTHERN CALIFORNIA GOLF ASSOCIATION and was conceived as **a nationwide initiative to grow the game.** The NCGA Foundation is a 501(c)3 group that partners with state and regional golf associations across the country