

CRITTENDEN GOLF CONFERENCE 2013

October 7-9, 2013 | Pointe Hilton Tapatio Cliffs Resort | Phoenix

Featured Session

Golf Course Finance - The Times They Are A-Changin'

- Deals each panelist actually closed in the last 18 months - what is the trend?
- The specifics - rates, term length, amortization, guarantees/extra collateral
- Three things you must know about every lender
- Bring your Deals - each panelist will analyze what would make your financing doable



Moderator:
Donald Rhodes
CNL Lifestyle Properties

Steven M. Ekovich
National Golf & Resort
Properties Group / Marcus
& Millichap Real Estate
Investment Services

Ray Muñoz
Leisure Financial Group

Christopher Balestrino
Park Place Equity

**Save \$100 on
Registration**

Sign up by July 31st
To Register:
CrittendenGolf.com



Overview of Sessions

Monday, October 7, 2013

3:45 pm **Opening Keynote Session:** State of the Golf Industry

Tuesday, October 8, 2013

- 9:00 am
- Technology and Tee Times: Just Because you Can, Does it Mean you Should?
 - The "Art of Customer Service" - Your Competitive Edge in the Marketplace
 - Creative Solutions for Acquisitions, Sales and Turnover of Golf Clubs
- 10:45 am
- Programming to Attract and Retain Members in Today's Private Club
 - How to Use a New Approach to Tee Positioning & Course Set Up as the Way to Attract Women
 - Golf Course Water Conservation Concepts
- 12:00 pm
- Expense Management to Impact Your Bottom Line
 - Save Money with Sustainable Bunker Construction Methods
 - Where have all the Golfers Gone, Will they Return?
- 2:15 pm
- Case Studies in Player Development to Activate Golf Demand with Juniors, Women & Core Golfers
 - Proven Techniques for Gaining Support of Private Club Members in the Renovation Process
 - The Biggest Mistakes Even the Top Operators are Making
- 3:30 pm**
- Becoming a Social Business: Telling YOUR Story Online
 - Using Environment Management as Source for Strategic Advantage & Business Value in Golf
 - **Golf Course Finance - The Times They Are A-Changin'**

Wednesday, October 9, 2013

- 9:00 am
- Yield Management and Demand Based Pricing
 - In Her Shoes - Are You Rolling Out the Green Carpet for Women Golfers?
 - Global Golf Development - Lessons Learned
- 10:30 am
- Challenges, Benefits and Process of Converting an Equity Club into Non-Equity
 - Food and Beverage Trends and Innovation
 - Rebuilding the Wigwam Golf Course: A Path to Revenue, Rounds & Return
- 11:45 am
- Acquisitions, Exits and Current Market Trends
 - Taking your Special Event Business to the Next Level
 - Course Brains: Measuring the I.Q. of Your Course

Sponsors (as of 7/23/2013):



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