

Please find below a release outlining news from the recent Carolinas Golf Course Superintendents Conference and Show in Myrtle Beach (November 13-16).

For immediate release

November 20, 2006

Boomers Offer Positives For Golf in Carolinas

Liberty, SC - Industry leaders say Carolinas golf is well-positioned to reap the benefits of an ageing population of baby boomers looking to travel, relocate, and work on their golf games. Research by the National Golf Foundation indicates North and South Carolina will benefit more than the rest of the country because of a range of factors including climate, geography, and quantity and quality of supply. Joe Beditz, president and chief executive officer of the National Golf Foundation delivered the positive forecast during the Carolinas Golf Course Superintendents Association's annual conference in Myrtle Beach, SC, mid-November.

Beditz said that while course supply would remain flat in the Carolinas over the next five years, the states could expect an influx of committed golfers. NGF surveys showed that more baby boomers would visit and move to the region, and 70 percent of golfers among them would play more golf in retirement. Further, of those baby boomers planning to relocate in retirement, 24 percent or almost one quarter of them, say they will move to the Carolinas.

Beditz was on a top level panel that also included Henry DeLozier, president of the National Golf Course Owners Association, and David Downing, CGCS, secretary-treasurer of the Golf Course Superintendents Association of America. Still, the panel warned that golf and individual golf facilities needed to be smart to capitalize on the opportunities ahead. With around 950 18-hole equivalents between the two states, competition for golfers would remain intense.

The panel rounded out a four-day event that continued the Carolinas GCSA's long-run of growth. This year's trade show saw more companies (218) exhibit with more booths (406) than ever before. The 1,211 seats sold for education seminars was also a new record. Overall attendance at the trade show was also up five percent on last year's high. The Carolinas GCSA, which provides education and services for the advancement of golf course superintendents, has close to 1,800 members and an annual operating budget of more than \$1-million.

"I think the real beneficiaries in all of this are the people who play golf in the Carolinas," Carolinas GCSA executive director, Chuck Borman, says. "Their courses benefit from the some of the best trained, most committed golf course superintendents in the country. Around 80 percent of our superintendent members now attend our show for the most up to date research information and education. Our members are at the leading edge of their profession."

In other show highlights:

- Randy Allen, CGCS, director of golf course operations for The Burroughs and Chapin Company in Myrtle Beach, received the association's Distinguished Service Award.
- Paul Jett, CGCS, from Pinehurst No.2 won the association's golf championship from a field of 330 competitors shooting a one-under par round of 71 at Barefoot Resort's Fazio Course.
- Three superintendents affected by Hurricane Katrina came from the Gulf States to talk about their experiences and share lessons learned. Carolinas GCSA members gave more than \$35,000 to a national relief effort for superintendents.
- Nearly 500 members and conference-goers attended a new Monday night conference kick-off party at the Nascar Café.
- Todd Kirkley, from Pocalla Springs Country Club in Sumter, SC, won a week-long golf trip for two to Scotland among \$15,000 in prizes given away at the conference.

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