

Your Existence Depends on Positive Public Perception



An interactive workshop to gain practical experience in initiating a successful political or community-outreach program.



The Power of Proactive Political and Community Outreach Plans

If you've ever had to negotiate with an angry neighbor or member, contend with bad press or dispute an unfair policy, this seminar will help you reduce those incidences and show you how to successfully manage them. Proactive actions, effective communications and outreach plans are the answer. Kathy Conard Communications and FarmLinks bring you an interactive workshop that helps you develop effective, proactive outreach plans, so you become part of the solution instead of the target.

A Superintendent's Experience

Take personal responsibility and build relationships that strengthen your club and the golf industry. A superintendent talks candidly about the importance of owners, managers, Pros and superintendents all working together to develop outreach plans. A well-developed plan is not hard to implement and can pay out big dividends. A unified voice improves the image of your golf course, positively influences regulators and helps keep your neighbors happy. Think it can't happen. Hear first-hand how it can.

Education & Outreach Produce Positive Results

Jacque Genovesi, Director of Education and outreach specialist, has worked over 20 years in the non-profit sector. She knows how important it is to connect with the right people to increase memberships, satisfy Executive Boards and get positive press. Learn how to build these relationships before you need them. Jacquie shows you how easy it is to tailor your message to get complete buy-in and support from regulators, the press and your neighbors.

The workshop concludes with an opportunity to work in small groups with your peers to develop an outreach project.

The Payoff

Go home with real-world examples from professionals - both in and out of the golf industry. You'll gain practical experience to help make your association stronger, improve the reputation of your club and educate and influence the press, your neighbors and policy makers. All this at the relaxing, entertaining FarmLinks, the nation's only research and demonstration facility, 18-hole championship golf course and the best in Southern hospitality.

Agenda

Day 1

11:50 Pick up at airport
12:50 - 1:50 Lunch and Registration
1:45 - 5:15 A Superintendent's Experience
5:50 Check into your room
4:00 - 5:50 On the Course Agronomic Tour
6:00 Dinner

Day 2

8:00 - 8:50 Breakfast
8:45 - 10:00 Communicate for Results
10:00 - 10:15 Break
10:15 - 11:00 Outreach Exercise
– small groups
11:00 - 11:50 Group Summary
11:50 - 12:15 Summary, questions and
evaluations

12:50 - 1:50 Lunch

DEPART FOR HOME

OR

1:50 - 6:00 Fun at FarmLinks

Choose from the following:

- Golf on our 18-hole, championship course
- Fishing on our fully stocked lake
- 5-Stand Clay Shooting
- Cooking class
- In-room private spa service
(subject to additional charge)
- Quail hunting, in season
(subject to additional charge)

6:50 Dinner

Day 3

8:00 - 8:50 Breakfast
8:50 - 9:50 Farm tour of other amenities
10:00 Depart for airport

Registration is Easy

2 ½ Day Workshop Includes:

- Participants Materials
- GCSAA Education Points (pending)
- 2 nights lodging
- Food and beverage – 2 breakfasts, lunches and dinners as well as snacks
- “On the Course” agronomic tour
- Choose your entertainment activity
- Airport Shuttle Service

Workshop Tuition

1 person	\$999*
2 or more from one facility	\$985* each

* Prices are double occupancy. For single room, add \$160.
50% of tuition is due at registration, with balance due two weeks prior to workshop.

Cancellation and Refund Policy - If you cannot attend a seminar, please contact Kathy Conard at (609)477-0471 in advance to transfer to a future session, or you can send someone to take your place. If these options do not meet your needs, KCC will refund your money if you cancel with 4 weeks or more advanced notice. If you cancel with less than 4 weeks notice, KCC will refund your money less \$300 to cover costs already incurred.

2009 Location and Dates

FarmLinks in Sylacauga, Alabama
October 13 – 15, 2009
November 17 – 19, 2009

Participants will fly into Birmingham, AL (BHM).
For those of you driving, the GPS address is: 386
Talladega Springs Road, Sylacauga, AL 35151

Register Today

Join a small group of your peers for an interactive learning exchange that combines real-world experiences with team projects and activities.
To register, call Kathy Conard at (609) 477-0471, or e-mail her at mktpros@voicenet.com

Payment Options:

Credit Card – Visa, Master Card, Discover or American Express OR

Check payable to: Kathy Conard

Mail to: Kathy Conard
Kathy Conard Communications
87 Steeplechase Blvd
Burlington, NJ 08016



Kathy Conard, President and Owner of KCC, has worked in the Green Industry for more than 20 years. Her communication and public relations experience includes multiple trade publication and newsletter articles, speaking engagements, special events, government relations, and seminar and trade show coordination. Conard's business strategy, new business development and market research experience can be employed to help associations retain existing membership, secure new members and increase sponsor donations.

Conard has helped turf and ornamental professionals effectively communicate with local regulators and people in their community about water, environment stewardship and efficient use of water resources. KCC helps you get measurable results and provides you tools you need to be more effective.

For more information contact Kathy at (609)477-0471, e-mail mktpros@voicenet.com or visit www.kccomm.net.

FARMLINKS FarmLinks LLC, Solutions for Superintendents



FarmLinks utilizes one of the world's most unique marketing strategies for evaluating, testing and exhibiting the newest and best products and services the golf-course industry has to offer. Founded in 1999 by the Pursell

Family and located at Pursell Farms in Sylacauga, Ala., the company's cutting-edge environment includes a one-of-a-kind research and demonstration facility, an 18-hole championship golf course that is open to the public, and The Experience at FarmLinks. The Experience is the nation's premier source for “hands-on” course maintenance information, offering an unmatched opportunity to gain first-hand insight into the latest and greatest materials and methods available to the industry.

Anyone can create a golf course but only FarmLinks can create a course with the finest agronomic programs in the nation. With access to the most advanced resources and technology as well as the knowledge and guidance of industry experts, FarmLinks tirelessly evaluates sound, fundamental agronomics and helps develop effective techniques to help superintendents do their jobs better.

The company's cutting-edge environment also offers high-tech meeting spaces, deluxe lodging options and first-rate fishing and wildlife habitat with 5-stand clay shooting range and unique hunting adventures.

To learn more about FarmLinks, visit www.farmlinks.org.