



PGA GOLF EXHIBITIONS

# Exceeding Expectations

2010 PGA Fall Expo makes history as attendance rises during Fashion Week at first “fully turnkey” PGA exhibition event

By Roger Graves, Senior Writer

**H**eralded as the first fully turnkey PGA exhibition event and the first “fashion crossover show” for the golf industry, the 2010 PGA Fall Expo made history on Aug. 16–18 at the posh Venetian Resort-Hotel-Casino in Las Vegas.

The new Venetian venue, coupled with new August dates that placed the PGA Fall Expo in the center of Fashion Week in Las Vegas, elevated the show to new attendance heights (a 16 percent increase in attendance over 2009) and drew qualified buyers from the MODA (women’s apparel) MRket (men’s apparel), “Accessories: The Show” and MAGIC (all apparel) to golf’s bustling fall marketplace.

Attendees from 19 countries and 46 states conducted business with nearly 200 industry-leading exhibitors Aug. 17–18 in the elegant Venetian ballroom, while PGA Professionals and industry leaders participated in more than 30 education seminars and presentations to headline the 2010 PGA Fall Expo.

“This PGA Fall Expo will be remembered as a landmark show for product sourcing among buyers, for the first-ever pre-built, turnkey booths for exhibitors, and for the golf community coming together with mainstream fashion and apparel shows to provide access to all Fashion Week shows,” said PGA Golf Exhibitions Group Vice President and General Manager Ed Several. “The date and venue change also played a major role in making the 2010 PGA Fall Expo hugely successful.”

## Azinger Opens 2010 Expo

The 2010 PGA Fall Expo festivities began on Aug. 16 with three golf tournaments and the fourth annual Outdoor Demo Day at Revere Golf Club in Henderson, Nev. Demo Day attendance was up 33 percent compared to last year.

The pomp and ceremony shifted on Aug. 17 to the Venetian Resort, where 2008 U.S. Ryder Cup Captain Paul Azinger joined PGA of America officers to officially open the 2010 show, then later headlined the keynote presentation based on his book “Cracking the Code,” which details America’s Ryder Cup victory over Europe in 2008.

An industry welcome reception sponsored by Elations on Aug. 17 at the swank Tao nightclub at the Venetian Resort-Hotel-Casino served as a

memorable networking event for PGA Professionals and industry leaders, who used the three-day PGA Fall Expo to discuss industry issues and begin mapping business for 2011.

“The PGA Fall Expo was so successful this year that people are already asking what we plan to do for an encore,” beamed Several. “To that, I say we’ll be returning to the Venetian in Las Vegas next year and hope to again benefit from Fashion Week dates that allow our attendees to cross over with the major fashion retail shows being held simultaneously.”

With attendance up significantly over 2009, the 2010 PGA Fall Expo was so popular that organizers extended hours on the show floor at the request of exhibitors and attendees.

“The turnkey booths, the intimate one-stop shopping and sourcing solution, and the crossover traffic from the other retail shows nearby created a more universal PGA Fall Expo that not only appealed to PGA Professionals and golf-industry leaders, but to mainstream retail buyers,” observed Several, who reported that some 450 qualified buyers from the other Fashion Week shows visited the 2010 PGA Fall Expo. Meanwhile, hundreds of PGA Professionals and qualified buyers visited the other Fashion Week shows with their Fall Expo credentials.

## Equipment, Apparel Companies Weigh In

Major equipment manufacturers such as Callaway Golf, Ping, Cleveland/Srixon, Cobra-Puma and Tour Edge joined a who’s who of industry-leading apparel manufacturers and distributors to offer a sneak preview of 2011 product lines, renew

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**F**or additional coverage on Paul Azinger’s PGA Fall Expo appearance, the PGA Fall Expo Outdoor Demo Day and the PGA Fall Expo Challenge Cup tournament, go to [PGAmagazine.com](http://PGAmagazine.com).

A change in venue and dates resulted in a spike in attendance at the 2010 PGA Fall Expo.

## PGA Fall Expo's Apparel Section included many exhibitors, spring 2011 product offerings

The PGA Fall Expo featured some of the industry's biggest apparel brands and a variety of fabrics, colors and styles unmatched in recent seasons. The diversity of product in the spring 2011 collections was a clear indicator that buyers seem ready to invest in inventory once again – and that golf shops are demanding a wide range of choices for their customers.

"We have a mix of younger, fashion-forward members and older, austere customers, so we need to order a variety of apparel styles," said Paula Olsen, PGA head professional at Bella Collina Towne & Golf Club in San Clemente, Calif., who attended the two-day expo. "This show was just the right size for us to see all the vendors and see what we need to bring in later this year and for 2011."

Ahead presented a diverse portfolio, including new styles in stripe performance polos for men and juniors, 100-percent cotton plaid shorts and several new outerwear pieces. "The versatility of our apparel line was very appealing to the

broad range of buyers who stopped by our booth," said Ahead Regional Sales Manager Scott Stone.

With all the recent changes in ownership in the golf industry and the reintroduction of certain brand names, the PGA Fall Expo also gave some companies a chance to show their new face to the industry. Take Fila, for example, which will celebrate its 100th anniversary as a company next year but only recently reentered the golf market under new owner Fersten Worldwide.

"This Las Vegas show was an ideal opportunity to meet new customers, let them see the new headwear and apparel lines, and to write some good orders with our customers who are unable to attend the PGA Merchandise Show in Orlando," explained Helene Bashalani, Fila's marketing manager.

Gear For Sports and Under Armour showed buyers their wide product assortments under new brand owner Hanesbrands, while Tehama and Izod G – which came under new ownership in 2009

– also had a chance to display their diverse product lines. "The industry feels very upbeat," says Susan Shade, president of Tehama and Izod G. "We had a dynamic day, initiated by a collaborative meeting with industry professionals at the (*PGA Magazine*) Golf Travel Marketing Summit, and followed by the (Apparel Wire's) Project Fairway panel discussion. We are fortunate to continue fostering our industry relations at these events."

Greg Norman Collection also had a strong presence in Las Vegas, with designers Bjorn Bengtsson and Dana Coppolino participating in the Project Fairway roundtable and Mike Elliott, Greg Norman's vice president of sales for golf, in the AGM's seminar on the State of the Retail Environment. The company was also able to show the entire spring men's and women's collections as well as the new accessories range. "We were booked for appointments throughout the show and definitely felt an increased presence by key buyers this year," Elliot said —*Lisa Goulian*

relationships with PGA Professionals and industry executives, and write business orders for the upcoming season.

"I would say this year's PGA Fall Expo was a home run in every aspect," said PGA Professional Jeff Ingraham of Glendora, Calif., who attended 10 education seminars between strolls along the show floor. "The education seminars were not only informative, but really brought us up to date on what's happening in the industry. I would say the Las Vegas Expo was worth its weight in gold, because I needed to catch up on my education points (PGA Professionals could pick up as many as 23 MSR hours at the PGA Fall Expo)."

Paul Azinger, 2008 U.S. Ryder Cup Captain, delivered a presentation on his book "Cracking the Code" that detailed America's 2008 Ryder Cup victory; he later signed copies for attendees.

### Informative Education Seminars

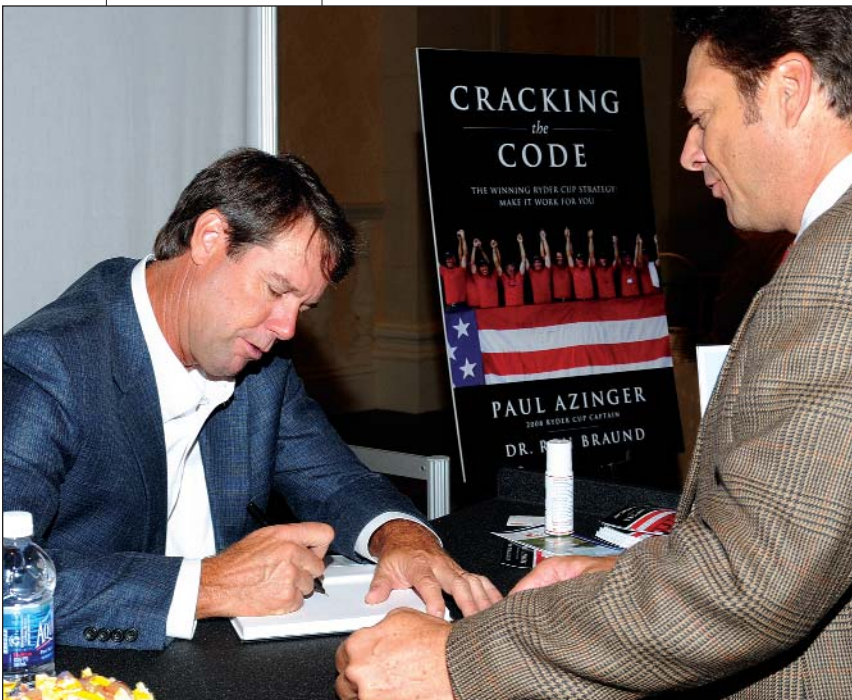
Capacity crowds were common on the PGA Fall Expo main stage, beginning with Azinger's insightful look at the 2008 U.S. Ryder Cup Team and continuing with the Ping "Clubfitting Means Business" presentation, which featured vintage video of Ping founder Karsten Solheim reviewing the benefits of clubfitting for the PGA Professional and the consumer. The presentation then reviewed the latest technology in clubfitting, with Ping PGA Professionals Chris Vossekul of Dragon Ridge Golf Club in Las Vegas and Scott Draper of Southgate Golf Club in St. George, Utah, discussing contemporary clubfitting strategies as a revenue-producing source.

"The Ping clubfitting seminar not only updated us on the latest clubfitting technologies, but reminded us why clubfitting is so important in these economically challenging times," observed Scott Ballif, PGA Professional at Conestoga Golf Club in Mesquite, Nev.

### Retail Seminar Popular

Vicki Bernstein of Bernstein Retail Productions served as moderator for an informative roundtable discussion of leading vendors and golf buyers entitled "What is the State of Golf Retail?"

"The seminar really made you stop and think," noted Nicholas Bojanic, PGA Professional at Southern Highlands in Las Vegas. "The economy has made it very difficult to forecast the future and control retail inventories. Golf retail sales impact virtually all other departments at golf facilities throughout the United States. What you do at retail really affects your budgeting process and it can determine how many people you employ in your shop. How to effectively use closeouts and how to budget your retail buying were great strategies. That's what makes



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**LEVEL 1**

Par 3's....45 - 85 yds.

Par 4's....85 - 135 yds.

Par 5's....135 - 195 yds.

**Approx. 9-hole: 1100 yds.**

**LEVEL 2**

Par 3's....75 - 115 yds.

Par 4's....185 - 245 yds.

Par 5's....285 - 345 yds.

**Approx. 9-hole: 1900 yds.**

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The PGA Family Course program is available to facilities employing PGA members. To learn more or place an order, PGA Professionals should visit [PGALinks.com](http://PGALinks.com).



PGA President Jim Remy (left) and CEO Joe Steranka were among the many industry leaders to address attendees.

the PGA Fall Expo so useful.”

PGA Professionals Joe Hallett, Susan Berdoy Meyers and Michael Hebron then presented “International Coaching Strategies – How to Prepare for the 2016 Olympics.”

While presentations and educational seminars occupied the spotlight at the 2010 PGA Fall Expo, nearly 200 vendors reported brisk traffic on the show floor while introducing a litany of new golf technology products, equipment, apparel and accessories.

### New Booths, Hitting Bays

Industry-leading equipment manufacturers such as Cleveland/Srixon, Callaway Golf, Ping, Cobra-Puma and Tour Edge welcomed hundreds of attendees into the newly designed turnkey-hardwall equipment bays and indoor driving range on the show floor.

“The move to the Venetian and the new booth configuration has been great for us,” noted Callaway Golf’s Ryan Judkins. “These booths are much better than the pop-up tents and give all of the exhibitors a consistent display look. Callaway has always been a great supporter of the PGA Professional. There is always a great benefit to having a presence at a show like this.”

“This is the ideal set-up for us to meet current customers, find new customers and talk about the new products we will be launching next month for 2011,” said Tim Shaver, sales representative for

### Golf Travel Summit held

The PGA Magazine 2010 Golf Travel Marketing Summit was conducted at the Venetian Resort-Hotel-Casino in conjunction with the PGA Fall Expo. A full report on the Summit will appear in the October issue of PGA Magazine.

Cleveland-Srixon Golf. “The new turnkey booths in the equipment area allow us to let people hit balls while we discuss product specs with other customers in a single setting. It’s a great set-up.”

PGA Professional Jake Daniels of Texas was wearing two hats at the 2010 PGA Fall Expo, serving as a rep for Power Balance Performance Technology, which markets the popular Power Balance bracelet, and walking the show floor and attending education presentations to stay abreast of the latest industry issues.

“We (Power Balance) were swamped at Demo Day, and the entire show has been nonstop traffic of people who have seen Hunter Mahan and others on the PGA Tour wearing our bracelets,” noted Daniels. “It’s interesting to be on the other side of the counter at a PGA Fall Expo. It helps me appreciate how valuable PGA Professionals are to the golf industry.”

### Crossover Helps Business

Apparel and headwear leaders such as Cutter& Buck, Antigua, Greg Norman Collection, Ahead, Fila, Peter Millar, Lija, Pukka, Sport Haley-Ben Hogan, Puma, Cleveland Classics, Imperial, Fairway & Greene, Pima Direct and many others took advantage of crossover attendance with the fashion week shows being conducted simultaneously to enhance their business and product exposure.

“As an apparel company, the Venetian has been a tremendous venue for the PGA Fall Expo,” said Susan Shade, President of Tehama & Izod G. “Because of the other fashion-industry events, we’ve been able to connect with buyers among the various shows to broaden our audience. The energy and attendance feels better than it has in years.”

Fila Golf returned to the PGA Fall Expo following a seven-year absence, showing off its colorful array of headwear and apparel to attendees already familiar with the Fila brand.

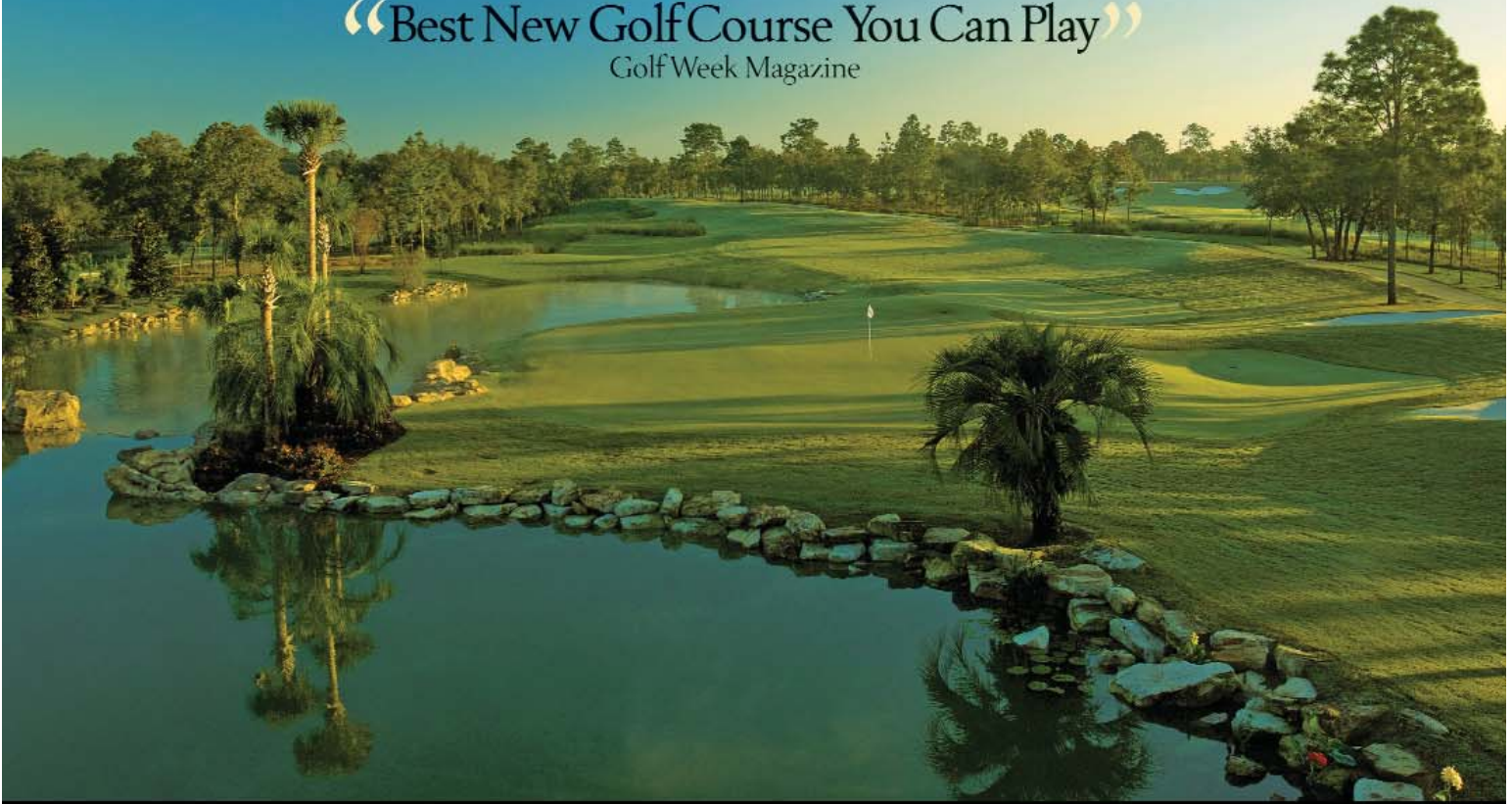
“Golfers have an affinity for the Fila brand, so the PGA Fall Expo allowed us to continue the momentum we have built in aggressively reintroducing the Fila brand to the golf industry after taking a few years off,” noted Helene Bashalani, marketing manager for Fila Golf.

Added Jeffrey Cohen, vice president of sales and business development for Fila: “Fila celebrates its 100th anniversary next year and the brand carries a great tradition and resonates with a lot of people across all athletic and sports lines. PGA Professionals and buyers have stopped by to say they wore Fila apparel 10 or 20 years ago, and they share their Fila stories with us.”

With attendance up by 16 percent and interest swelling, the 2010 PGA Fall Expo made a successful move to new dates and a new venue at the Venetian Resort-Hotel-Casino in Las Vegas. It also made history as the first turnkey golf industry show and the first Fashion Week crossover show, elevating the PGA Fall Expo into the mainstream of apparel and fashion. ■

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