

## Sponsors:

Golf Investment  
& Development



Conference 2010



## 14.09.2010 Tuesday

Speaker	Company	Topic
08:00	Registration	
08:30	Coffee	
09:00	Maciej Kawecki - Welcome	
09:15	Official opening	
09:30	Marnix von Bartheld KPMG Golf Advisory Practice	Golf supply and demand trends in CEE (with a stronger focus on Poland)
09:45	Dana Fry / Jason Straka Hurdzan/Fry Environmental Golf Design	How to minimize the costs of building a golf course through appropriate design
10:45	Paul Stringer Nicklaus Design	Planning for a Successful Golf Course Development
11:15	Coffee break	
12:00	Gill Wilson Firstgolf Ltd.	The role of women in golf
12:30	Helena Woodcock/ Geoff Russel/ Monika Mizieleńska Golf Communication International / www.golfbusinessnews.com / Media Trend Sp. z o.o.	Marketing and PR strategy for the golf business
13:30	Lunch	
15:00	Janusz Mitulski Horwath HTL	Key elements which determine business success of a hotel investment located at golf course
15:15	Jerry Kilby CMAE	Part 1: How to economically and functionally run a golf club
16:00	Coffee break	
17:00	Jerry Kilby CMAE	Part 2: How to economically and functionally run a golf club
17:30	Break	
19:30	Gala dinner	

## Supporting Sponsors:



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## 15.09.2010 Wednesday

Speaker	Company	Topic
08:30	Coffee	
09:00	Marek Podstolski PGA Poland	History of Golf Property Markets
09:30	Paul Lubker Lubker Golf Resort	Overall strategy considerations which are important when creating superior real-estate investment opportunities related to golf courses.
10:00	David Krause/ Jason Straka EIGCA / ASGCA	The satisfactory operation of the golf course site selection process
10:45	Marek Michałowski Polish Golf Union	Vision of golf development in Poland
11:00	Coffee break	
11:45	Piotr Janusz, Xavier Basset Polish Association of Greenkeepers; Forgolf Consulting	Optimization of golf course maintenance costs
12:15	Keith Haslam Bremar Golf	Development cycle of golf projects
12:45	Krzysztof Kaczmarek TPA Horwath Sztuba Kaczmarek Sp. z o.o.	Golf courses - controversies around taxation
13:00	Maciej Kawecki and Piotr Malepszy Universe Properties Group Sp. z o.o.	Development prospects of Polish Golf Resorts
14:00	Lunch	

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