

A Message from Our Presidents

MID-ATLANTIC SPECIAL JOINT ISSUE GOLF BUSINESS

We still recognize the value of shared ideas in problem-solving. And it's in that spirit that the two Presidents of NGCOA's two large chapters, Mid-Atlantic (VA/MD/DC) and North Carolina have combined efforts in this newsletter.

We bid fond greetings, NGCOA members, partners and industry friends! The dog days of summer are here; in fact, they showed up early this year in June. Oh my, it was blistering hot, and we faced a long string of days with no rain. It was tough, but our superintendents displayed their mettle. One owner noted that weather-wise, June was August and August June.

Most clubs are having a good year, with the remnants of the COVID Boom still a factor in the growth of our industry. We still face lingering supply chain issues, and inflation simply will not go away. Staffing has become a huge issue, yet despite the year's issues, you would have to say that our industry is still faring better than most.

And our region is getting a LOT of attention this year, with Pinehurst again hosting a scintillating US Open, with a finish as dramatic as Payne Stewart's 25 years prior. DeChambeau's brilliant bunker shot at 18 left McRoy again crying in his Guinness, a mini collapse following his herculean comeback to get in position. Woe is me, for McRoy but not for the new (and widely liked) DeChambeau, Captain America!

And the hits keep coming! North Carolina hosts another major next year, the 2025 PGA Championship at Quail Hollow CC. Justin Thomas won the last PGA there.

And more and more accolades are en route to Virginia's #1 rated course, Kinloch GC, as they prepare to host a national championship, the US Mid-Am. GM Eric Rule and Superintendent Trevor Hedgepeth will have it all dialed in, to finally host this event originally slated for 2020, but postponed due to the COVID pandemic. Independence GC has stepped up to co-host the match play qualifying – probably the first time EVER, where the putting green grasses are different varieties, Champion Bermuda at Independence, and L93 bentgrass at Kinloch.

Also a big deal, the Ryder Cup for women (the Solheim Cup) is being staged at Robert Trent Jones GC in Lake Manassas. Lexi Thompson will surely be a Captain's pick by Stacy Lewis, if she doesn't have enough points to make it on her own. Imagine her draining the winning putt on the final green, then retiring at the end of the year – what a way to go out, should she pull it off! The Europeans currently hold the Cup.

Capping off the 2024 campaign, most top players in the world played the Olympics in France. It was Scottie Scheffler blitzing the field the final round with an incredible 62 to claim Gold for Team USA. Lydia Ko of New Zealand took Golf for the women.

Now turning to economics briefly. COVID is still out there, a major reason golf is in a boom. But elections are coming soon, so how would each candidate affect the golf industry? On the money side of things, inflation helped drive price increases at clubs that are running as close to capacity as ever. The pressures on employers to raise wages will affect owners with higher input costs for labor – this is generally passed along to the customer, who is expecting higher costs. We also see private clubs with capped membership and low turnover. Meanwhile, the stock market has been solid, which helps people feel more secure and more willing to spend.

This issue is chock full of good info. On the national level, get caught up on advocacy efforts, Women's Golf Day, Larry Hirsh's "Who Should Run Clubs" article and some good stats from NGF.

For Mid-Atlantic, the Board is doing some strategic planning this month. The Dominion Energy Classic on the Champions Tour is winding down its last year at The CC of Virginia, but local businessman Giff Breed has ideas to keep it in Richmond. Learn about scholarship opportunities and partner updates in this issue.

For North Carolina, retrace the successful US Open, as well as the opening of Pinehurst #10. Also don't forget to try a hot dog at Tobacco Road – they were recognized by Golf Digest as one of the BEST dogs in the country! Also learn how to save money and improve coverage with Wells Insurance.

Save the Date for the National NGCOA Conference, January 20-22, 2025 in Orlando. The Golf Business Conference is the industry's largest annual gathering of golf course owners, operators, general managers, and others who run golf course businesses — and also serves as NGCOA's annual meeting. GBC25 is once again co-located with the PGA Show; we encourage you to extend your time in Orlando so you can attend the 2025 PGA Show exhibits, activities and select education that is included with your GBC24 ticket.

The allied associations have now published an Economic Impact Study. We are also developing Economic Impact measures to help legislators understand the sheer size of our industry (a PDF of the report is available in digital format for no charge – simply ask us to send you one).

In closing, please know that your association is here for you. There is no better time to join forces with your fellow owners/operators to face new challenges. We are fortunate to have the support of a strong group of corporate partners who stand with us – thank you partners! Let's continue to do our best, so stay strong – we are all in this together!



NORTH CAROLINA

A publication of the North Carolina Golf Course Owners Association Chapter



MID-ATLANTIC

A publication of the National Golf Course Owners Association, Mid-Atlantic Chapter



Mike Bennett
NGCOA Mid-Atlantic President



Del Ratcliffe
North Carolina GCOA President

2024 NCGOA Mid-Atlantic Board of Directors



President
Mike Bennett

Commonwealth Golf Asset Management
4808 Courthouse Street, Suite 201
Williamsburg, VA 23188
Bus: (757) 229-0808
Mobile: (757) 342-0390
m.bennett@cgamgroup.com



Vice President
Michael Hatch

Acumen Golf
c/o Brandermill Country Club
3700 Brandermill Pkwy
Midlothian, VA 23112-4500
Mobile: (804) 363-9888
Fax: (804) 739-8019
gm@brandermill.cc

Directors



John Anderes, CGCS

Queenstown Harbor
310 Links Lane
Queenstown, Maryland 21658
Bus: (410) 827-7518
Bus Fax: (410) 827-5258
JAnderes@mdgolf.com



Steve Clark

Raspberry Golf Management
PO Box 6224
Leesburg, VA 20178-7433
Bus: (703) 779-2555
Mobile: (703) 675-6806
sclark@raspberrygolfgmt.com



Joel Gohlmann

Heritage Golf Group
13873 Park Center Rd., Ste. 203
Herndon, Virginia 20171
Bus: (571) 221-3692
jgohlmann@heritagegolfgroup.com



Eric Rule, CCM

Kinloch Golf Club
100 Kinloch Lane
Manakin-Sabot, VA 23103
Bus: (804) 784-8000
Mobile: (585) 370-7522
erule@kinlochgolfclub.com



Glen Byrnes, PGA

Golden Horseshoe Golf Club
401 South England Street
Williamsburg, VA 23185
Mobile: (757) 903-1838
gbyrnes@pga.com



Mike Fentress

Virginia Beach Golf Management
4840 Princess Anne Road
Virginia Beach, VA 23462-4443
Bus: (757) 474-8441
Mobile: (757) 409-1626
mfentress@cox.net



Keith Miller

Montgomery County Revenue Authority
101 Monroe Street, Suite 410
Rockville, MD 20850
Bus: (301) 762-9080
KMiller@mcra-md.com

Staff & Counsel



Executive Director
David Norman

NCGOA Mid-Atlantic
15 Quail Run Drive
Manakin-Sabot, VA 23103
Bus: (804) 708-9760
Mobile: (804) 399-7802
dnorman008@gmail.com



Chapter Executive
Tyler Eastham

NCGOA Mid-Atlantic
15 Quail Run Drive
Manakin-Sabot, VA 23103
Bus: (804) 708-9760
Mobile: (757) 329-3577
teastham@gmail.com



General Counsel
John C. Selbach

Whiteford Taylor Preston
1021 E. Cary St. Ste 1700
Richmond, Virginia 23219
Bus: (804) 343-4388
Mobile: (804) 240-3578
jselbach@wtplaw.com
www.wtplaw.com



NCGOA Membership Director
Rachel Carter

NCGOA
291 Seven Farms Drive, 2nd Floor
Charleston, SC 29492
Bus: (843) 471-2716
rcarter@ngcoa.org

2024 North Carolina GCOA Board of Directors



President
Del Ratcliffe, PGA
Ratcliffe Golf Services, Inc.
1115 E Morehead St #200
Charlotte, NC 28204
Mobile: (704) 236-3921
dratcliffe@earthlink.net

Directors



Scott Knox
Verdict Ridge Golf & Country Club
7332 Kidville Rd
Denver, NC 28037
Bus: (704) 257-0116
sknox@verdictridge.com



Kelly Miller
Pine Needles/Mid-Pines
1005 Midland Road
Southern Pines, NC 28387
Bus: (910) 692-7111
kelly.miller@rossresorts.com



Mark Stewart
Tobacco Road
442 Tobacco Road
Sanford, NC 27332
Bus: (919) 775-1940
mark@tobaccoroadgolf.com



Tim Tilma
Sandpiper Bay Golf & CC
800 N. Sandpiper Bay Drive S.W.
Sunset Beach, NC 28468
Bus: (910) 579-9120 x7
Cell: (910) 470-8084
tim@sandpiperbaygolf.com

Staff & Counsel



Executive Director
David Norman
North Carolina GCOA
15 Quail Run Drive
Manakin-Sabot, VA 23103
Bus: (804) 708-9760
Mobile: (804) 399-7802
dnorman008@gmail.com



Chapter Executive
Tyler Eastham
North Carolina GCOA
15 Quail Run Drive
Manakin-Sabot, VA 23103
Bus: (804) 708-9760
Mobile: (757) 329-3577
teastham@gmail.com



Lobbyist
Chris Valauri
Valauri Group
PO Box 6728
Raleigh, NC 27628
Mobile: (919) 523-6166
valaurigroup@aol.com



NGCOA CEO
Jay Karen
NGCOA
291 Seven Farms Drive, 2nd Floor
Charleston, SC 29492
Bus: (800) 933-4262
jay@ngcoa.org



General Counsel
John C. Selbach
Whiteford Taylor Preston, LLP
Two James Center
1021 E. Cary Street, Suite 1700
Richmond, VA 23219
Bus: (804) 343-4388
Mobile: (804) 240-3578
jselbach@wtplaw.com



NGCOA Membership Director
Rachel Carter
NGCOA
291 Seven Farms Drive, 2nd Floor
Charleston, SC 29492
Bus: (843) 471-2716
rcarter@ngcoa.org

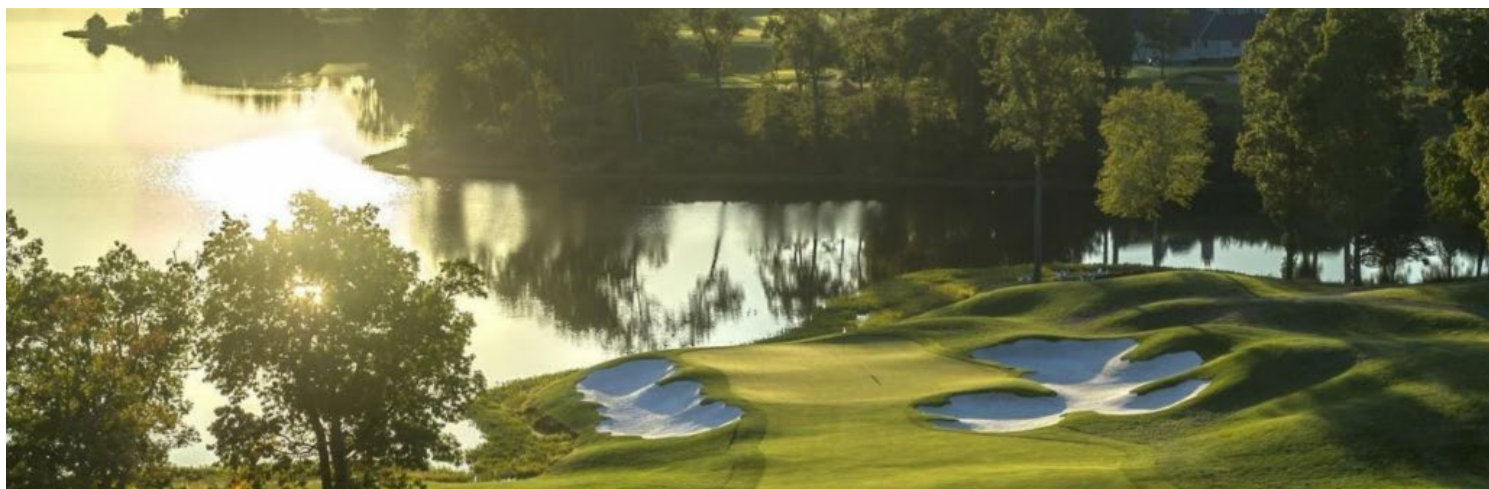
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FREE Solheim Cup Tickets for NGCOA Members!



SOLHEIM CUP® 2024

ROBERT TRENT JONES GOLF CLUB



Robert Trent Jones Golf Club, host of the Solheim Cup

Experience the thrill of the 2024 Solheim Cup at the legendary Robert Trent Jones Golf Club! As an NGCOA member, you're invited to enjoy complimentary weekly grounds access from Tuesday, September 10th to Sunday, September 15th. Don't miss out on this exclusive opportunity to witness world-class golf at one of the most prestigious events of the year!

- This special offer is extended to key industry professionals, including:
- PGA Tour, Champions Tour, Korn Ferry Tour Members
- NGCOA Members
- Golf Course Superintendents Association
- Club Managers Association
- American Society of Golf Course Architects
- And many more!

Act fast! Please kindly submit your request by the end of the day, Friday, September 6, 2024, to secure your spot at this incredible event.

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Who Should Run Clubs ?



Larry Hirsh, GPA Founder

Every 4 years, Americans go to the polls to decide who will lead and govern for the next term. As we all observe, right now there is considerable division and discourse, which sometimes gets ugly, even to the point of political violence. Fortunately, at member-owned private clubs I don't know of any violence but the discourse and debate can most certainly become contentious.

The question of who should run clubs is one rarely directly addressed as club politics dictate in many cases that those who simply seek

leadership positions get them because few others want the bother. Based on my observations at many clubs through the years, including those where I've been a member, the line between governance/leadership and management becomes blurred. In other words, club leaders often micro-manage and club managers (the professionals) are overruled by leadership (the amateurs) or become "yes men" in the interest of self-preservation. This dynamic can infect all facets of club operations including (but not limited to) how low to cut the greens, what to include on the menu and how to establish and enforce (often arcane and unnecessary) club rules.

The roles are really quite simple. Managers (the professionals) should handle the everyday operation of the club and advise leadership on club policies. Club leadership (the amateurs) should establish policies, usually with the recommendations of management, taking advantage of the expertise they're paying for. Unfortunately, it doesn't always work out that way. Many clubs retain the services of consultants (like Golf Property Analysts) to provide objective advice on a variety of issues ranging from upgrades to facilities to market positioning, membership programs and pricing, design and long-range planning. Like Mr. Dedman said, "clubs are run like nobody's business because they are nobody's business." Accordingly, leadership doesn't always listen to management or the consultants they hire. I know of one very prominent, high revenue club that simply terminated the consultant that told them what they didn't want to hear and hired someone who did. Yes, the consultants have responsibility here, but even if the truth hurts, it's better than moving forward on "alternative facts". With so many clubs reinvesting significant dollars in their

facilities, and incurring significant debt to do so, honest and independent advice from experts is valuable stuff.

As I've repeatedly said, the culture of any club is impacted by its leadership and that culture can be seriously compromised when leadership recklessly spends too much money, incurs too much debt and hangs around too long. Stable management for long periods is often preferable, although it is not uncommon for management to change too frequently when either new blood is installed as club leaders, that are sometimes more politically skilled or simply want management that is beholden to them.

First and foremost, club leaders should be selected based on the following criteria:

- Does their skill set match current club needs?
- Are they individuals of high integrity?
- Do they want the job (too much)?

Clubs are complex enterprises and having leadership that understands the challenges in the various departments is important. It shouldn't be a popularity contest or based on loyalty to certain groups or individuals.

It is essential that club leaders be of high integrity. There are numerous examples of board members getting club contracts or kickbacks and even ignoring club bylaws to remain on the board for extended periods beyond what is allowed. Many clubs have considerable revenues and budgets and the more money involved, the greater the chances of corruption.

IMHO, the most important criteria for leadership roles at clubs is that anybody who *wants* the job should be immediately disqualified. The most effective club leaders are those who are asked, if not begged to lead because of their skill set and high level of integrity. I've always wondered why on earth anyone would want their club to become a job? Isn't that where we go to relax, play golf or other sports and have fun with friends? While the volunteering of time and effort is admirable, many do it for the wrong reasons and often seek the power and control involved, just like many of our politicians in Washington. As a result, corruption becomes more likely. Term limits are essential and must be strictly obeyed. It is essential that club leaders develop a productive working relationship with management and staff but that boundaries are established and maintained.

While I agree wholeheartedly with Mr. Dedman that clubs should be run like businesses, there is a difference in that most member-owned

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Who Should Run Clubs ?

private clubs are not-for-profit organizations where decisions aren't necessarily made exclusively based on financial impact, but rather member satisfaction. The bottom line is that if the members are willing to pay for something, and a decision doesn't impact the long term future of the club, it may be prudent, even if not profitable. The key is whether or not and how the decision impacts the club's future. Debt doesn't just go away with the next generation.

It's just these kinds of decisions where club leadership, club management and independent advisors need to concur on the best path forward and this is best done by all parties "staying in their lane" as defined by their roles.

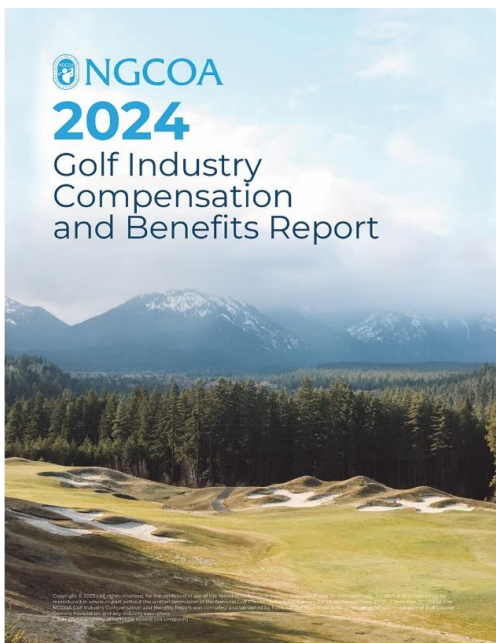
The National Club Association (NCA) and Club Managers Association (CMAA) have produced a club governance handbook which spells out many recommendations for these roles as developed by a large panel of club industry experts. Among those that stuck out to me was the suggestion of developing a board policies manual. While all club boards have policies, far too many rely on implicit, unwritten policies rather than explicit, well documented policies. Implicit policies tend to morph over time, are subject to varying interpretations and are often cited by the most senior or loudest person in the room. Explicit board policies are documented policies,

available for everyone to see and understand. They describe how the board will use the authority granted by the bylaws to carry out its governance duties. Even if written, it should be clear that all policies are administered consistently and equitably.

The handbook also offers guidelines for terms of office on the club board, saying: "allowing more than six total years on the board not only reduces the opportunity for other club members to serve, it denies the board the fresh ideas that may arrive with new members. We, therefore, believe the most common approach, i.e., the three-year term with the provision for one additional term, provides a good balance between benefiting from experienced board members and expanding opportunities for others to serve. That said, it is important that directors who have served one term not be automatically assumed to be on the ballot for an additional term, but rather are included on the ballot based on their performance during their first term." The handbook addresses roles as well, by stating: "Authorizing the president to assume a role beyond that of chairing the board risks violating a fundamental principle of the board governing and the GM/COO managing."

The Governance Handbook can be purchased from NCA at the following link: [Purchase Club Governance Handbook](#)

Industry Data & Reports: For Single Course Owners, Multi-Course Owners/Golf Management Companies, & Resorts



The NGCOA 2024 Golf Industry Compensation & Benefits Report and its Multi-Course Owners counterpart are invaluable resources provided by the National Golf Course Owners Association (NGCOA) to its members. Spanning over 45 pages, these reports present the latest compensation and

benefits data derived from 842 participating facilities, offering the

most comprehensive and current insights in the industry.

Developed in collaboration with the [National Golf Foundation \(NGF\)](#), the data analysis considers various organizational factors such as annual gross revenue, facility type, geographic region, and scope of responsibility.

These reports not only facilitate easy comparison among peer golf course businesses but also provide crucial insights into industry trends and future developments.

By understanding the evolving golf landscape, owners and operators can develop more informed compensation and benefits strategies.

For further details on these reports, please reach out to Rachel Carter, NGCOA Senior Director of Membership, at rcarter@ngcoa.org.

NGCOA Members – Free Download Here

National News

Summary of Updates from Ronnie Miles

[Click Here for Full Report](#)



Golf Business Advocacy Update

Published by the NGCOA, In Partnership with the PGA of America



Ronnie Miles
Senior Director of Advocacy
NGCOA
rmiles@ngcoa.org
843-471-2714

UPDATE ON NATIONAL GOLF DAY 2024

On May 9, the golf industry united in Washington, D.C., for National Golf Day, a significant event that showcases golf's value to our states and communities. More than 200 attending industry professionals attended, and Congress heard our collective voice in approximately 205 meetings on Capitol Hill.

During these meetings, we highlighted that **golf is a \$226.5 billion industry, supporting over 1.65 million jobs across the U.S.** We also advocated for three crucial legislative bills:

- HR 3124 - Aimed at removing golf from the SIN list.
- Support for Turf Research in the Farm Bill - To advance research vital to the sustainability of golf courses.
- Personal Health Investment Today (PHIT) Act - To promote health and wellness through golf.

NGCOA CHAMPIONS CIRCLE ADVOCACY FUND

Golf course owners and operators frequently encounter various challenges, from legal disputes to natural disasters like fires, floods and hurricanes. Recently, we provided legal support to Indian Pond Country Club, dealing with errant golf balls affecting a nearby residence, and to Cazenovia Golf Course, where another player struck a golfer on the course. Losing either of these cases could have set a precedent impacting golf courses nationwide.

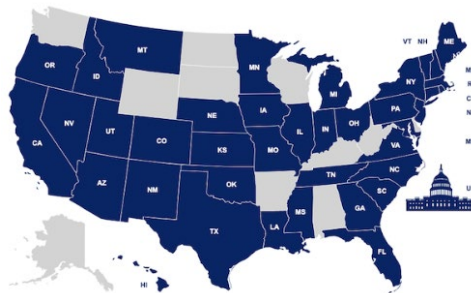
Historically, we were forced to “pass the hat” and raise funds to support members and their requests. Although we value the responses we’ve received, this method can be time-consuming and resource-intensive, delaying the support we can offer.

To address this, we’ve launched the [NGCOA Champions Circle](#), an initiative to proactively prepare us financially to support our members, enhance our advocacy efforts, and strengthen our industry. With legal and legislative challenges arising at state and local levels, NGCOA must be ready to fight on your behalf.

We thank the following organizations who have supported the NGCOA advocacy program by becoming Patrons or Members of the [NGCOA Champions Circle](#) so far this year.

We invite you to become an [NGCOA Champions Circle](#) member; email me at rmiles@ngcoa.org for more information.

LEGISLATIVE TRACKING MAP



Check out our [updated legislative tracking map](#), designed to provide you with quick and easy access to bills we’re closely monitoring on both state and federal levels. Stay

informed about the latest actions taken by legislators on specific legislation, including whether it has passed or died in committee. Additionally, you can see which representatives support the bill, giving you insight into where your elected officials stand on important issues.

FEDERAL LEGISLATIVE UPDATE

2024 is an election year. 34 U.S. Senate seats to be contested in 2024. The U.S. Senate has 51 Democrats, three independents and 49 Republicans. All U.S. House seats will be contested.

2024 has not been a productive year for Congress

- [13,322](#) bills were introduced
- 3,097 bills considered by Committees
- 593 bills considered on the floor
- 542 bills passed one chamber
- 65 bills passed both chambers
- [59](#) bills signed into law
- 0 impact the golf industry

Here is a list of 2024 Committee Assignments for the House and Senate.

[Click here](#) are a few legislative bills we are watching in 2024

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Summary of Updates from Ronnie Miles

REGULATORY UPDATE

US Supreme Court Overturns Chevron Deference.

On June 28, 2024, the [U.S. Supreme Court overturned the long-standing Chevron deference](#), bringing uncertainty about future court handling of rulemaking litigation. In a 6-3 ruling, the majority held that the high court's test established in 1984's *Chevron v. Natural Resources Defense Council* improperly prioritized the executive branch's legal interpretations over the judicial branch's.

How does this ruling impact the golf industry? While it's too early to fully understand the implications, we can expect future legislation to reflect its impact. The court indicated that this ruling does not affect previous decisions made based on *Chevron*. But what about those that did not? We hope to gain more clarity over the next weeks and months on the impact this ruling will have on our industry. We may find a period of calm on the regulatory front, but with a national election looming, don't expect that calm to last too long!

Department of Labor Overtime Rule

By the time you read this update, July 1, 2024, will have passed. This is a very important date for many across the golf industry. It is the date the Department of Labor's new Overtime rule takes effect.



Effective July 1, 2024, owners and operators across the country will have had to reassess their white-collar exempt employees' wages. Those who were paying below the new \$844 per week (\$43,888 annually) will have to either increase their base pay or reclassify the positions to non-exempt.

During a recent webinar NGCOA hosted, we received numerous questions, reflecting the broad impact this new rule will have on our industry. While the rule does not prevent a golf course owner from continuing to pay a non-exempt employee a salary, doing so would still require timekeeping to ensure hours worked over 40 receive required overtime pay by FLSA regulations.

Based on our most recent jobs and benefits survey, this change will significantly impact our assistant manager-level positions, especially within smaller, public and semi-private golf facilities.

For seasonal operators, the Department of Labor provides an exemption for overtime pay for all employees if specific criteria are met. Here is a summary of the DOL seasonal exemption rule;

Key Exemptions:

1. Overtime Exemption: Seasonal businesses may qualify for exemptions from paying overtime. Under Section 13(a)(3) of the FLSA, an establishment that does not operate for more than seven months in any calendar year or earns more than one-third of its annual revenue in any six months is exempt from the overtime pay requirements. This means employees working beyond 40 hours per week during the peak season might not be entitled to overtime pay.

2. Minimum Wage Exemption: In some cases, seasonal amusement or recreational establishments may be exempt from the minimum wage requirements if they meet similar criteria to the overtime exemption.

Eligibility Criteria: To benefit from these exemptions, a business must:

1. Operate for fewer than eight months in a year or
2. Their highest revenue period (six months) accounts for more than 66.67% of their annual income.

Additional Information from the Department of Labor's Overtime Rule

- [DOL Fact Sheet Seasonal Amusement Workers](#)
- [DOL Fact Sheet EAP Duties](#)
- [DOL Fact Sheet EAP Salary Basis](#)

Department of Labor Independent Contractor Rule

- NGCOA White Paper [Independent Contractors in the Golf Industry — Navigating the Department of Labor's Rule for 2024 and Beyond](#)
- [FTC Non-Compete Clause Rule](#). The rule was issued on April 23, 2024, and will become effective after 120 days. Read more in the [FTC's Fact Sheet on FTC's Proposed Final Noncompetes Rule](#)
- [US Chamber Sues the Occupational Safety and Health Administration Over Walkaround Rule](#), The Southland Journal, May 2024

OSHA Releases Heat Injury and Illness Prevention Rule

The Occupational Safety and Health Administration (OSHA) has just released its [Proposed Heat Injury and Illness Prevention Programs Rule](#).

[This proposed rule](#) will be open for a **120-day public comment period** after it is officially published in the Federal Register in the near future.

[Fact Sheet about OSHA's proposed Heat rule.](#)

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Summary of Updates from Ronnie Miles

NGCOA has been working with the SBA on this proposed rule. Earlier this year, SBA held a number of listing sessions with different small business entities. We were asked to nominate a golf course owner to sit on a panel representing the industry. NGCOA's representative was Russ Libby, PGA, owner of Hidden Golf Club in Jacksonville, Florida.

NGCOA is interested in your comments on this rule. Once we receive and compile them, we will submit industry comments to the Federal Register. You may email comments to me at rmiles@ngcoa.org.

ADA and Golf Courses

[Section 35.137 of the ADA Title III Regulation](#) provides guidance on accommodating individuals with disabilities, including the use of mobility devices like golf carts, on golf courses. By adhering to these regulations and implementing reasonable accommodations, golf courses can promote accessibility and inclusivity while ensuring the safety and enjoyment of all golfers. For most golf facilities, meeting these standards is readily achievable; ultimately, embracing accessibility not only aligns with legal obligations but also fosters a welcoming and inclusive environment for individuals of all abilities to enjoy the game of golf.

- [2010 ADA Regulation](#) addressing golf facilities
- [GAIN - the Golf Access and Inclusion Network™](#), a free platform for networking, education, and resources related to the ADA and golf provided by the National Alliance for Accessible Golf.

[Alliance Education Hub](#), provides specific guidance and tools to train your staff and also conduct a self-assessment of how your facility is doing in relation to access and inclusion for individuals with disabilities in the game of golf.

CAZENOVIA GOLF LAWSUIT UPDATE

As many of you know, one of our members, Cazenovia Golf Club, was sued by a golfer who was struck by an errant golf ball while playing the golf course. The plaintiff won their case in the lower court. The club appealed the decision to the Appellate Division of the New York State Supreme Court. The attorney representing the club asked NGCOA to submit an amicus brief with the Supreme Court of the State of New York Appellate Division on behalf of the golf industry and the Cazenovia Golf Club.

The club won its decision in the Appellate Division Court. We recently learned that the plaintiff appealed this decision to the New York State Appeals Court, New York State's highest court. The court agreed to hear their appeal. NGCOA has been asked to submit an

amicus brief again on behalf of the industry supporting Cazenovia Golf Club.

- Thanks to the support of our Champions Circle contributors, NGCOA is looking forward to filing our brief urging the court to recognize the "Assumption of Risk Doctrine" and find in favor of Cazenovia Golf Club.

H2-B Visa Program Update from H-2B Workforce Coalition

On June 4th, the House Appropriations Subcommittee for the Department of Homeland Security (DHS) passed the FY 25 DHS funding bill. The bill extends the existing discretionary language that has been law for the past several years.

The Appropriations Committee took up the bill on June 12. The bill calling for the word change "may to shall" H-2B amendment was successfully included in the FY25 DHS Appropriations bill. This is a significant win and is due in large part to your robust outreach to members of the Appropriations Committee. The amendment was passed by voice vote with little opposition from fellow committee members.

While this is a great win, the path to passage remains a challenge when the full House deliberates, and if passed, the Senate has yet to address it.

In addition to this language change in the appropriations bill, we continue pushing for language to include the "returning worker exemption."

CLOSING THOUGHTS

Summer is in full swing across the U.S., and according to the National Golf Foundation, U.S. golf rounds in the first four months of 2024 are up about 4% from last year's record pace. However, will this trend continue through the summer? Unfortunately, Mother Nature plays a big role in that. A recent Pellucid report indicates that golf playable hours are down 6% compared to last year, erasing the favorable year-to-date cushion and putting us back to just +0.2% through the first five months.

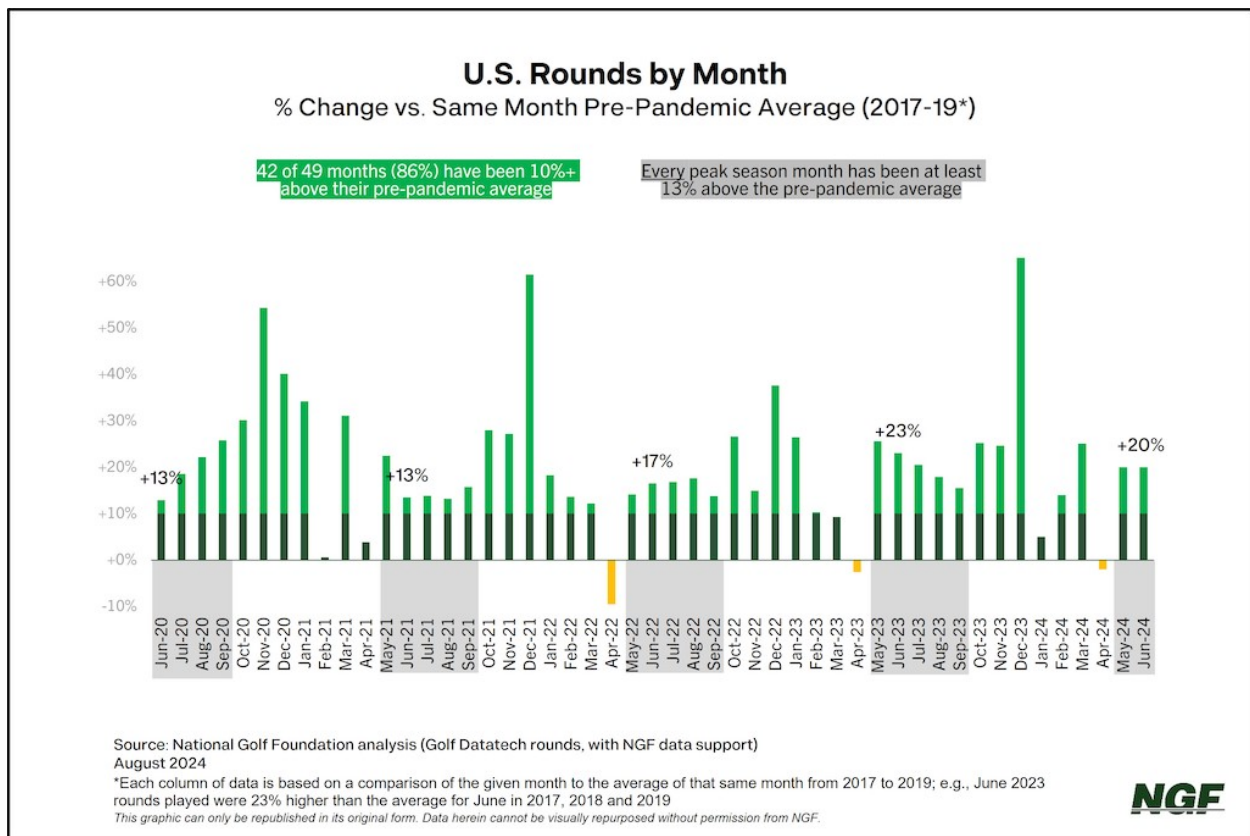
In these five months, 46 federally designated disasters affect golf courses with fires, flooding, and tornadoes. The NOAA predicts a record year for hurricanes in our three coastal regions. Are you and your staff prepared for a disaster? If your golf course is affected by a natural disaster and you need assistance, learn more at DisasterAssistance.gov and/or contact me directly. Whether it's equipment, supplies, or help accessing eligible funding, we are ready to assist.



NGF MIDYEAR ROUNDS UPDATE: PEAK PLAY NUMBERS

August 5, 2024

At the midway point of 2024, U.S. rounds are trending [2% ahead](#) of the midyear total from 2023 — a year during which more rounds of golf were played at U.S. courses than any time in history. It might seem like a modest year-over-year change, but the bigger picture reveals the demand for recreational golf continues to reside in record territory. And [the numbers continue to reinforce](#) that the industry is enjoying a “[new normal](#)” when it comes to play.



We’re now in our 50th month since pandemic-related restrictions on golf were lifted. In only three of the previous 49 months did rounds fail to outperform their pre-pandemic equivalents (using 2017-2019 monthly averages as the basis for comparison). It comes as little surprise that April was the culprit in all three of those underperforming occasions, as April is statistically the most variable month for rounds due to weather unpredictability.

More importantly, golf continues to thrive during the peak season months of May through September. Again, using pre-Covid comps, play has been up a minimum of 13% in every peak season month dating back to 2020. Rounds are up an average of 17% during the 22 peak season months over the past five years.

National News

The National Alliance for Accessible Golf and the International Association of Golf Administrators announce Partnership

August 5, 2024

The International Association of Golf Administrators (IAGA) has announced a partnership with the National Alliance for Accessible Golf (the Alliance) to provide IAGA member associations and the golf facilities they serve with educational resources to facilitate the growth of adaptive golf.

To kick off this important golf industry initiative, the IAGA and the Alliance will conduct a series of educational webinars beginning on August 15, to introduce IAGA members, facility owners, and operators to the National Alliance Education Hub. The webinars will culminate with in-person education at the IAGA Annual Conference sponsored by Golf Genius on November 3-6, 2024 in Monterey, CA.

According to Bill Walker, Executive Director of the IAGA, “The Golf Access and Inclusion Network® (GAIN) and the Alliance Education Hub deliver a no-cost benefit to our member associations. This platform will be a valuable tool as more and more of our members are becoming involved with or organizing adaptive golf events and programming”.

IAGA members are encouraged to access the Alliance Education Hub via the GAIN platform, where they will also have access to Golf Inclusion Monthly®, forums, program listings, and a network of golfers, adaptive golf experts, industry leaders and more working to increase the participation of individuals with disabilities in the game of golf.

“Delivering easy-to-find education related to the ADA and adaptive golf that simplifies and clarifies where golf administrators, owners, operators, and their staff need to focus their energy is our highest priority. Entry into the game by individuals with disabilities of all ages and backgrounds will increase when more facilities around the country better understand not only their importance to this growth but quantifiable actions they need to take to make it happen,” said Dave Barton, PGA, Executive Director of the National Golf Alliance for Accessible Golf.

Upcoming webinars will introduce attendees to Volunteer Training for Adaptive Events, Facility Self-Assessments to gauge environment

IAGA



INTERNATIONAL ASSOCIATION OF GOLF ADMINISTRATORS

and culture, and the Onboard Training Series for Golf Facility Leadership and Staff that forms the basis of a welcoming, accessible, and inclusive environment. To learn more about these online and in-person sessions, click [HERE](#).



National Alliance for Accessible Golf

About the IAGA: The IAGA represents approximately 90 golf organizations, primarily in North America by advancing the game of golf and serving those who play it, by representing and developing those who lead it. To learn more, please visit: iaga.org

About the National Alliance for Accessible Golf: Established in 2001, the Alliance serves as an industry leader in accessibility and inclusion and works to increase the participation of people with disabilities in the game of golf through education, advocacy, and resource development.

For more information, please contact mail to: info@accessgolf.org or visit www.accessgolf.org.

For media inquiries, please contact Executive Director Dave Barton, PGA, davebarton@accessgolf.org

National News

Women's Golf Day Events Celebrate Record Attendances from Sea to Shining Sea



Galaxy A54 5G

Established golfing markets, emerging countries and small island nations have united this week to celebrate women and girls playing golf by hosting some of the best attended events in the 9-year history of Women's Golf Day (WGD). Much has changed in the 9 years since WGD launched, but anyone casting an eye over the world of golf this past week will have seen the famous red and white of WGD brightening the lives of women and girls everywhere!

The week got off to a fantastic start with a new social media activation for **WGD Palooza**. The digital activation with people online consisted of videos and giveaways from WGD Partners and special messages from famous faces including Callaway Tour LPGA star Morgan Pressel. As usual, the social and digital footprint of WGD is off the charts with an increase in all metrics. Impressions are in excess of 241 Million and Engagement hit 733k, which is almost double the year prior.

'Get Social' was the theme of the week, even for in-person events, with WGD Founder Elisa Gaudet leading the march. Elisa hosted an event at **The Palm Beach Par 3** in Palm Beach, Florida and attended first time events at **Augusta Ranch Golf Club** Mesa, Arizona and **Omni PGA Frisco Resort**, Frisco, Texas, steps away from the PGA of America's new headquarters. Elisa was also amongst the 320 women who took over **Dobson Ranch Golf Course!** The Team, led by Natalie Farahani, have thoroughly embraced the WGD ethos and invited 20 women owned vendors to participate in this high energy, fun event.

"What an incredible week! It is always so thrilling to see the locations around the world using WGD to connect and engage with women and girls, but to witness it first-hand is incredibly inspiring," commented Founder of Women's Golf Day, Elisa Gaudet. "Many of the women I met this week are at the beginning or relatively new in their

continued

National News

Women's Golf Day Events Celebrate Record Attendances from Sea to Shining Sea



golf journey and I am confident that many will go on to have a passion that will last a lifetime. The shared joy that you experience at these events is unique and very bonding. We often hear it is not what they expected and that they felt comfortable and wanted to continue either casually playing or getting more serious about their game. I am delighted that I have been able to attend so many events this year.“

WGD went **island hopping** around the world with events taking place from Japan to Mauritius, Madeira, The Bahamas, The Dominican Republic, Puerto Rico, Greece, Turks and Caicos, French Polynesia, and Hawaii. Japan hosted a staggering 125 events this year at a variety of locations all thanks to the relationship WGD has established with The Japan Golf Association.

Despite WGD having taken place in 84 countries already there are always new ones on the scene. This year Rwanda, in East Africa, joined the community through WGD Ambassador Marlon Weir. **The Kigali Golf Resort and Villas (KGRV)** hosted 70 golfers and 30 beginners at its first event! The WGD Ambassador network was also



busy hosting at various locations in Africa, The Dominican Republic, Italy, France, Morocco, Puerto Rico, Poland, Spain, the UK, and the USA and the number of women taking part was bigger than ever before.

About Women's Golf Day
Women's Golf Day (WGD) is a global movement that

Engages, Empowers, and Supports women and girls playing golf and learning the skills that last a lifetime. The one-day, four-hour event has occurred at more than 1,300 locations in 84 countries since its inception in 2016 and has introduced thousands of new golfers to the sport. WGD is the fastest-growing female golf development initiative. WGD is now a weeklong celebration May 28 to June 4, 2024.

CLUB PROPHET LAUNCHES REVOLUTIONARY WEBSITE PLATFORM: CLUB PROPHET ENGAGE

JULY 15, 2024



Oakmont, PA – Club Prophet, a leading provider of golf management software solutions, announces the launch of its latest innovation, Club Prophet Engage. This cutting-edge website platform is designed to revolutionize the way golf businesses interact with their customers online, enhancing operational efficiency and digital performance with intuitive, state-of-the-art tools and features.

“We are thrilled to introduce Club Prophet Engage to the market,” said Howie Linderman, Product Director for Engage at Club Prophet. “This platform represents a significant leap forward in website technology, catering to the evolving needs of modern golf businesses and their members. By harnessing the resources of our parent company Fullsteam, we are able to bring this incredible new feature to the golf industry to empower course operators to deliver exceptional experiences and drive sustainable growth through their digital storefront.”

Key features of Engage include:

- **Easy-to-use and manage:** Operators can maintain and edit websites with a simple drag-and-drop interface to remove/add pages, change images, update text, and more. With integrated reporting and dashboards, management can review traffic sources, website engagement, page level activity, form fills, click-to-call volume, and more. These features are all centralized directly within the Engage platform, a particular benefit for managing multiple courses and websites at scale.
- **Better online experiences:** Club Prophet Engage ensures site visitors have positive engagement with a course's website. Featuring multi-device responsiveness, websites adapt to various screen sizes and device types, and even content can be tailored to the device of visitors. Integrated accessibility features also support making websites more accessible and compliant to ADA Web Content Accessibility Guidelines (WCAG) with options for text sizes, color contrast, navigation, and more.
- **Improved performance:** Built with speed and performance in mind, the platform features automatic image compression, global CDN, and a back-end architecture optimized for page load time. Sites are also easy to optimize for search engines and attracting more visitors with embedded SEO tools and an AI Assistant capable of drafting and improving web copy, meta descriptions, image tags, and more.
- **Best-in-class security and reliability:** Hosted on Amazon Web Services (AWS), Club Prophet Engage websites boast 99.9% uptime and system availability. Additional features include advanced cybersecurity practices such as automatic updates and testing, DDoS mitigation, SSL certification, data encryption and dispersion, strict access control, and more.
- **Industry-leading designs and branding:** Club Prophet Engage features a customized library of beautiful designs with dozens of website layouts, pages sections, and high-grade stock photography that can be adapted to your brand theme.

Club Prophet Engage is set to redefine the industry standard for website management, offering a scalable solution that adapts to the unique needs of each customer, whether large or small. With a commitment to innovation and customer-centric design, Club Prophet continues to lead the way in providing solutions that enhance operational efficiency and member satisfaction.

Built upon decades of website expertise and golf industry knowledge, Club Prophet Engage combines powerful features with user-friendly design to streamline operations and elevate customer satisfaction.

For more information about Club Prophet Engage and its features, please visit clubprophet.com.

About Club Prophet:

Club Prophet is a leading provider of golf management software solutions, serving golf courses and country clubs worldwide. With a focus on innovation and customer satisfaction, Club Prophet delivers scalable, intuitive solutions that empower operators to enhance efficiency and customer engagement.

Find us here: [LinkedIn](#) | [Instagram](#) | [Facebook](#)

For media inquiries or further information, please contact:

Jacob Hite

Director of Marketing

jacob.hite@fullsteam.com



NGCOA MA News

Cutalong Golf Clubhouse Groundbreaking Marks a New Chapter for a Private Resort Community at Lake Anna, VA



(Left to right) Jared Lucero, Reef Capital Partners, CEO; Christopher McCotter, Louisa County Board of Supervisors; Duane Adams, Chairman Louisa County Board of Supervisors; Suzanne Youngkin, First Lady of the Commonwealth of Virginia; Joe Femia, Owner, UTICA General Contractors; Parker Enloe, Reef; Chris Coon, Deputy County Administrator, Louisa County; Joe Walsh, Reef Project Director.

LAKE ANNA, Va - The groundbreaking ceremony for the Cutalong Golf Clubhouse on July 30, 2024, marked the start of a new resort-style home community on Lake Anna in Louisa County, Virginia. Attended by local officials, community leaders, and key stakeholders, the event featured remarks by The First Lady of Virginia, Suzanne Youngkin, highlighting the community's promising future and positive economic impact.

The fully built development is projected to contribute \$6.5 million annually to Louisa County's economy, including \$5 million from property taxes and over \$1.5 million from transient occupancy taxes. It will also create over 200 full-time jobs and 150 construction positions.

Spanning 1,000 acres along Lake Anna, the development includes 891 residential units, ranging from estate homes to luxury condominiums. The centerpiece is an 18-hole championship golf course designed by Tom Clark, recently ranked among Golf Digest's top 5 new private courses in America.

"Today's groundbreaking is a significant milestone," said Joe Walsh, Project Director. "We appreciate the support from the community and our partners. We're excited to bring a premier lakeside resort and golf community to Lake Anna, enhancing the area and contributing to the region."

Notable attendees included Duane Adams, Chairman of the Louisa County Board of Supervisors, Christopher McCotter, Board Member, Chris Coon, Deputy County Administrator, and Jared Lucero, CEO of Reef Capital Partners. Suzanne Youngkin also participated in the ceremonial groundbreaking, emphasizing the project's economic and community benefits.



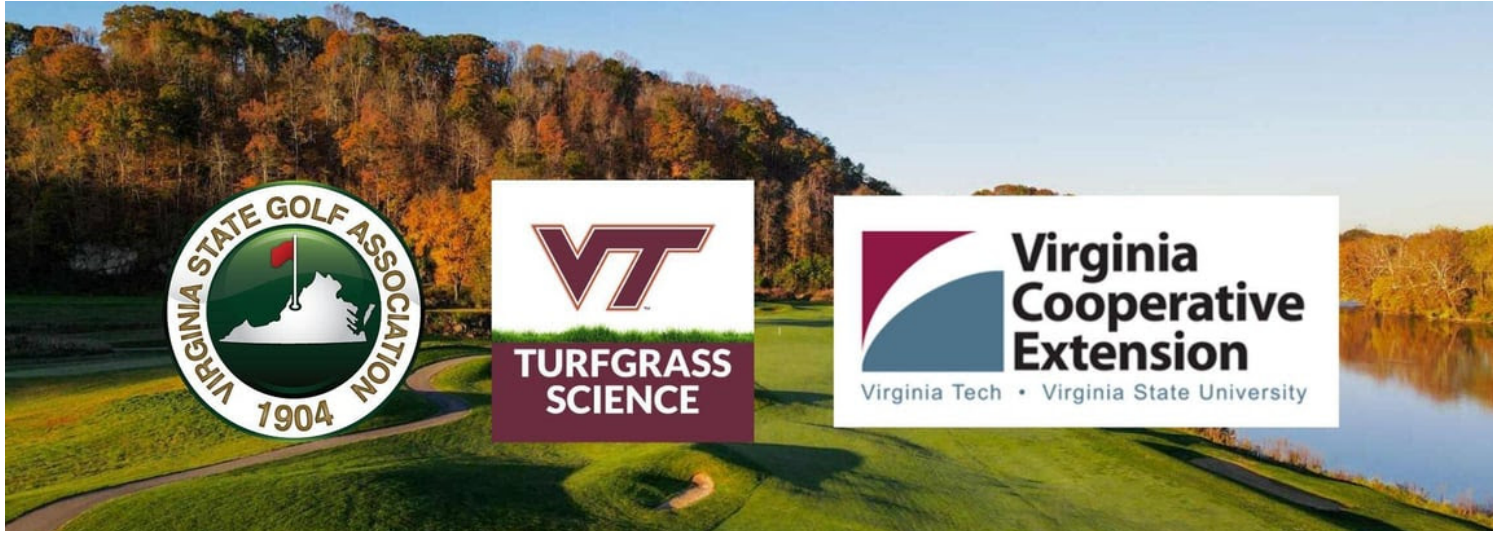
Pictured in attendance (left to right) Jared Lucero, Reef Capital Partners, CEO; Christopher McCotter, Louisa County Board of Supervisors; Duane Adams, Chairman Louisa County Board of Supervisors; Suzanne Youngkin, First Lady of the Commonwealth of Virginia

For more information about Cutalong Golf Club and the future community, please visit [Cutalong Lake Anna](https://www.cutalong.com).

NGCOA MA News

VSGA has Partnered with VT Turfgrass Science Program

Nominate Your Employees to Attend this Free Program!



The VSGA is offering grants for employees at member clubs to participate in an online turfgrass science education program, **completely free of charge!** This program focuses on both the fundamentals of turfgrass science and best management practices for golf courses.

If there is a member of your staff that you feel could benefit from this program, **please nominate them using the form below by August 1, 2024.**

About the program:

The course runs from November 2024 through March 2025 and will prepare students for the **Certified Turfgrass Professional (CTP)** exam. As an example, click [HERE](#) to view last year's syllabus with course topics, presenters, and industry guests.

What will I learn if I participate in VT-STEM?

The program interacts directly with the entire VT Turfgrass Team and industry guests online over 14 weeks, covering:

- Turfgrass identification, establishment, growth & development
- Soil science
- Irrigation and turfgrass water requirements
- Nutrient and cultural management practices
- Pest identification and management

What are the benefits of becoming a CTP?

- Understanding turf = better problem solving
- Credibility recognized by industry leaders
- Professional and personal development opportunities
- Job performance reward potential
- An expanded network of colleagues

Questions? Please email [Matt Smiley](#) at VSGA or call (804) 378-2300

A SPECIAL MESSAGE FROM OUR PARTNER



**PINEHURST
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ABERDEEN AREA**
Home of American Golf

[GOLF | STAY](#)

[DINE | PACKAGES](#)



Image Courtesy USGA

Heroic shot! Bryson DeChambeau blast out on the final hole and sinks the putt for his second US Open title

NGCOA MA News

The local PGA tournament needs a new home.
Henrico and a local businessman think they have the solution.

Michael Schwartz



The Crossings sits strategically between the GreenCity project site and the revamped Virginia Center Commons.

When news broke late last year that the Dominion Energy Charity Classic would be losing its title sponsor and host venue Country Club of Virginia after 2025, Giff Breed and Dennis Bickmeier put their heads together.

Breed, a local businessman, golf booster and owner of Independence Golf Club in Powhatan, helped bring the PGA Tour Champions tournament to the region in the first place eight years ago and didn't want to see it leave the region.

Bickmeier, as executive director of the Henrico Sports & Entertainment Authority, was determined not to let the event – and its estimated \$34 million annual economic impact – leave Henrico County.

“Dennis said, ‘We can't lose this tournament.’ That just started this whole domino effect,” Breed said.

Less than a year later, they think they've found the solution to at least one part of the tournament's double whammy of a problem.

Henrico's Economic Development Authority on Thursday purchased The Crossings Golf Club for \$3 million as part of a public-private partnership ultimately aimed at transforming the public course into the new long-term home of the popular annual golf tournament.

In conjunction with the acquisition, the EDA has struck a deal to lease the 268-acre Crossings property to Breed's company Pros Inc., which owns Independence.

continued

NGCOA MA News

The local PGA tournament needs a new home. Henrico and a local businessman think they have the solution.



A rendering of the planned layout for the revamped course.

The Crossings is now closed for business while Breed's firm begins an \$11 million overhaul and reinvention of the daily fee course to bring it up to the caliber of being able to host a pro tournament, with the Tour Champions event as its main target.

The catch, however, is that there's no guarantee the Tour Champions event will agree to play there or even remain in the region. There's no if-you-build-it-they-will-come certainty.

Henrico and Breed don't formally have an agreement in place with the tournament – just a hope that their efforts continue that domino effect and result in a local company jumping in to replace Dominion as title sponsor and spur Tour Champions to have the confidence to sign on at the reinvented Crossings course.

"It's an aspiration. There's no commitment (from the PGA)," said Henrico EDA Director Anthony Romanello. "Having the PGA Tour Champions and other professional tournaments is absolutely the aspiration."

Steve Schoenfeld, executive director of the Dominion Energy Charity Classic, said that while his group has no formal agreement with Henrico or Breed, he's heartened by the effort and hopes it will help with his efforts to secure a new sponsor.

"The fact that there are other community leaders expressing the

desire to find a home for (the tournament) and keep it here I think sends a real message," Schoenfeld said.

Undeterred by the lack of a formal agreement, Breed said renovations on the course are expected to begin later this year with the goal of having the course ready to host the tournament in October 2026.

In the path of progress

Breed and Bickmeier hit upon the idea of The Crossings mostly out of necessity.

Breed said backup venues to replace CCV were limited. His Independence course is a high-end public course, but the infrastructure and logistics of hosting a nationally televised and widely attended tournament were likely more than the club or Powhatan County could manage.

And with Henrico making it clear it wanted the event to stay within the county limits, the options were limited. No serious contenders had stepped up among the private courses in Henrico and Breed said they even pondered finding land on which to build a new course from scratch.

The only other option was a public golf course and there's only one such 18-hole course in Henrico: The Crossings.

Located in northern Henrico just off Route 1, The Crossings opened in 1960 as Ethelwood Golf Course. It was originally built as a 9-hole extension of Hermitage Country Club. In the 1970s it became a public course under the name Half Sink Golf Course, before a portion of the grounds had to be moved to make way for Interstate 295. The Crossings as we know it today opened in 1979, designed by course architect Joe Lee.

The Crossings also happens to sit within the path of progress of major developments, including athletics and tourism-centric projects at nearby Virginia Center Commons, the Henrico Sports & Events Center and the proposed GreenCity and its potential 17,000-seat sports arena.

"This whole area has just been reenergized," Bickmeier said. "We in our own terminology keep calling it a sports tourism corridor and the Crossings just sits right in the heart of it."

continued

NGCOA MA News

The local PGA tournament needs a new home. Henrico and a local businessman think they have the solution.



Giff Breed

Added Breed: "From our seat, you can't help but notice what's going on with GreenCity and what the county is doing over there. So naturally you're sort of drawn to say, 'OK, how close can we get to that, how can we get to be a part of that team?'"

Bickmeier and Breed took the idea to EDA Director Romanello, who quickly got on board. Next, they made their first approach to Matthew Hall, a Charles City businessman who had purchased The Crossings in 2016.

After being initially turned away, a deal was struck.

Hall declined to comment Thursday.

Breed said The Crossings and its general layout give him the foundation to build a pro-caliber course.

"Back in the day The Crossings was the premier public golf course," he said. "The journey that you're on from the first tee to the 18th hole is really a good one. So, the bones of the course are great and that's really what attracted us to it."

But it still needs some work.

One goal is to lengthen the course from its current 6,600 yards to 7,400 yards to accommodate the pros.

Also on the list is replacing of much of the turf on the fairways and greens, removing some trees and making the course's lakes bigger and its streams wider.

"We sort of know what the tour would expect out of a facility," Breed said of the planned upgrades.

Breed said he's enlisted golf course architect Lester George, whose work has helped shape dozens of courses, including locally at Country Club of Virginia, Kinloch Golf Club, the Kanawha Club and Salisbury Country Club. Also helping in the design effort is well-known local golfer Vinny Giles.

Aspen Construction will handle the renovations, Breed said, and Phil Owenby who was the original general manager of Kinloch, will be the GM at the revamped course.



Dennis Bickmeier

While the big bet is on luring the Tour Champions tournament, all involved are also looking at how to use the property in other ways.

Plans are to use the new course for Henrico public high school teams and potentially for local university play.

Bickmeier's office will help with programming, which will look to compliment what's being done with youth golf at the county-owned Belmont Golf Course, which was renovated a few years ago in a similar public-private partnership involving First Tee of Greater Richmond.

"Given the success they're having at Belmont, it's in the right hands, the right stewardship," Bickmeier said. "I just put them all under the umbrella of community pride. The PGA Tour Champions event has an element of community pride to it. What Belmont is doing shows community pride. The smile on my face is reflective of where I can see all of this coming together and blending well for our community."

Breed said other pro golf events are also an opportunity.

"We are building this to host a professional golf tournament. If it's not the PGA Tour Champions, we're going to go after an LPGA event," he said.

'We're going to have a sponsor'

Breed said the project's \$11 million budget will be funded from a variety of sources, namely from corporate support.

"We're going to reach out to our corporate partners throughout the county, the region and the state and hopefully they'll share the vision of what we're trying to do."

Romanello said no additional funds from the county will be put into the project beyond the \$3 million to purchase the property.

"Our job is really to set the table and let the private sector do the rest," Romanello said. "This was never about (the county) operating a golf course. We're not in the golf business. Giff is and that's why the partnership is so important."

continued

NGCOA MA News

**The local PGA tournament needs a new home.
Henrico and a local businessman think they have the solution.**



The Crossings has changed ownership three times since 2014.

Bickmeier said there are potential grant funds in play that his office will assist with.

The revived course will not bear The Crossings name. Breed aims to set a precedent and sell naming rights to the course, not just for the potential Tour Champions event but for the course year-round.

“If it’s XYZ Co. National, that would be wonderful,” Breed said.

But ultimately, using the course as the lure for the next iteration of the DECC is the group’s endgame.



Steve Schoenfeld

Breed, Ramonello and Bickmeier are all confident in their strategy that giving the tournament a new home will help it land the coveted title sponsor and that the venue and the sponsor can be in place in time to host the event as needed in October 2026.

“I do think it helps with that runway, of ‘Hey, look, if you have 50% of the two biggest things knocked off the list, let’s go focus on the other one,’” Bickmeier said.

“We are committed financially, we are committed with sweat equity to this thing and hopefully that helps him secure a title sponsor,” Romanello said.

Breed took it a step further.

“We have the utmost confidence that we’re going to have a sponsor, keep this event in the region and host it at the new golf course,” he said.

Schoenfeld, while reiterating that the tournament has no official deal with Breed and the county, said he too shares their enthusiasm and hope.

“The fact that they would think of us and the potential of integrating our tournament into the fold of a reimagined golf course is amazing. It’s just a tell of the region and the people that live here.”

He said the tournament has had discussions with potential sponsors to replace Dominion beginning in 2026, but nothing is close to being finalized.

“Our hope is this news might bring attention to the fact that we’re looking for a local company that’s willing to step up to help keep the tournament here,” Schoenfeld said.

Breed again took it a step further. He said even the contractor he’s hired for the project knows what they’re aiming for.

“They’re telling us we’re going to be ready in October 2026 to host a PGA Tour Champions event,” he said. “We are 100% aiming at October of 2026.”



Michael Schwartz is the editor of Richmond BizSense, and covers banking, lawsuits, finance, M&A and golf. He can be reached at michael@richmondbizsense.com or 804-855-1037.

NGCOA MA News



AN ECONOMIC REPORT OF

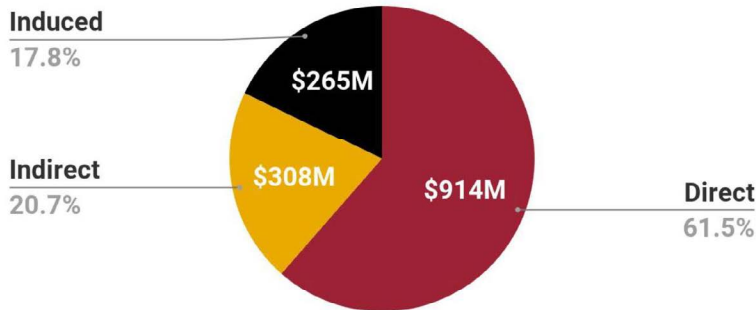
Maryland and D.C.'s Golf Industry

Executive Summary 2022

Key Findings

\$1.5 Billion

Total Economic Impact



12,300
Jobs Supported

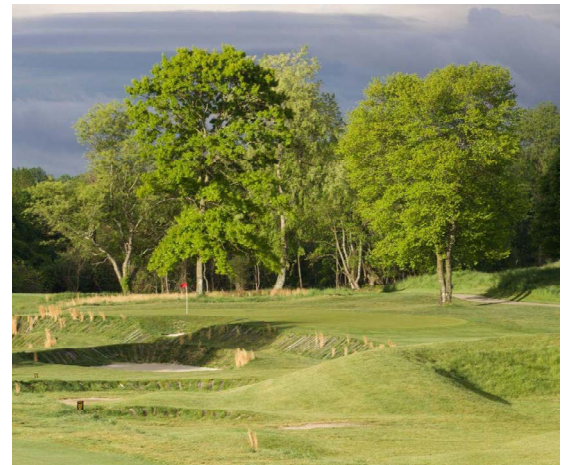
Including nearly 6,000 jobs at golf facilities

\$200 Million
State and Local Taxes

Funds essential services, supports infrastructure, and spurs economic growth

\$600 Million
Labor Income

Including Employee Compensation (wages, salaries, and benefits) and Proprietor Income



MIDDLE ATLANTIC PGA SECTION ANNOUNCES 2024 JUNIOR GOLF SCHOLARSHIP RECIPIENTS

JUNE 6, 2024



MIDDLE ATLANTIC SECTION

Each year the MAPGA Recognizes Outstanding Student-Athletes Who Participate in the Section's Junior Golf Tour; Seven Participating Junior Players Awarded Scholarships in 2024 Totaling \$91,000 To Support Academic Pursuits

For photos of the Recipients, courtesy of the MAPGA, click [HERE](#).

Stafford, Va. – The Middle Atlantic Section of the PGA of America (MAPGA) has announced the recipients of their 2024 Junior Golf Scholarship program. Seven golfers participating in the MAPGA's 2024 Junior Golf Tour were honored across four scholarships totaling \$91,000 to support their academic pursuits.

“We are extremely proud to announce seven deserving student-athletes as our 2024 MAPGA Scholarship recipients,” said Jon Guhl, Executive Director, Middle Atlantic PGA. “The MAPGA Junior Tour is one of our most successful growth of the game programs and we are thrilled to award \$91,000 in scholarships to players who can further pursue their educational goals.”

Today, the MAPGA reaches more than 2,500 junior golfers annually with competitive programming that teaches values and skills that can positively impact a child for the rest of their life. MAPGA offers six different tournament programs that not only help grow the game of golf but teach kids the value of integrity and sportsmanship.

Adds Guhl, “The MAPGA Junior Tour is a great place for kids to learn to compete and interact with others, and enjoy all this game has to offer.”

The 2024 MAPGA Junior Golf Scholarships and their recipients include:

Tony Marlowe Scholarship

A donation by Tina and Wally Uihlein enabled the MAPGA Scholarship Foundation to create the Tony Marlowe Junior Scholarship in honor of Tina's late father, MAPGA Hall of Fame Class of 2002 Tony

Marlowe. This scholarship awards \$10,000 per year for four years to junior golfers based on academic performance, extracurricular activities and on-course etiquette. 2024 Recipients:

- Xavier Francois, Bowie, MD
Xavier, who will be attending the University of Maryland this upcoming year, has demonstrated exceptional dedication and excellence across various disciplines. He is a member of the Cyber X team at Eleanor Roosevelt High School, participated in the hackathon at the Massachusetts Institute of Technology (MIT), and is a member of the MAPGA Junior Tour. Xavier is also committed to community service through golf as he has logged over 120 hours of volunteering with First Tee of Greater Washington D.C.
- Felicity Chen, Reston, VA – Felicity, who will be attending William & Mary this upcoming year, has shown tremendous dedication to community service by co-founding a non-profit organization, Next Level Golf Foundation, that utilizes golf to serve underprivileged communities. She teaches English online to indigenous kids in rural Taiwan and has recruited other Junior golfers to join her.

Denny McCarthy Scholarship

Denny McCarthy, a Takoma Park native, former UVA Golf Team member, member of the 2015 Walker Cup team, and now PGA TOUR member, has consistently shown success throughout his junior, amateur, and now professional career. Denny has partnered with the

continued on next page

MAPGA Foundation to award two awards of \$2,500 to junior golfers.

- Reed Theiss is from Leesburg, VA – Reed, who is attending Lafayette college where he will continue his golf career, is an accomplished golfer including winning the 2023 MAPGA Junior Player of the Year in his division. He is a captain on his High School golf team where he has helped his team attend 4 straight State Championships. Reed's passion for golf has also translated to community service where he assisted in organizing a golf tournament to raise money for the Juvenile Diabetes Research Foundation.
- Josephine Nguyen, Springfield, VA – Josephine, who will continue her golf career at Drew University, has an impressive golf resume as the captain of her high school golf team who won an individual and team district championship in 2021. She is very involved with multiple school organizations as the president of the G.I.R.Ls (Girls in Roles of Leadership) club, athletic council representative, and National Art Honor Society.

Billy Hurley III Scholarship

Billy Hurley III is a PGA Tour winner who grew up in Northern Virginia and attended the U.S. Naval Academy. He is the only military veteran currently playing on the PGA Tour and has partnered with the MAPGA Foundation to award TWO one-time scholarships worth \$2500 each. Hurley believes in the importance of furthering one's education and hopes that this scholarship helps a student achieve their educational goals.

- Minh Le, Fredrick, MD– Minh, who is attending the University of Maryland, is a multi-time all-county golfer that won a team state championship in 2021. He spends time serving local youth through volunteer work with The First Tee at Howard County Golf Association, Urbana Seahawks Junior Coaching, and YMCA Community Service.
- Helen Yeung, Beltsville, MD – Helen, who will continue her golf career at the University of North Carolina, is an exceptionally accomplished golfer. Her accolades include, three-time individual State Champion, 2023 Rolex Junior All American, and State Championship scoring record holder (65-67). She also balances her golf career with Stem Club and Spanish Honor Society.

Hank Majewski Scholarship

The purpose of the Hank Majewski Scholarship Fund is to honor Hank's memory and his legacy of promoting junior achievement. A scholarship will be awarded from the Fund to a graduating high school student who is accepted to an accredited university, college or technical school and who satisfies all scholarship requirements.

- Andrew Chistiansen, Bowie, MD – Andrew is a three-sport athlete

in hockey, lacrosse, and golf, and captain for his hockey and golf teams. He has maintained multiple jobs through his high school career and participates in Junior ROTC where he has earned the role of First Sergeant.

For more information on the Middle Atlantic PGA Junior Golf Tour, visit <https://mapga.com/junior-golf>.

About Middle Atlantic PGA

The Middle Atlantic PGA Section (MAPGA), located in Stafford, Virginia, is one of 41 Sections of The Professional Golfers' Association of America (PGA), headquartered in Frisco, Texas. The MAPGA has been a part of The PGA since 1925 and consists of over 1,100 members and apprentices in Maryland, Virginia, the District of Columbia and small portions of Pennsylvania and West Virginia. There are over 900,000 golfers playing more than 16.5 million rounds of golf a season in the Middle Atlantic region. As player development remains a driving force in the golf industry, the MAPGA provides a wide variety of programs and assistance to support its members who teach the game, promote goodwill and share the game's values to their golfing customers and their communities in general. Locally, MAPGA Professionals assist in raising over \$6 million annually for charities.



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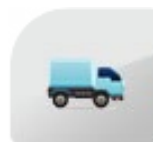


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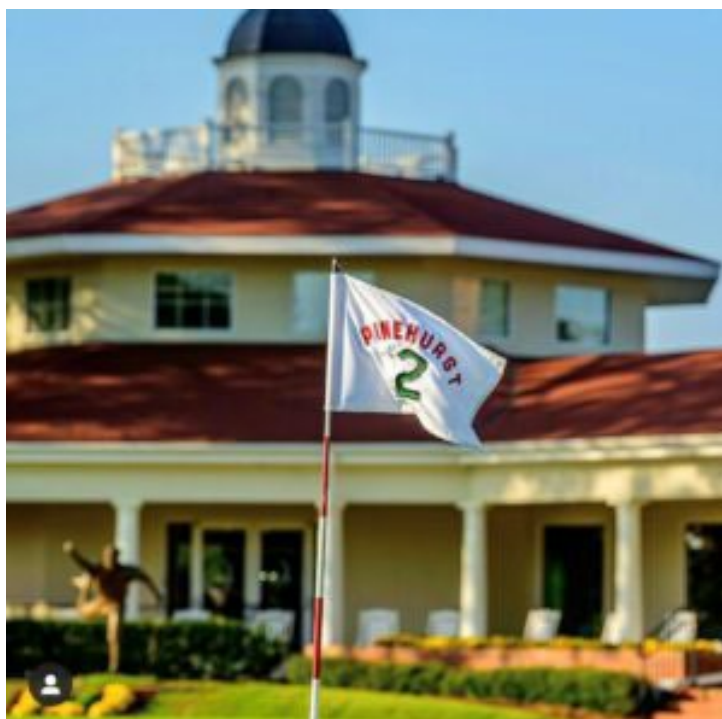
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North Carolina GCOA News

A U.S. Open Year

By Lee Pace



They overcame a litany of headwinds to stage that first U.S. Open in Pinehurst back in 1999.

Could a small town support a national championship and the attendant influx of competitors, officials, sponsors, spectators, media and volunteers? Indeed it could if the boundaries were expanded and it became a State of North Carolina event. Pat Corso, the Pinehurst Resort CEO at the time, and his staff argued that Pinehurst was not, in fact, “in the middle of nowhere,” but was actually in “the middle of everywhere” — pointing to North Carolina’s vibrant Piedmont Crescent region that ran from Charlotte to Raleigh and had more than six million citizens in its midst within a two-hour drive of the Sandhills.

Could the [No. 2 course](#), shunned as a potential Open venue for decades by USGA officials because of the course’s inability to foster quick, firm greens in mid-June in the South, stand up to the modern game, just as it had during its North & South Open heyday of the first half of the 1900s? The answer was a rounding yes, as Pinehurst and USGA agronomists used an updated version of bent grass on the greens that required less water and could be trimmed tight and into firm-and-fast fettle. Just one player, champion Payne Stewart, broke par for 72 holes.

The result was a blend of competition, logistics and ambiance that captured the nation’s fancy and set Pinehurst up for the next quarter century and beyond.

“What’s struck me is how this community has absorbed the event, yet remained the same,” Corso said on the final day of the competition. “Anybody coming here I think gets the full impact and charm of the community. At many places that host major events, you don’t get the sense of the community at all. You’re tucked in some suburb or you’re in a neighborhood and it’s compacted and you don’t get a sense of, ‘Where are you?’ People didn’t just come to Pinehurst to a golf course for an event. They came here actually to share in the Pinehurst experience. I think that is pretty neat.”

Added David Fay, the president of the USGA: “The Open at Pinehurst could be Tracy and Hepburnesque — a match made in heaven, the first of many.”

The 1999 Open promised a texture and personality unlike anything the nation’s most prestigious championship had seen before. Pinehurst is no old-moneyed Eastern club with greenside rough shaggy enough to obscure a small dog. It lacks the eucalyptus trees and Pacific whitecaps reminiscent of the prestigious West Coast sites. There’s no metropolitan area nearby, either. Raleigh, the state capital of North Carolina, is 70 miles away and Charlotte, the state’s biggest city, is 100.

The Pinehurst elixir is two-fold. The village and club offer a blend of history and aesthetics and devotion to the game of golf that set a perfect table for such a competitive feast.

“What Madison Square Garden has been to boxing, what Harvard Stadium has been to football and track athletics, what Belmont,



continued on next page

North Carolina GCOA News

A U.S. Open Year



Saratoga and Churchill Downs mean to racing, Pinehurst means to golf,” Golf World magazine founder Bob Harlow said in 1938.

So here we are on the cusp of a new year, with the fourth U.S. Open for Pinehurst No. 2 set to commence the third week of June. And though much has changed in the Sandhills golf scene during the last decade ([more on that to come](#)), the essence of the Village and its spirit are securely intact.

The ingress from points beyond is still captivating. Judy Bell, the USGA president in 1996-97, traveled to Southern Pines to visit her friend Peggy Kirk Bell at Pine Needles dozens of times throughout the years. “You leave Raleigh and start driving down there and you get excited the closer you get,” she says. “You get in the Sandhills and you start to smell it. I love it.”

Adds former Wake Forest golf coach Jesse Haddock, who brought his Demon Deacon teams to Pinehurst every spring in the 1970s and ‘80s for the Pinehurst Intercollegiate: “There’s something about Pinehurst. You turn off Hwy. 5 and go into the Village, there’s an aura or something that gets to all five senses.”

Carolina Vista, the peaceful avenue that runs from the roundabout on Hwy. 2 to the [Carolina Hotel](#) through a canopy of pines and hollies, looks the same today it did in 1924. In the distance looms the majestic, 124-year-old hotel with its signature copper cupola glistening in the sun.

“Turning down Carolina Vista headed to the hotel, it was like going back in time,” says May Wood, the 2002 Women’s North & South Amateur champion. “It was electrifying. I almost teared up the first time I saw it. It was the most beautiful place I’d ever been.”

The Village of Pinehurst is a National Historic Landmark and keeps



company with such places as Alcatraz Island, the Rose Bowl, the Grand Canyon, the Alamo, Carson City, St. Patrick’s Cathedral, The White House, Cape Canaveral, Cape Hatteras Light Station and Paul Revere House. There are no right angles in the street patterns and only white and forest green fences and sign posts. The architecture harkens to its New England roots with arched doorways, Colonial Revival facades, the sharply pitched roofs and the gables, cedar and redwood trim, cabins built of juniper logs and original heart-pine columns of the “Casino” building (now a real-estate agent’s office).

Visitors to Pinehurst in June will ask the quintessential question: Why? Why is this here? The local newspaper acknowledged the mystery as far back as 1909. Pinehurst, it said, was “an oasis in the desert.”

“It just doesn’t make any sense,” says native and lifelong resident and businessman Marty McKenzie. “There are no mountains, no ocean, no river, no economic reason, no natural reason. I once heard someone say about Iowa, ‘The soil is so rich you want to grab a handful and eat it.’ Wow. There’s nothing rich about this soil, I’ll tell you that. It was so barren even the settlers passed it by.

continued on next page

North Carolina GCOA News

A U.S. Open Year

“When we try to describe something, we always use the five senses. ‘It looks like ...’ ‘It tastes like ...’ ‘It feels like ...’ But when you try to describe Pinehurst to other people and you say, ‘It looks like ...,’ you can’t find anything. Nothing comes to mind. It doesn’t look like anything you’ve ever seen before.”

That, of course, is the charm. The year 2024 will provide ample reminders.

Golf writer Lee Pace has written about golf in the Sandhills for four decades and has authored books on the history of Pinehurst Resort, Pine Needles, Mid Pines and Forest Creek.

Read about [The Dynamic Decade](#)

Read about [“New” Pinehurst Welcomes World in 2024](#)



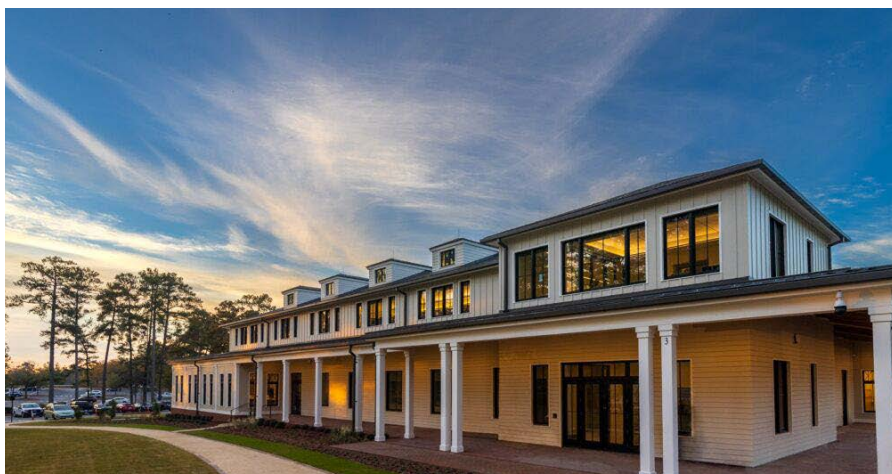
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North Carolina GCOA News

Count to 10

By Lee Pace



Tom Doak was bitten by the golf bug as a youngster growing up in Stamford, Conn., first playing a local municipal course and then tagging along on his father's business trips to esteemed golf destinations like Pebble Beach, Cypress Point, Harbour Town and Pinehurst. He first saw [Pinehurst No. 2](#) in the early 1970s and it made an impression on a kid who had decided early on that he wanted to spend his life working in the golf business.

"It's always been one of my favorite golf courses," Doak says. "What made it cool was a bunch of little stuff, little ridges, touches of wire grass here and there. The strategy of the fairways stood out."

After studying landscape architecture at Cornell in the early 1980s, caddying at St. Andrews and visiting the great courses of Great Britain for a year and then working on the construction crew for Pete Dye at Long Cove Club on Hilton Head Island, S.C., Doak hung his own shingle in the golf design business.

Four decades into his career and with notches in his design belt the likes of Ballyneal in Colorado, Cape Kidnappers in New Zealand and Pacific Dunes on the Oregon coast, Doak has returned to the Sandhills.

His design of [Pinehurst No. 10](#) opened in April 2024 and is the first start-from-scratch new course at the resort and club since the Tom Fazio-designed [No. 8](#) opened in 1996.

"We've got a really cool piece of land," Doak says. "This ground has more variety and a different feeling to it than any of the other courses at the resort. There is a lot going on on this land. It keeps building up and getting more dramatic."

The golf drama at Pinehurst has been percolating now for more than a century. Scotsman Donald Ross designed the first four courses from 1901 through 1919. Ellis Maples, the son of Frank Maples, Ross's right-hand man



in design and maintenance, built [No. 5](#) in the late 1950s. George and Tom Fazio added [No. 6](#) in the late 1970s and, after his uncle's retirement, Tom returned for [No. 8](#) in the mid-1990s. Rees Jones added his thumbprint in the late 1980s with Pinehurst [No. 7](#).

And the resort added the Jack Nicklaus designed course originally called Pinehurst National when it purchased the club in 2012 and designated it as Pinehurst No. 9.

Pinehurst owner Robert Dedman Jr. looked toward the future and additional golf in 2011 when he purchased a tract of land three miles south of the resort that had been a sand quarry in the early 1900s and later was the site the Pit Golf Links from 1985 through its closing in 2010. After considering his options for a decade, Dedman in the post-Covid glow of the golf industry explosion in general and the robust demand for Pinehurst's existing nine courses decided in late 2022 that it was time to pull the trigger on the new course.

Bill Coore and Crenshaw had designed a potential routing in 2011 on this site, but their schedule in 2022 over the next year precluded them from handling the new job. Doak, by a stroke of scheduling coincidence, had a hole in his calendar and could mobilize his designers and construction workers to bolt to Pinehurst in early 2023 and build a new course.

Like the Pit before it, the course makes significant use of the rugged dunes, mounds and berms forged by mining excavations a century ago and accented over decades by natural tree and plant growth.

"This course starts out pretty gentle, then goes into some of the old quarry works in the pit and gets downright crazy for a little bit," Doak says. "Then it goes up on the hill and there are the big views and then all the holes coming back are pretty dramatic. You have water in play on 15 and 17. It's a pretty

continued on next page

North Carolina GCOA News

Count to 10

By Lee Pace



dramatic golf course. It's a big piece of land, and you feel like you have all the pieces of the puzzle. It gives you the opportunity to do something really different."

[No. 10](#) is a walking course, and golfers are given the option of carrying their bag, pulling a trolley or hiring a caddie. Doak was given the freedom to find the best 18 holes without returning the ninth hole to the clubhouse, so it has an old-school feel as the routing ventures to the west and the 10th green is on the western edge of the property, far from the clubhouse and the start.

"This is an awesome golf experience, similar to [No. 8](#) in that you're off on your own, away from the resort, no homes, no traffic, just golfers out in the woods," says head pro Tyler Yancey. "The sand pit is the feature that gets everyone's attention. The corridors are so wide and the vistas so different that it adds to golf experience here. A lot of golfers say this was the best course on their trip and they can't wait to come back."

Two holes generating much early buzz are the par-4 eighth (385 back tees, 357 middle) and the par-3 17th (175 back).

Eight ventures into the heart of the old sand quarry and is marked by a giant mound dubbed the Matterhorn facing the golfer off the tee. The safest play is the left of the fairway, but the better angle of approach into the green comes from the right. The green sits below the fairway, encircled by an amphitheater of sand dunes.

"The best way I can describe this hole is that it's like playing down the spine of a dragon," says Philadelphia-based golfer and photographer Jon Cavalier. "A huge sandy nob blinds most of the fairway and its mammoth mounds on this short par-4."

Adds Southern Pines golfer Ran Morrissett, "Eight features jumbled landforms and a sunken green of the sort more readily associated with an Irish links like Lahinch."



Hole 8 Course No. 10

Seventeen requires a full carry over a lake to a huge green carefully segmented by Doak and chief design associate Angela Moser. Doak could only build this hole if Pinehurst officials were willing to build a bridge to connect the tee to the green.

"On a course full of great greens, this one ranks with the best," Morrissett says. "While the water might spook you, the real star is the green configuration and its contours. It's a large green at 8,100 square feet, but it can play relatively small with its different hole locations."

"Arguably the prettiest hole on the course, this par-3 plays over water to an incredible green," Cavalier adds. "Near infinite pin locations will have this hole playing completely differently from day to day. It's one of those holes you'd never get tired of playing."

Time will tell, of course, but Doak expects that to apply to the entirety of [Pinehurst No. 10](#).



North Carolina GCOA News

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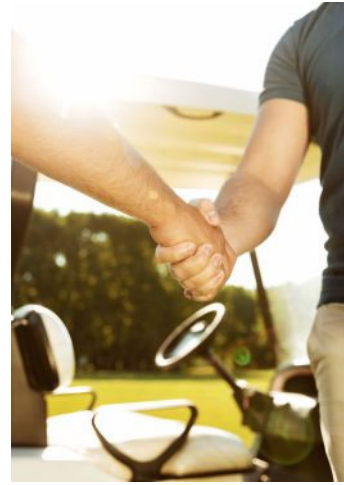
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Irrigation Solutions

1.5% rebate on Rain Bird Golf irrigation products.



Food and Beverage

Typical savings is 7% to 15% on more than 800 vendors, including Sysco, Gordon Food Service, Performance Food Group, and many others.



Golf Course Optimization and Pace Management Software

Get a \$1,000 discount when you sign-up for Tagmarshal. Optimize your operations, with full line of sight and reporting.



401(k) Program

Effective and competitive 401(k) plan benefit for NGCOA member courses' employees.



Golf Management Software

NGCOA Members Receive \$3,000 in Free Hardware.



Enterprise Resource Planning Software

Preferred pricing for NGCOA members



New and Used Turf Maintenance Equipment

1% rebate on new and/or 0.5% rebate on used Toro branded turf maintenance equipment.

FIND DETAILS AND TERMS ON SAVINGS FROM THESE BRANDS AND MORE AT [NGCOA.ORG/SMARTBUY](https://www.ngcoa.org/smartbuy)



2024 Rebate for NGCOA Members



NGCOA members receive valuable incentives in our Smart Buy Marketplace including rebates on Pepsi post-mix fountain products, Pepsi bottles and cans products, and Gatorade. Pepsi also offers members an attractive equipment and service program for Fountain equipment and Bottle and Can Coolers. Plus, FREE service and preventative maintenance!



Most members save between \$300 and \$4,000 a year.

NGCOA MEMBER WITHOUT A PEPSICO ACCOUNT?

- **To participate**, contact Eric Young, National Account Sales Manager at eric.young@pepsico.com or 803-309-4134
- **Rebates** mailed twice annually (March and September)

NOT YET AN NGCOA MEMBER?

- **Join NGCOA** today at <https://www.ngcoa.org/join>
- **Become eligible** for Pepsi product rebates and take advantage of this money saving benefit to receive rebates twice annually (March and September)
- **To participate**, contact Eric Young, National Account Sales Manager at eric.young@pepsico.com or 803-309-4134

Learn more about the benefits of membership at www.ngcoa.org/membership/join, and contact Sherea Malcolm, Assistant Director of Membership, at smalcolm@ngcoa.org or 302-399-1652 with any questions.

You must be an exclusive Pepsi customer. You cannot be contracted for any other Pepsi golf program, i.e. PGA. Rebate checks are made payable to your course and go directly to your bottom line. Your local bottler must set up your account under the National Account Parent Number 7937. Please ensure that your contract reads...PEPSI-COLA / NGCOA FOUNTAIN BEVERAGE SALES AGREEMENT.

2024 Rain Bird Rebate for NGCOA Members



NGCOA members receive valuable incentives in our Smart Buy Marketplace, including rebates on Rain Bird's golf irrigation product purchases.

With exclusive benefits like true two-way communication and simplified upgrades you can complete in a click, Rain Bird makes it easy for you to keep your course at the top of its game.

All U.S. member golf courses are eligible for this rebate, including private, semi-private and municipal courses.

RAIN BIRD

 **NGCOA**

ALREADY AN NGCOA MEMBER?

- **Receive a 1.5% rebate** on Rain Bird Golf Irrigation Products*
- **To claim your rebate** go to www.ngcoa.org/viewdocument/rain-bird-irrigation-solutions

NOT YET AN NGCOA MEMBER?

- **Join NGCOA** today at www.ngcoa.org/membership/join
- **Become eligible instantly** for Rain Bird product rebates and take advantage of this money-saving benefit

Learn more about the benefits of membership at www.ngcoa.org/membership/join, and contact Sherea Malcolm, Assistant Director of Membership, at smalcolm@ngcoa.org or 302-399-1652 with any questions.

*Paid to the member golf course and based on the final selling/award price and is for NGCOA member courses that purchase Rain Bird Golf Products in 2024. Golf Products include the following categories, as identified in the Rain Bird Golf Catalog located on the Rain Bird website at www.rainbird.com/golf/support: Golf Central Control, Advanced Control Technologies, Golf Field Control Systems, Gear Driven Rotors, Golf Valves, and Golf Pumps and Filtration.

Rain Bird Landscape Products are excluded from the Smart Buy Program Rebate.

2024 Toro Rebate for NGCOA Members



NGCOA members receive valuable incentives in our Smart Buy Marketplace, including rebates on qualified purchases of new and used Toro equipment, when purchased from an authorized Toro distributor.

With roots dating back to 1914, Toro is a leading worldwide provider of innovative solutions that make it easy for you to keep your course at the top of its game.

All U.S. member golf courses are eligible for this rebate, including private, semi-private and municipal courses.



ALREADY AN NGCOA MEMBER?

- **1% REBATE** on NEW Equipment Purchase/Lease **
- **0.5% REBATE** on USED Equipment Purchase/Lease **
- Existing courses converting from a competitive brand
- Initial purchases for newly constructed courses
- **To claim your rebate** go to <https://www.ngcoa.org/viewdocument/toro-company-turf-equipment-irr>

NOT YET AN NGCOA MEMBER?

- **Join NGCOA** today at www.ngcoa.org/membership/join
- **Become eligible instantly** for Toro product rebates and take advantage of this money-saving benefit

Learn more about the benefits of membership at www.ngcoa.org/membership/join, and contact Sherea Malcolm, Assistant Director of Membership, at smalcolm@ngcoa.org or 302-399-1652 with any questions.

**Eligible product lines include Walk-Powered Greens Mowers, Riding Greens Mowers, Fairway Mowers, Rough Mowers, Trim & Surrounds Mowers, Hover Mowers, Greens Rollers, Greens Aerators, Fairway Aerators, Deep-Tine Aerators, Power Bunker Rakes, Aeration Core Processors Topdressers & Material Handlers, Chemical Sprayers/Application Products, Debris Management Systems, Tow Behind, Mounted or Self-Propelled Engine, Hydraulic or PTO Driven Blowers, Sweepers & Power Rakes, Snow & Ice Management Products, Gasoline or Diesel Powered Utility Vehicles greater than 410cc. Submit your claim today for equipment purchased or leased as of November 1, 2017.

Great Incentives When You Convert or Renew Your Golf Car Fleet



Yamaha is the “Official Golf Car Partner” of the National Golf Course Owners Association.

NGCOA members receive valuable incentives, including rebates, on Yamaha’s golf car and utility vehicle purchases and leases.

You’ll appreciate Yamaha’s technical **innovation and advancements**—including the YamaTrack GPS fleet management utility—and will find satisfaction and value in Yamaha’s **superior customer service**.

ALREADY AN NGCOA MEMBER?

- **Convert** your fleet to Yamaha golf cars and receive a \$50 rebate per golf car*
- OR
- **Renew** your current Yamaha contract and receive one FREE registration for NGCOA’s Golf Business Conference—an \$800 value

NOT YET AN NGCOA MEMBER?

- **Convert** your fleet to Yamaha golf cars and receive one year of NGCOA membership FREE, and one FREE registration for NGCOA’s Golf Business Conference—a combined \$1,250+ value
- OR
- **Renew** your current Yamaha contract and receive one year of NGCOA membership FREE— a \$450+ value

Learn more about the benefits of membership at www.ngcoa.org/membership/join, and contact Sherea Malcolm, Assistant Director of Membership, at smalcolm@ngcoa.org or 302-399-1652 with any questions.

NGCOA members who **joined prior to 03/31/18** receive the rebate payment following the **Yamaha contract date**.
After 04/01/18, new NGCOA members joining with a **1-year membership** receive the rebate payment following their **2nd year renewal**.
After 04/01/18, new NGCOA members joining with a **2-year membership** receive the rebate payment following the **Yamaha contract date**.
*Rebates are processed quarterly.

NGCOA Research and Publications to Benefit Your Business

The NGCOA regularly partners and participates with industry experts and organizations to compile, produce and publish timely, business-critical reports, guides, studies and other research content. These publications are complimentary to NGCOA members as a benefit of membership.



The **NGCOA 2024 Golf Industry Compensation & Benefits Report** and the **NGCOA 2024 Golf Industry Compensation & Benefits Report for Multi-Course Owners** are important resources for owners and operators.

These publications contain the most recent and reliable compensation and benefits levels

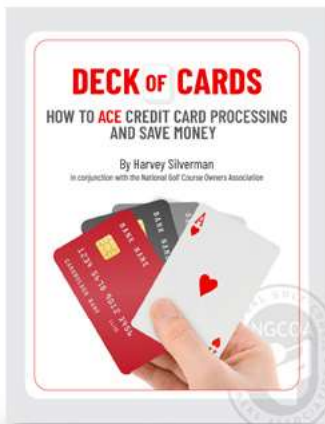
based on 842 participating facilities. It represents the most complete, accurate and up-to-date compensation data in the industry, and is designed to allow NGCOA members to easily compare compensation levels and benefit policies among their peer golf course businesses.



The **2024 Golf Business Pulse Report** examines emerging trends and critical issues for the year ahead, a macro perspective on the state of golf course operations, and a deeper analysis into three key operating areas: Operations, Agronomy and Marketing.

This year's report incorporates perspectives drawn from in-depth interviews conducted with NGCOA

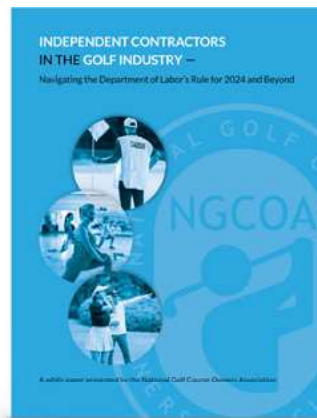
members and a comprehensive and empirical survey of 242 facility owners and operators on emerging trends and critical issues for the year ahead. Readers will notice year over year trending analysis, revealing significant shifts and developments.



Deck of Cards— How to Ace Credit Card Processing and Save Money was researched and written by *Golf Business* magazine contributor Harvey Silverman, featuring insights from the co-founder of Claymore Payments Consulting Kevin McDonnell. It is a detailed description of the merchant processing ecosystem, and is designed to educate and arm readers with the facts and

knowledge needed to make smart decisions on GMS and the merchant processing cycle.

The white paper also includes links to resources to stay abreast of the constantly changing and updating merchant processing industry. It's critical to your business to understand the risks, recognize the factors in play, and get this right.



Independent Contractors in the Golf Industry— Navigating the Department of Labor's Rule for 2024 and Beyond is a white paper that examines The Department of Labor's new Independent Contractor Rule which took effect in March 2024 and impacts various professionals in the golf industry, including golf teachers, caddies and fitness instructors. Under this new rule, individuals cannot vol-

untarily opt out of being employees, and if you inadvertently misclassify your employees, you can be hit with substantial fines and penalties.

No matter your role or title at your golf business, you may be required to make MAJOR changes in your current business model.

Join NGCOA to receive these valuable publications as a benefit of your membership!

NGCOA-Approved Experts for Your Back Office

Golf course ownership and management often results in spending too much time with administrative responsibilities, leaving less time to interact with customers and grow your business. NGCOA partners with industry-leading companies that can save you money and reduce office tasks and effort—so you can focus on building your golf business—and have one point of contact for each partner.



401(k) Retirement Plans from Lincoln Financial

- Competitive and comprehensive 401(k) plans
- Competitive/reduced administrative costs based on economy of scale
- Enhanced employment package with quality benefits
- Peace of mind with reduced liability

Contact Todd Turner at
Todd.Turner@commonwealthfg.com
or 843-884-4545 ext. 33



PCI Compliance Services & Credit Card Processing

- Complimentary PCI Compliance Services for 12 Months
- 70% Off Continued Compliance Services Annually (after Free Year)
- No-Cost, No-Obligation Account Review, Analysis and Quote
- 24/7 Business Concierge
- Next-Day Funding

Contact Sarah McKee at sarah@100group.com or
P: 616-607-0051 / C: 913-908-1835



Executive Search Services from PGA Career Services

- 10% discount for ExecuSearch professional search services
- Complimentary and fee-based hiring and job search assistance to employers
- 25+ Career Consultants across the country

Contact Scott Kmiec at
skmiec@pgahq.com or 1-800-314-2713



HR & Payroll Solution

- 20% NGCOA member product discount
- A Single & Flexible End-to-End Platform
- Communication and collaboration that drive engagement with our tools
- AI-Driven Insights & Tailored Recommendations
- Unmatched Customer Service

Contact Lauren Dudding at ldudding@paylocity.com or
843-323-8170