

MID-ATLANTIC GOLF BUSINESS

A Message from Our President

Winter 2016

Winter is here, and golf course owners and operators in the Mid-Atlantic preparing for the new season, which will be here before we know it. So what will this year hold? Will we “make golf great again”? Will we continue to dig out? With young guys Jordan Spieth, Rory McIlroy and Jason Day out there exciting the millennials about our game, I feel a new energy for 2016!

The NGCOA Conference is in San Diego, February 8-11, with a great program. Our new national CEO will be hosting for the first time — welcome Jay Karen! Jay, we hope you can implement the new strategic plan for the betterment of all segments of the golf industry. This year's honoree is singer Darius Rucker, who knows a little something about creating some buzz in golf — his celebrity golf events have been highly successful in attracting new players to the game. [Click here](#) to view the program for the NGCOA Conference.

This time last year, we were very worried about the WOTUS (Waters of the U.S.) bill, which would give the EPA jurisdiction far exceeding old rules governing water use. This bill would create a lot of red tape and possibly water restrictions that you and your superintendent will have to deal with. Although it did pass into law, there is a “stay” on implementation, with many opposition groups citing overreach. We shall see how things develop, but we are encouraged by the stay.

There are two big initiatives from our national office — the new communications platform and the guidelines for Third Party Tee Times. NGCOA has launched *Accelerate*, the new communications and networking platform, and this is a great problem solving tool for our industry. Secondly, the NGCOA has just announced new industry guidelines for online tee time distribution, with the hopes of restoring price integrity and consistent practices — our partner was the PGA of America for this project (see article inside, and [click here](#) to read the guidelines). I'm also pleased to report that the national office is looking to reset the role chapters play, modeling along the lines of our chapter with fulltime administration and leadership.

Say, did you see the last two issues of *Golf Business* magazine? The cover features have a true home feel for our chapter. In the November/December issue, our good friend Phil Owenby was featured, highlighting his work at Chechessee Club after moving over from Kinloch Golf Club. In this month's issue, Damon DeVito's work with Affinity Management is the cover feature. Damon currently sits on our board, based out of Charlottesville.

Speaking of our board, I am most pleased to welcome back Don Ryder of the Omni Homestead. Don “retired” last fall as Director of Golf, but “after further review,” the management of the resort asked him to stay on in an ambassador capacity and to assist with the transition. Part and parcel of this move was to ask him to serve on our board, so we quickly approved him to fill the vacant spot. Welcome back, Don!

Coming up this spring (May 18th) is another rendition of National Golf Day in Washington, DC. The event features over 100 meetings with Congressional leaders. Last year our own board member Keith Miller, PGA of the Montgomery County Revenue Authority, was on the case on Capitol Hill alongside the top industry officials. We look to have representation again this year, when the industry leadership descends on our backyard.

In addition, we continue to look for ways to collaborate with our allied associations. NGCOA Mid-Atlantic is a member of the Mid-Atlantic Golf Council, comprised of VA and MD organizations serving golf. The group includes us plus the state golf associations, the PGA chapter, the CMAA chapters, the GCSAA chapters. There was a meeting to collaborate and jointly set plans to deal with issues and promote the game. One example of this collaboration is the NGCOA MA-CMAA VAs-VGCSA Joint Event at Salisbury Country Club in Richmond on March 14, 2016.

In other news, our friends with the Mid-Atlantic Association of Golf Course Superintendents are now embarking on a Best Management Practices project designed to set standards and to showcase the environmental stewardship of the golf industry. The project manager is Stacey Kingsbury, who coordinated the projects in VA and NY. The turf professors at the University of Maryland are on board to help write the BMPs, along with the region's top superintendents.

Now a word about our Corporate Partners. We now have 25 companies supporting our organization, and their support allows us to serve you better. Last fall, IBS Club Software and Jacobsen have stepped up in a major way to support our Annual Meeting with award sponsorships. Companies like Performance Food Group, Yamaha Golf Cars and Acumen Golf have been with us since Day One. And we welcome Genesis Turfgrass as a new partner as well. Please visit our Partner listing and support the companies that support you!

I am honored to serve as your President, and I am pleased to serve on a board with some of the sharpest minds in the region (check them out on our board page). They are here to grow the game and serve our member clubs, and they do it pro bono! So please join us as a member, and help us grow the game and share operating successes for the betterment of our industry in the region!

Mike Bennett

NGCOA Mid-Atlantic President



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

2016 NCGOA Mid-Atlantic Board of Directors

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MID-ATLANTIC

NGCOA Mid-Atlantic Annual Meeting Sept. 28, 2015

Bulle Rock in Havre de Grace, MD served as Host

The NGCOA Mid-Atlantic Annual Meeting was held on Monday, September 28, 2015 at Bulle Rock Golf Club in Havre de Grace, MD. The host was General Manager Rick Rounsaville, a NGCOA MA Board Member. NGCOA MA President Mike Bennett of Traditional Golf Management emceed the event. There was a brief business meeting to elect the 2016 Board. The featured speaker was NGCOA National President Matt Galvin of Morningstar Hospitality. Galvin gave an update on NGCOA activities, then gave an excellent presentation on the third party reseller situation.

A new segment of "Special Interest Group" (SIG) Roundtables followed, allowing attendees to visit table discussions on different topics as follows: Property Taxes, Third Party Resellers, POS Systems, Player Development, Golf Course Maintenance, Vendor Issues, Drone Marketing, NGCOA Mid-Atlantic and "Hodge Podge." Then there was third annual awards presentation with the following recognitions: Mid-Atlantic Golf Leader – Don Ryder, retiring Director of Golf at the Omni Homestead; Public Golf Leader – Giff Breed of Independence Golf Club; Private Golf Leader – Mike Hatch of Acumen Golf (Brandermill CC and Birkdale GC); and Sustainability Leader – The Keswick Club. IBS Software and Jacobsen sponsored the awards. There were 70 attendees representing 41 different companies or clubs. Here is the agenda:

Agenda

- 8:15-9:15 Registration / Networking Breakfast
presented by Pegasus Aerial Productions
- 9:15 Welcome / Introductions / Elections
- 9:40 Matt Galvin, NGCOA President
- 10:30 Break
- 10:45 NGCOA SIG Roundtables
- 11:30 NGCOA Annual Awards
Mid-Atlantic Golf Leader – Don Ryder
Public Golf Leader – Giff Breed, Independence Golf Club
Private Golf Leader – Mike Hatch, Brandermill Country Club/Acumen Golf
Sustainability Leader – Monte Hansen, Keswick Club
- 12:00 Networking Lunch
- 1:00 Golf – Shotgun Start
- 5:45 Reception *presented by Performance Food Group* – Golf Awards

The education session featured Matt Galvin, who began with an update of the NGCOA Strategic Plan, with a focus on ROI for members, new education services and continued advocacy. The key is delivering VALUE. He then discussed the third party reseller issue, with a goal to get the companies to adhere to standards, which he outlined in detail. He warned that anti-trust concerns do limit the extent of their activities. NGCOA is offer education to help owners/operators understand the guidelines.

continued



NGCOA Mid-Atlantic Annual Meeting

Event Sponsors



Thank you all NGCOA MA Partners!



Host Rick Rounsaville with Damon Klepczynski



NGCOA President Matt Galvin of Morningstar Hospitality delivers the keynote presentation



NGCOA Mid-Atlantic Chapter President Mike Bennett addresses the audience



NGCOA MA staff Tyler Eastham (R) registers Mike Aldrich of MAPGA and Wayne Clark of Locust Hill GC



Special Interest Group discussion of Third Party Resellers

NGCOA Mid-Atlantic Annual Meeting

continued

Following the education, Bennett emceed the awards presentation. Three awards were presented by sponsors, Alan Nicolette of IBS Software and Matt Miller from Jacobsen. A press release highlighted the qualifications of the winners.

Following lunch (presented by Performance Food Group), the group enjoyed a golf competition on the Bulle Rock course, which was in excellent condition. The team of Wayne Clark, Vince DiStefano, Alan Nicolette and Matt Pennell won the competition. Following golf, there was an awards party for the participants.

There were a large number of sponsors, including season-long partners and event sponsors:

Event Sponsors: IBS Software, Jacobsen, Performance Food Group, Pegasus Aerial Productions, Genesis Turfgrass.

Gold Partners: Billy Casper Golf

Silver Partners: Acumen Golf, Cybergolf, Raspberry Golf Management, Traditional Golf Management, Virginia State Golf Association, Virginia Tourism

Bronze Partners: Allegra Printing, Genesis Turfgrass, George Golf Design, Golf Cart Services (E-Z-Go), Golf Property Analysts, Hilda Allen Real Estate, Mandell Golf Architecture, Performance Food Group, Putting Promotions, Raspberry Golf Academy, Sunbelt Rentals, VGM Club, Virginia Golf Vacations, Yamaha Golf Cars

National Partners: Club Car, entegra, Toro, Pepsi



Don Ryder of the Omni Homestead receives the Mid-Atlantic Golf Leader Award from Mike Bennett



Special Interest Group discussion of golf course maintenance.



Giff Breed of Independence GC receives the Public Golf Leader Award from Alan Nicolette



Mike Hatch of Acumen Golf receives the Private Golf Leader Award from Alan Nicolette



The team of Vince DiStefano, Wayne Clark, Alan Nicolette and Matt Pennell won the team competition.



Monte Hansen of the Keswick Club accepts the Sustainability Award from Matt Miller



2015 NGCOA Awards - Alan Nicolette, Mike Hatch, Don Ryder, Mike Bennett, Giff Breed, Monte Hansen, Matt Miller

Dominion Picks Veterans Program for Tour Proceeds

CCV to Host Champions Tour this Fall

Virginia's veterans will have more reason to "golf clap" when the PGA rolls into Richmond next year.

The organizers of the Dominion Charity Classic, a new PGA Champions Tour event to be played next November at the Country Club of Virginia, announced Monday that the net proceeds of the tournament will go to the Virginia Values Veterans (V3) program. The state program is designed to assist veterans in their transition from military service to civilian careers.

Richmond-based Dominion Resources, as the title sponsor of the tournament, chose the V3 program as the event's beneficiary. The utility giant is one of several hundred employers that participate in the program statewide.

Dominion was named the title sponsor earlier this year as part of a deal to bring the Champions Tour to CCV's James River Course annually for a four-year period beginning next year. V3 will receive the event's net proceeds for each of those years. The tournament will be played Nov. 3-6.

The Dominion Charity Classic will be the first Champions Tour event to be held in Richmond since 1990, when the tour was still the Senior PGA and the Crestar Classic was played at Hermitage Country Club.

The event, which will be broadcast on the Golf Channel, will have a \$2 million purse that will draw pros over the age of 50, including Fred Couples, Tom Watson, Bernhard Langer and Colin Montgomerie. It will be the second of three playoff events for the Champions Tour's new Charles Schwab Cup playoff structure.

Net proceeds for V3 will be generated from sponsorships and other revenue. The PGA would not comment on how much revenue is expected from the event's inaugural year. Neither the PGA nor Dominion has commented on how much the utility company paid to secure its title sponsorship.

The V3 is part of the state Department of Veterans Services and will receive the funds from the tournament through the Virginia Veterans Services Foundation. The foundation is a nonprofit vehicle that takes in donations for DVS programs that don't receive state or federal funds.

V3 uses donated funds to offer programs that help employers in hiring veterans. Organizers said in a release Monday that those companies have hired more than 12,000 military veterans since June 2012.

The announcement was made at the Virginia War Memorial on South Belvidere Street. On hand were Dominion CEO Tom Farrell, Gov. Terry McAuliffe, State Secretary of Veterans and Defense Affairs John C. Harvey Jr., Veterans Services Commissioner John L. Newby II, and Dominion Charity Classic official Jeff Fitch.

Newby commented in the release that more than 30,000 Virginia service members will be leaving active duty over the next three years, and that Virginia will experience "a once-in-a-generation influx of raw talent."

"Only through strategic partnerships such as this will we be able to



From left: Tom Chewning, Tom Farrell, Tim Finchem, Bobby Wadkins, Curtis Strange and Robert Wrenn at the announcement of the new PGA event. Photo by Michael Schwartz.

continue marshaling this talent for our businesses and communities," he said.

Organizers also announced that complimentary admission will be offered to all active-duty, National Guard and Army Reserve military members, veterans, military retirees and their dependents. Tickets are expected to be available in the spring.



Thomas Farrell (left) shakes hands with Gov. Terry McAuliffe at the V3 announcement. Photo courtesy of Dominion.

About the author: Michael Schwartz is the BizSense editor and covers banking, law and small businesses. He may be reached at Michael@richmondbizsense.com. Article published December 1, 2015.

Golf Inc. Operators of the Year 2015

Gary Huebner • General Manager • 1757 Golf Club • Sterling, Va.

It's been said that every great challenge comes with equally great opportunity. When golf courses began to struggle under the weight of the Great Recession in 2008, it created ample opportunity for golf course operators to turn facilities around.

Although many courses have continued to languish, a handful of savvy operators have combined good management principles with innovative thinking to turn struggling properties into moneymakers.

Gary Huebner is one of those operators.

"Two of the biggest things we found ourselves up against, which we still do to some extent, is the [belief] that we are only a place to play golf, and because 'club' is in our name, everyone thinks we're private" said Huebner, general manager of the 1757 Golf Club in Sterling, Va.

So Huebner rebranded the facility, placing a greater emphasis on inclusiveness and inviting people to come for the restaurant. The move has paid off.

Huebner is one of 15 golf course operators that Golf Inc. is recognizing in its inaugural Operator of the Year competition. He won first place in the Daily Fee category, one of four categories the contest spotlights. The others are: Private Club, Resort and Municipal. The competition is designed to celebrate golf course operators who substantially improved their facilities during the past year.

Golf Inc. sought nominations from around the globe. To be eligible, each candidate had to be the top on-site leader at a golf course and be nominated for his or her role with a single facility. Golf Inc. judged the nominees on financial improvement, capital investment and innovation, with each category focusing on the specific metrics that mattered most.

While Golf Inc. has long celebrated great developments, renovations and clubhouses, this is the first competition to compare the performance of general managers, golf directors and other on-site leaders. The following 15 professionals have demonstrated outstanding business skills, sometimes overcoming great challenges, such as bankruptcies and closures.

Daily Fee

1st Place • Gary Huebner • 1757 Golf Club • Sterling, Va.

When Gary Huebner joined the 1757 Golf Club three years ago, he quickly realized the Billy Casper Golf-managed facility needed to be rebranded. People often mistook the daily-fee course for a private club.

"We'd get regular calls to our director of sales, to our restaurant, to our golf shop, saying, 'Can I eat there? Can I have an event there? Can I play golf there if I'm not a member?'" he said.

To promote inclusion, Huebner dropped the words "Golf Club" from some of the club's apparel and from advertisements. He also revamped the restaurant to get more non-golfers on the property.

"Since there's only a certain population that golfs and, last I checked, 100 percent of the population eats, we thought we'd try to attract people



to our clubhouse to eat, because our food is exceptional" he said.

Then he redefined the company culture to emphasize hospitality that matched the newly improved restaurant.

"Every single person on this property has the exact same job" he said. "Our job is to help our guests enjoy the time they spend with us"

His efforts paid off. In 2015, total revenues are projected to show an increase of approximately 13 percent, with growth in all components of the business. Food and beverage revenues alone are close to the \$2 million mark, and 1757 has set records in both banquets and restaurant sales. Golf rounds in 2015 were up 12 percent from 2014, far outpacing the competition in the area.

By the numbers:

12 percent increase in rounds from prior year

13 percent increase in total revenue projected

\$2 million in F&B revenues

By Laura Martin

Golf Inc. honors 15 operators who are using innovative tactics to increase rounds and revenue – and in some cases, bring courses back to life.

Regional Roundup

News and Notes from NGCOA Mid-Atlantic Chapter

VSGA Update

VSGA Recognizes Top Golfers and Elects Matson

Three-time Virginia State Golf Association award winner **Mark Lawrence Jr.** and United States Golf Association champion **Lauren Greenleaf** were among the seven players recognized as 2015 VSGA Golfers of the Year at the VSGA's Annual Meeting at Spring Creek Golf Club on Saturday.

Lawrence (Hermitage CC) won the VSGA Junior Boys' Golfer of the Year award for the third straight year. Greenleaf (International CC) became the first woman from the state of Virginia to win a USGA championship when she won the U.S. Women's Mid-Amateur in October and was named VSGA Women's Golfer of the Year.

Justin Young (Ballyhack GC) earned Men's Golfer of the Year honors; **Dave Pulk** (Two Rivers CC) was the Senior Men's Golfer of the Year; **Mary Gabriele** (Fairfax CC) garnered Senior Women's Golfer of the Year accolades; **Caroline Curtis** (Hermitage CC) was the Junior Girls' Golfer of the Year; and **John Cuomo** (Stonehenge G&CC) took home the first Super Senior Golfer of the Year Award.



Mark Lawrence, Jr.

2015 VSGA Award Winners

Don Ryder, a PGA professional and the recently retired Director of Golf at The Omni Homestead Resort in Hot Springs, was the recipient of the 2016 President's Award in recognition of his contributions and service to the game. During his tenure, The Homestead hosted more than 200 VSGA championships as well as the 2004 NCAA Division I Men's Golf Championship and the 2009 USGA Senior Women's Amateur. Ryder, who won the 1997 Middle Atlantic PGA Senior Championship as a player, earned the VSGA's Service to Golf Award in 2003.

Tim Rash, a member of the VSGA Board of Directors since 2009, earned the VSGA's Service to Golf Award. Rash has served as the VSGA's Tournament Committee Chairman for the last four years. The VSGA's Volunteer of the Year Award went to Mike McCarthy, who has been instrumental as a volunteer at VSGA Junior Golf Circuit events.

Matson Elected VSGA President



Bruce H. Matson (Hermitage CC) has been elected as the 36th president of the VSGA, succeeding Gib Palmer, who spent the last two years as VSGA president. Matson will lead the VSGA's professional staff, committees and volunteers who serve more than 70,000 golfers and 300 member clubs in Virginia.

Matson first became involved in the VSGA in 2004 when he volunteered to serve as the association's General Counsel, a position he held until 2008 when he

became a member of the Board of Directors

Matson wrote the history of the Association as part of the centennial celebration in 2004, which is called *Golf in the Commonwealth: A History of the VSGA and the Royal & Ancient Game in Virginia*. He also authored other books, including *Hermitage Country Club: The First One Hundred Years*, and a book on Arnold Palmer's Bay Hill Club. Matson is also a passionate player. He belongs to Hermitage Country Club and Kinloch Golf Club.

The other executive officers of the board are **Michael Millen** (Farmington CC), vice president; **Gary Beck** (Princess Anne CC), secretary; and **Anne Gordon Greever** (Willow Oaks CC), treasurer.

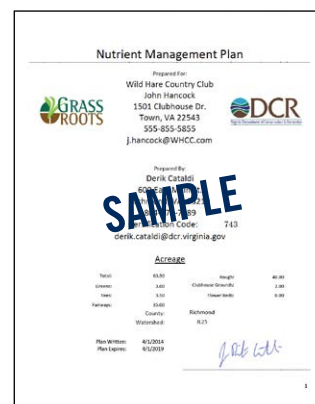


Nutrient Management Planning Grants Are Available

July 15, 2017 is the deadline for all golf courses in Virginia to have a certified Nutrient Management Plan for their Course. The state has approved a grant program to assist courses with complying with this regulation which is allotted on a \$10/acre schedule but, each contractor sets their own fee. There is nearly \$100,000 in the grant fund, and another \$100,000 is coming July 1, 2016. Click [here](#) for a current list of contractors. Virginia now has over 100 clubs with certified plans.

If you have any questions about the grant or your course's eligibility contact Derik Cataldi, DCR's Urban Nutrient Management Specialist. Derik.Cataldi@dcr.virginia.gov / 804-371-7489

Click [here](#) for a sample Nutrient Management Plan.



Regional Roundup

News and Notes from NGCOA Mid-Atlantic Chapter

MSGA Update

Maryland State Golf Association Annual Meeting

Stanard Klinefelter, of Baltimore, was elected president of the Maryland State Golf Association at its Annual Meeting on November 13, at The Elkridge Club. The one-year term culminates a span of nine years of service to the organization.

He succeeds Thomas Whelan, Manor CC. The newest vice-president, replacing Whelan on the board, is Clifford Patterson, Manor CC.

Klinefelter, 68, is a Baltimore native who spent much of his business career as a lawyer and is presently with Brown Advisory, a wealth management firm. He began his golf career as a 12-year-old at a nine-hole course in Cooperstown, New York. As a youngster, he attended a summer camp in North Carolina, where one of his fellow campers was Marty West, a nine-time MSGA Amateur champion from Columbia CC. Klinefelter has been an Elkridge member since 1969.

In brief remarks Klinefelter, a past president of the Maryland Historical Society and a trustee of the Gilman School, revealed preliminary details of a new office for the MSGA staff, although any move is likely to be at least a couple of years away. "I'm looking forward to the acquisition and renovation of our new headquarters," he said.

In lieu of a guest speaker, Whelan held a question-and-answer session with Denny McCarthy, Argyle CC, and the MSGA's Player-of-the-Year. The interview featured McCarthy's experiences as a member of the USGA's Walker Cup squad that lost to a Great Britain, Ireland team at Royal Lytham St. Annes in September.



Stanard Klinefelter



Denny McCarthy

Player of the Year Awards

Denny McCarthy, of Rockville, produced an outstanding season, scoring points in twelve events and easily earning a record third successive Player of the Year honor from the Maryland State Golf Association. **Pat Tallent**, from Vienna, Virginia, and Congressional Country Club, collected his second Senior Player of the Year title, having previously won in 2009. McCarthy will long remember this year, as he made the cut in

the U.S. Open (tying for second-low amateur) and was named to the USGA's Walker Cup squad. During the Walker Cup, he played in all four sessions at Lytham & St. Annes, winning a foursomes match with Beau Hossler. McCarthy also won his third Maryland Open title. In addition, he won the highly regarded Porter Cup, qualified for match play at the U.S. Amateur, and lost in a playoff for the Middle Atlantic Amateur Championship.

Tallent, 62, broke through to win the British Seniors Amateur championship at Royal County Down in Northern Ireland in 2015.



Dawson Stump Outstanding Achievement Awards



Joe Burns & Randy Reed

Randy Reed and Joe Burns, two nationally recognized pillars in the field of golf administration — especially as it relates to the Rules of Golf — were honored by the Maryland State Golf Association with its Dawson Stump Outstanding Achievement Award during the organization's annual dinner.

Scholarship Recipients

The MSGA also announced the following scholarship award winners: **Langston Frazier, Thomas Donnelly, Brock Campbell, Micah Thomas, Brooke Welsh, Aria Jalalian, John Brennan McMullen, Keely Murphy, Mary Jordan Nogay, and Cole Wernecke.**

Regional Roundup

News and Notes from NGCOA Mid-Atlantic Chapter

MAPGA Update

2016 MAPGA Award Winners

The MAPGA has announced its 2016 Award Winners, who will be honored at the association's Annual Banquet in March 2016.



Professional of the Year

John F. Madden II, PGA - River Bend Club

This is the highest honor paid to a PGA Professional. Overall performance as a PGA Professional, level of service to the MAPGA and to the Association, leadership ability, promotion of the game of golf, image as a PGA Professional and ability to inspire fellow PGA Professionals are some of the criteria considered for this award.

Teacher of the Year

Mike Dickson, PGA - Congressional Country Club

Awarded for excellence in golf instruction along with overall performance as a PGA Professional. Impact on teaching and golf instruction, involvement in junior golf activities, innovative contributions to golf instruction and articles published are some of the criteria considered for this award.

Horton Smith Award (Education)

Adam Smith, PGA - Salisbury Country Club

This award bestows special recognition on a PGA Professional for outstanding service and contributions to developing and improving educational opportunities for fellow PGA Professionals. Contributions to PGA and MAPGA education programs and inclination for continuing contributions and assistance are some of the criteria considered for this award.

Bill Strausbaugh Award (Club Relations & Community Service)

Andy Weissinger, PGA - The Pines Golf Club at Ft. Eustis

Presented to a PGA Professional for outstanding involvement in charitable and community activities; untiring and distinguished service mentoring PGA Professionals, especially in the area of employment and club relations, integrity and character reflecting positivity upon the profession. These criteria reflect the characteristics and qualities that Bill Strausbaugh possessed during his lifetime — service to his Association and his community and mentoring to his fellow PGA Professionals.

Player Development Award

Steve Loesher, PGA - Reston National Golf Course

This award bestows special recognition on a PGA Professional for exemplary contributions and achievements in the area of Player

Development and for extraordinary efforts in conducting and/or supporting Play Golf America initiatives. This award considers the PGA Professional's growth of the game leadership commitment at the Section and National levels, plus the impact made at his/her own facility.

Merchandisers of the Year

Recognizes PGA Professionals who have demonstrated superior skills as merchandisers in the promotion of golf. Awarded for excellence in golf shop operations in three categories: Private, Resort and Public/Municipal/Military/Semi-Private are judged on merchandising performance, details and innovation, displays, merchandising techniques, inventory mix, shop operations, merchandising philosophy, and staff training.

Private Facility

Robert Agresti, PGA - Chartwell Golf & Country Club

Public Facility

Craig Volentine, PGA - Birdwood Golf Course

Resort Facility

Geoff Redgrave, PGA - Wintergreen Resort

Assistant Professional of the Year

Brian Dix, PGA - University of Maryland Golf Course

David Wortman Citizen of the Year

Tina Uihlein - Tony Marlowe Scholarship Benefactor

Earle Hellen Sports Media Award

Mike Hydeck - Morning Anchor, CBS WUSA-9

Salesperson of the Year

Chuck Henry & Mason Wolf - Mizuno Golf



PGA

Middle Atlantic Section

Regional Roundup

News and Notes from NGCOA Mid-Atlantic Chapter

MAAGCS Embarks on BMP Project

The Mid-Atlantic Association of Golf Course Superintendents has embarked on a Best Management Practices initiative to benefit Maryland's golf industry. According to MAAGCS President Chris Harriman, the MAAGCS Committee has formed all of the actual BMP statements and is now working on developing the text for the statements. Once the text is complete the committee will seek input from the local regulators as well as the members of the association. All input on this project is welcome, as they work through the draft process.

In addition the MAAGCS is in the process of communicating with allied associations like the NGCOA Mid-Atlantic, MAPGA, MSGA, ESAGCS



and CMAA in order to garner their support of the BMP initiative. One of the main goals is to make sure all of the stakeholders in our industry are united behind our practices. This unity will help show how strong and beneficial all of the work on golf courses is to the public and the environment. The logo for the project has been developed and the committee is working on some fact sheets to make it easier for the stakeholders to place a high value on our initiative.



Chris Harriman, MAAGCS President

In Memoriam

Richard V. Smith

Richard V. Smith, former director of championships at the Virginia State Golf Association who also played a significant role in developing the VSGA's Junior Golf Program, died Monday, January 18, 2016 after suffering a stroke. He was 76.

A native of Burlington, N.C., Smith joined the VSGA staff in January 1990 as an assistant tournament director to Wallace McDowell before being named director of championships in 1993. He served in that capacity until retiring in 2008.

Click [here](#) for obituary and condolences.



Keith Happ

Keith A. Happ age 58, died on Tuesday, October 27, 2015. He served the game of golf as superintendent, agronomist, and ambassador. He was superintendent for eight years at Legend Lake Golf Club, Chardon, OH where he earned CGCS status. He graduated summa cum laude from The Ohio State University College of Agriculture before joining the United States Golf Association (USGA) as a Greens Section agronomist in the Mid-Atlantic Region, West Chester, PA in 1993.

Keith opened a sub-regional office of the USGA Green Section Turf Advisory service in Pittsburgh, PA in 2000 providing on-site consultation, education and outreach to superintendents and greens committees throughout a 4-state area. He was appointed Director of the North Central Region in 2013 continuing his leadership in the restructured Central Region through 2015. He served on the USGA Research Committee and was a member of the Board of Directors of the First Tee of Pittsburgh.



National Survey Shows Golf Courses Using Nearly 22% Less Water than 8 Years Ago

Survey conducted by Golf Course Superintendents Association of America also shows increased water conservation practices at U.S. courses

Golf course superintendents used 21.8 percent less water overall and just 1.44 percent of all irrigated water in the U.S. to maintain their courses in 2013, compared with usage in 2005, according to recently released survey data. The survey was conducted by the Golf Course Superintendents Association of America (GCSAA) and funded by the United States Golf Association (USGA) through GCSAA's Environmental Institute for Golf (EIFG).

The survey results from nearly 2,000 golf course superintendents were collected and independently analyzed by scientists at PACE Turf and the National Golf Foundation (NGF), which published the findings for peer review before making the information public.

"This study shows us that the golf industry has been addressing water issues for some time and is realizing positive results. The numbers show that golf course superintendents across the country have reduced water consumption," said Wendy Gelernter, Ph.D., co-owner of PACE Turf, which has been providing data analysis for the golf industry for more than 25 years. "There is always room for improvement, however; and I think we will see even less water being used and fewer acres being irrigated in the years ahead."

Along with reducing overall water usage by 500,000 acre-feet, golf course superintendents increased their use of recycled water by 33 percent over the last study. Both of those trends are positive for the industry, since golf courses are able to filter recycled water before it re-enters the ecosystem.

Golf course superintendents also have demonstrated water savings through turf reduction and improved technologies, such as computer-controlled targeted irrigation systems and sensors that measure soil moisture. Since 2005, golf courses have reduced managed irrigated turf by 14,430 acres, enough of a reduction to cover more than 100 golf courses. This reduction does not include golf course closures.

In addition, the study provides data on average water use in the seven different agronomic regions of the country, with water usage the lowest in the Northeast and the highest in the Southeast and Southwest – two regions that have year-round play and turf growth.

"The golf course superintendent profession is committed to science-based technologies and environmental stewardship," said Rhett Evans, CEO of GCSAA. "We hope that this national study will demonstrate our commitment to efficient water management and inspire the industry to continue to lead in the future. In the end, water management is about providing playing conditions that satisfy the needs of golfers today without compromising the needs of the future."

It's not surprising to find water usage down and water costs up nationally for golf course managers. The picture of the golf industry has changed, and it will continue to evolve, even at the national championship level, where the world's best players are seeing a shift from overall uniform green to firmer surfaces that receive less water.

Visit www.gcsaa.org to review the complete survey report.

Over the next two years, GCSAA will publish four additional national surveys in key areas related to golf course management as part of its Golf Course Environmental Profile. Each of those surveys is also being funded by the USGA through the EIFG.

About GCSAA and the EIFG

The Golf Course Superintendents Association of America (GCSAA) is a leading golf organization in the United States. Its focus is on golf course management, and since 1926 GCSAA has been the top professional association for the men and women who manage golf courses in the U.S. and worldwide. From its headquarters in Lawrence, Kan., the association provides education, information and representation to nearly 18,000 members in more than 78 countries. The association's mission is to serve its members, advance their profession and enhance the enjoyment, growth and vitality of the game of golf. Visit GCSAA at www.gcsaa.org or find us on Facebook or Twitter.

The Environmental Institute for Golf is the philanthropic organization of the GCSAA. Its mission is to foster sustainability through research, awareness, education, programs and scholarships for the benefit of golf course management professionals, golf facilities and the game. Visit EIFG at www.eifg.org.



4 facts about golf and water in the U.S.

1. Golf's use of water continues to improve. U.S. golf courses have reduced water consumption by 21.8%.
2. Golf uses only 1.44% of all irrigated water in the U.S. Irrigated areas on golf courses have decreased by more than 14,000 acres.
3. Water conservation measures have saved 500,000 acre-feet of water. Conservation practices, turf reduction, use of advanced irrigation systems, and tools such as moisture meters have increased efficiency.
4. Golf's use of recycled water has increased by 32.7%. Recycled water now counts for 25% of all water used on golf courses. Use of all other water sources, including potable water, has decreased.

Data from 2006 and 2014 Golf Course Environmental Profile Water Use & Conservation surveys

Five Questions: Jay Karen, CEO of the National Golf Course Owners Association

What is the key issue facing golf?

Participation. We are an industry that was built around a limited demographic, and one which has elements, traditions, customs and culture that both attract and turn off people. You can feel the conflict in the air in the golf industry between those who believe golf (in general) need not change or should change as little as possible, and those who live the daily challenges of selling tee times that people once stood in line for. We have everything we could possibly need or want in this industry to be successful for generations to come. But it's up to us to evolve and respond to the changing marketplace; not to expect the marketplace to love us or want us like they did in the 20th century. I am inspired by the entrepreneurs (owners, operators, golf professionals, superintendents, etc.) who are not resting contentedly.

What is the key issue facing golf course owners?

There is no one key issue. Golf, as a sport and as an industry, is quite complex. Course owners and operators are farmers, event managers, restaurateurs, fleet managers, mechanics and so much more. So the key issue, many times, is the fire to put out on any given day — it could be a customer challenge, a pump repair or the rain keeping customers away. And on top of all that, they are in the hospitality business and love what they do, why they do it and for whom they do it. That's why I admire the work they do every day, every season, every year. Other macro issues, which have micro implications and realities, are fending off a sometimes overreaching arm of government, access to water, rising costs, and the challenge of where to distribute and how to price your tee times for maximum yield.

How has your background prepared you to face these challenges?

I have been playing golf since elementary school and have a deep passion and understanding of the game. My desire to see it thrive is the foundation for how I approach my job as a problem solver. Yes, this is business, but it's also personal. Even stronger than my passion for golf is my passion for small businesses. No matter how big and well-known our industry is, we are made up of 15,000-plus small businesses. Doing what I can to help people in the daily grind of running a small business is what gets me out of bed and looking forward to each work day. I did it for nearly 10 years representing owners and operators of inns, boutique hotels and B&Bs, and feel lucky to be doing it for golf course owners and operators. And yet you don't have to be a "golf guy" to be fully prepared for the job as NGCOA's CEO, which is association management and leadership. I've been in organizational management for nearly 20 years. Just like many superintendents are die-hard members of Golf Course Superintendents Association of America, or many pros are die-hard members of the PGA of America, I am a die-hard, certified member of the American Society of Association Executives. Being an active student and teacher in the profession of association management keeps me fresh on



Jay Karen took over as CEO of NGCOA on October 1, 2015.

how to tackle complex problems, and how to find and harvest opportunities for a membership and industry.

What excites you about golf today?

While we have adverse pressures in the industry, if you look around in American society, you see golf everywhere. I see golf on highway billboards, on television, on my mobile phone, on the clothes people wear, in magazines and newspapers, on the landscapes below when I look out my airplane window, and even on the table in the golf-tee game at Cracker Barrel! Golf is ingrained in American history and today's culture, and contributes so much in so many ways. Regardless of the rather narrow perceptions of golf, we have a very diverse industry of golf experiences, all great in their own ways. We have ultra-traditional golf clubs and modern, family-oriented clubs. High-end resorts with the latest and greatest turf types and out-of-this-world F&B, and classic farmland and parkland courses where cracking open a cold beer and beating X-out balls around 150 acres is still heaven. The diversity, and getting the word out that we have something for every type and taste, excites me.

What does the NGCOA look like in 5-10 years?

In 2020, or 2025 if we need the extra time, we are widely known as the leading industry for education, advocacy and commerce for those people who are invested in the golf course operations. Ideally, that the top decision-maker at all golf facilities know — without question — that NGCOA is "their" association on issues facing the business of golf, and are compelled to join and support the organization. Joining a trade association is not compulsory for owners and operators of businesses, but my hope is that at least half the industry sees the need to be part of their trade association.

NGCOA Will Honor Darius Rucker with Award of Merit at the Annual Golf Business Conference

World-renowned musician Darius Rucker will be honored as the recipient of the 2016 NGCOA Award of Merit during the Association's [Golf Business Conference](#) in San Diego, Calif. The Award of Merit is the NGCOA's longest-running award and is designated for long-term and significant contributions to the game of golf. Rucker will be honored during the Celebration Dinner and Awards Gala at the Omni Hotel San Diego on Wednesday, February 10.

"Darius has had an incredible impact on growing the game of golf through charitable donations, awareness and junior tournaments," said Jay Karen, NGCOA CEO. "He is an internationally recognized entertainer who also happens to be an ambassador for golf. It is with great pride and gratitude that we will honor Darius as our Award of Merit recipient."

Many people have used golf to make a living, but Rucker uses golf to make a difference. The country music superstar and founding member of Hootie & the Blowfish has, through the Hootie & the Blowfish Foundation and with the help of his fellow bandmates, donated more than \$1.8 million since 2000 to hundreds of charities worldwide. Their support ranges from building community learning centers to outfitting school marching bands to simply providing educators with the tools they need to nurture children's talents and help them succeed. The majority of funding comes from the annual fundraising event, Hootie & the Blowfish's Monday After the Masters golf tournament, a celebrity pro-am golf tournament affectionately referred to as "MAM" that attracts celebrities, pro golfers and friends to Myrtle Beach each April for a long weekend of fun and philanthropy.

In addition to the Hootie Foundation, MAM also benefits the South Carolina Junior Golf Association, an organization dedicated to enlightening the state's youth about the honor, sportsmanship and character of the game of golf, and therefore preparing them to better face future challenges in their lives. Thanks to MAM, the SC Junior Golf Association is one of the top-rated programs in the country.

Given Rucker's recent success in country music and his well-documented love of golf, the PGA Tour approached him in late 2010 to gauge his interest in penning a song that captured the spirit of the Tour's "Together, Anything's Possible" initiative, which funds a variety of

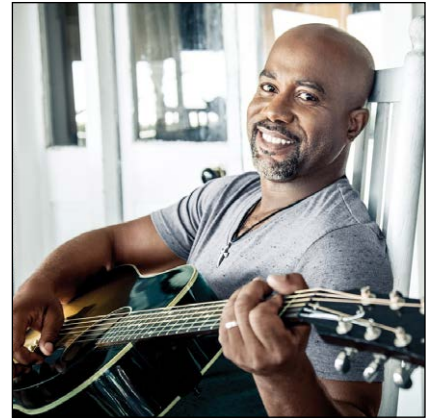
charities nationwide. Rucker agreed, and then offered to waive his writing and royalty fees, promising that 100 percent of the proceeds from downloads of the song would go to PGA Tour Charities. The song — appropriately named "Together, Anything Is Possible" — generated \$63,886.22 from iTunes downloads in 2011. Rucker, who serves on The First Tee of Charleston's board of

advisors and is a frequent participant in PGA Tour pro-am events, also attended and performed the song at select PGA Tour tournaments throughout 2011 to promote the song's charity message and fundraising platform.

The association also will recognize winners of the Jemsek Award for Golf Course Excellence; the Don Rossi Award for significant and long-lasting contributions to the NGCOA; the Champion Award for service to course owners at the state level; the Player Development Award for success in attracting new players to the game; and the Paul Porter Award for commitment, service and leadership to a chapter or international affiliate. The winner of the National Course of the Year Award will also be announced during the awards ceremony.

The Golf Business Conference, hosted by the NGCOA, is the golf industry's largest gathering of owners and operators of daily fee, private, resort and municipal courses. The conference offers educational and networking opportunities and guest speakers.

The conference occurs in conjunction with the Golf Industry Show at the San Diego Convention Center. The show, which is presented by the NGCOA and GCSAA, showcases the golf industry's latest products and services throughout an expansive exhibit area and offers a wide range of educational opportunities.



Darius Rucker

Major Win for Golf on Conservation Easement Tax Incentive

During the summer of 2015, the [We Are Golf](#) coalition, of which NGCOA is a founding member, scored a significant victory when it successfully reversed an effort within the Senate Finance Committee to exclude golf courses from conservation easement tax incentive eligibility.

We Are Golf has kept on the forefront of this issue for golf courses to ensure that golf courses retain their conservation easement tax incentive eligibility. Recently, Congress voted to make this a permanent reversal, which will have a positive impact on golf property owners for many years to come. With the permanent reversal, owners stand to earn deserved tax

benefits based on keeping land open and undeveloped, this makes it easier for them to continue trends in golf course stewardship that includes conserving fish and wildlife habitat and natural spaces.

We Are Golf was formed in part because it had become clear the industry was misunderstood by too many elected officials. By focusing on the nearly two million Americans whose livelihoods are tied to golf, We Are Golf has leveled the playing field for the thousands of small businesses that make up the industry and will continue to monitor issues that affect the golf industry.



Industry Unites for “World’s Largest Golf Outing” to Raise a Record \$1 Million-Plus for Wounded Warrior Project

More than 12,350 golfers, including 567 injured service members, teed it up in the fifth-annual “World’s Largest Golf Outing” at 132 courses in 28 states to raise a record \$1,024,287 for Wounded Warrior Project (WWP).

Since its inception in 2011, the World’s Largest Golf Outing has contributed more than \$3 million to WWP. A portion of golfers’ entry fees, contests and 100% of donations benefit the organization that honors and empowers Wounded Warriors, their caregivers and families.

This year, Troon, ClubCorp and Toll Golf joined forces with event founder Billy Casper Golf (BCG) to host the fundraiser at courses they manage from Hawaii to Florida.

Highlights from the biggest one-day celebration of golf and charity:

- Alta Vista Country Club (Placentia, CA) led course fundraising with \$52,018
- Team HORN, in memory of Gene Alley, raised \$41,550, nearly doubling its goal to remain the No. 1 team for the third consecutive year
- PGA TOUR legend Chi Chi Rodriguez participated at Eagle Marsh Golf Club (Jensen Beach, FL) to support an event dear to his friend and fellow World Golf Hall of Fame member, the late Billy Casper
- In-depth, live coverage on Golf Channel’s “Morning Drive” from the PGA TOUR’s Quicken Loans National event and two BCG-managed courses in Washington, DC and Orlando, FL
- Two Florida golf courses raised more than \$17,000 on event day
- 188 teams earned unique “Challenge Coins” for raising \$1,000 or more
- National and local media played side by side with Wounded Warriors
- A Quilt of Valor was donated to WWP alumni at Dauphin Highlands Golf Course (Harrisburg, PA)
- Bill Brooks, the first inductee into the Indianapolis Colts’ “Ring of Honor,” and 30 other NFL stars participated
- Several courses doubled the number of players and tripled donations over 2014
- Three Wounded Warriors and a service dog shot an 11-under 60 to win the team contest at High Bridge Hills Golf Club (High Bridge, NJ)
- Holes-in-one at the Slammer & Squire (St. Augustine, FL) and High Bridge Hills Golf Club
- Courses honored the military with moments of silence and standing ovations; decorated golf carts, fairways, tee boxes and greens with flags, toy tanks and patriotic symbols; and active military members on site with tactical Humvees
- Horace Snyder, a 93-year-old Navy and Marines veteran who served in World War II, hit the ceremonial tee shot at Devou Park Golf Course (Covington, KY) and played with his son, Ron, also a Navy veteran
- Enthusiastic contributions from local color guards, fire departments, bagpipers, high school bands, choirs and dance teams performing the national anthem and flag raisings
- Tee times spanned more than seven hours starting on the East Coast and finishing in Hawaii



“When we recognized a group of Wounded Warriors, there was a five-minute, standing ovation,” says Bob Ewing, General Manager at Colony West Golf Club (Tamarac, FL). “There wasn’t a dry eye in the house which shows this event is truly changing the lives of everyone involved.”

“It’s humbling to see this amazing event evolve into an industry-wide initiative,” says Peter Hill, Chairman and CEO of BCG who recently accepted WWP’s prestigious Talkhouse Award. “Raising awareness and critical funds for the brave men and women whose sacrifices secure our freedoms is paramount.”

This year’s historic event topped 2014 which saw 12,100 golfers, including 364 wounded warriors, at 118 courses in 27 states raise \$887,426 for WWP. World’s Largest Golf Outing contributes to golf’s \$4 billion annual charity impact.

“The unwavering support from golfers across the country is beyond words,” says Adam Silva, chief development officer of WWP. “The money raised is helping Wounded Warrior Project create and sustain 20, life-saving programs free of charge to injured veterans and their families.”

About Wounded Warrior Project

The mission of Wounded Warrior Project is to honor and empower Wounded Warriors. WWP’s purpose is to raise awareness of, and to enlist the public’s aid in meeting, the needs of injured service members; to help injured servicemen and women aid and assist one another; and to provide unique, direct programs and services to meet their needs. WWP is a national, nonpartisan organization headquartered in Jacksonville, FL. More information or to get involved: woundedwarriorproject.org.

Billy Casper Golf Wins 2015 WWP Talkhouse Award for Community Service

CEO Peter Hill, Billy Casper Golf and the World's Largest Golf Outing (WLGO) were the recipients of the Talkhouse Award for Community Service at the 2015 Wounded Warrior Project Courage Awards in NYC.

WLGO has been the most successful WWP Proud Supporter event since inception. With over \$2 million raised for WWP since 2011 WLGO is just getting started.

The numbers go something like this: Since 2011 nearly 40,000 golfers and Wounded Warriors have teed it up at 120-plus courses in 29 states and raised more than \$2 million.

Five years later the World's Largest Golf Outing has grown to become the most successful Wounded Warrior Project Proud Supporter event in organization history.

Recently, WWP presented the prestigious Talkhouse Award for Community Service to Billy Casper Golf Chairman and CEO Peter Hill. The award was in recognition of his brainchild, the WLGO, the simultaneous golf outing played coast to coast benefitting WWP.

"Our Billy Casper Golf team has embraced the values of patriotism and compassion to help advance the Wounded Warrior Project mission to honor and empower Wounded Warriors," says Hill. "While I'm deeply honored to receive this award, the real heroes are our armed forces and the thousands of golfers who play in the largest single-day golf fundraiser to benefit WWP."

This year's event will be played at more than 130 courses managed by BCG, Troon, ClubCorp and Toll Golf. The World's Largest Golf Course owners and operates are joining forces to make it the biggest celebration of golf and charity.



Peter Hill (L) of Billy Casper Golf Accepts the Talkhouse Award

And the event continues to break records. Last year 12,100 golfers, including 364 wounded warriors, played at 118 courses and raised more than \$887,000, the largest amount ever from a single-day golf event. That topped 2013 when 10,000 golfers raised over \$735,000.

Visit www.worldslargestgolfouting.com to learn more and be a part of something special.

Successful Meetings Magazine Endorses Golf Courses as Event Venues

The golf industry recently received a public relations "gold nugget" courtesy of online magazine *Successful Meetings*, which published an article touting the virtues of golf courses as event venues. From trade shows to concerts, car shows, sunset cart tours, yoga sessions, team building events, picnics, and more, the article endorsed golf courses for events due to the spectacular vistas, ample space, open air, and manicured lawns.

Among other quotes found in the piece, one event promoter stated, "Golf courses are beautiful venues for much more than golf, including good causes, team building, celebrations, and cultivating business relationships." The author also calls attention to some of the alternative sports played on golf courses, including FootGolf and AeroGolf.

The article is an unsolicited third-party testimonial for golf courses everywhere, and presents a very unique and invaluable opportunity to promote our venues through the mouthpiece of others. Beyond the obvious marketing opportunities presented by the article, it also offers an opportunity to remind elected officials of the community benefits that golf courses provide.

In addition to more than 50,000 monthly readers of *Successful Meetings*, the article was distributed internationally to members of Meeting Planners International (MPI) in an email blast titled "The Top 6 Meeting Trends of 2016." MPI is the professional trade association for meeting planners, with more than 18,500 members in over 80 chapters and 22 countries.

The full article may be found by [clicking here](#).



PGA of America and National Golf Course Owners Association Partner to Form Golf USA Tee Time Coalition

The PGA of America and the National Golf Course Owners Association (NGCOA) announced a partnership to form Golf USA Tee Time Coalition, which will provide education for golf course owners, operators and PGA members and serve as an industry monitor for compliance of third-party online tee time providers.

The Golf USA Tee Time Coalition will engage companies that publicly support Tee Time Guidelines unveiled last June by the NGCOA and endorsed by the PGA of America, ([click here](#) to view guidelines) which provide a framework for owners and operators that deal with online agents providing tee times.

“The PGA of America and the National Golf Course Owners Association are aligned in the mission to create a more competitive and balanced marketplace in public golf that is both supportive of the PGA Professional, the golf course owner and the golf consumer,” said PGA of America Chief Executive Officer Pete Bevacqua. “We believe that the Golf USA Tee Time Coalition is a pathway to bringing together supportive companies and our collective memberships to address vital issues and ensure the best customer experience.”

Said NGCOA Chief Executive Officer Jay Karen, “This coalition demonstrates a strong commitment to ensuring those who market our

industry's inventory are engaging in proper business practices that are helpful – not harmful – to those who supply the inventory. Course operators and online tee time providers need to operate in symbiosis, and having an education and ombudsmen entity will support that end. It's a great first step.”

The Golf USA Tee Time Coalition will fund a dedicated Compliance Officer based in NGCOA headquarters in Charleston, South Carolina; will feature an Advisory Council with representatives from supporting tee time companies; and will educate golf industry leaders about its mission strategy; and educate the public about the value of the golf industry and particularly, the online tee time sector of the golf industry.

Additionally, the Coalition will feature a Compliance Hotline to report violations against the NGCOA guidelines.

Contact:

Jamie Carbone, PGA of America, 561/624-8446, jcarbone@pgahq.com
Ingrid Thorson, NGCOA, 800/933-4262, ithorson@ngcoa.org



NGCOA Releases Comprehensive Guidelines for Online Tee Time Distribution

The National Golf Course Owners Association has released a comprehensive set of guidelines for the online distribution of tee time reservations. Endorsed by the PGA of America, the guidelines set forth a framework for third-party, online agents and golf course owners and operators to conduct business together. “Tee times are the fuel that power billions of dollars in revenue for golf courses,” says Mike Hughes, CEO of the NGCOA. “Proper education and management of that inventory is critical to optimizing yield in every channel of tee time distribution, particularly in growing online and mobile bookings. It also benefits all segments of vendors which sell into golf.” Developed following a thorough market review with input from several subject-matter experts, including online agents and the PGA of America, the guidelines are designed to help golf businesses leverage the benefits of online tee time distribution.

Some key points include:

- Allowing for better control and price integrity of tee time inventory, including barter rounds
- Clarifying alternative payment modes for services
- Delineating independent and bundled services, including POS, tee sheet management and tee time distribution
- Restricting online agents from purchasing course names and other keywords and terms for SEO

- Requiring online agents to post only approved tee times on their networks while prohibiting representation of availability and pricing for tee times not on their networks
- Emphasizing yield management and mobile-optimized solutions
- Promoting consistent technical standards for connectivity and content
- Offering methods to clearly and simply share data

Ultimately, the guidelines seek to create an open marketplace that fosters choice and competition. “These are tools and a framework to assist in making informed and independent decisions when working with online agents,” says Linda Rogers, past president of the NGCOA and owner of Juday Creek Golf Club in Granger, Indiana. “Having worked diligently in the field with many online agents and software providers, we are highly confident the guidelines will be incorporated into agreements that allow owners to be in control of their individual pricing and will mitigate confusion in the marketplace.”

To assist NGCOA members in implementing the guidelines, the organization will soon host a series of webinars. Topics include distribution basics, data processes and marketing, reputation management, alternate distribution channels and contract structures, yield management and search engine optimization. In the coming months, the NGCOA, in conjunction with the PGA of America, also plans to introduce a comprehensive training initiative and a guidelines compliance program.

NGCOA Webinar Education

What you need to know — when you need to know it!

One of the many great benefits of NGCOA membership is access to education that is “spot on” for your business. The webinar series focuses on key aspects facing golf course owners right now, but thanks to a library, the information is available anytime, anywhere for members via the Accelerate platform. Membership login is required. (Note: please be patient during the download process.) Here are current topics:

National Office Webinars



- Five Things Every Course Owner Needs To Know To Be In ACA Compliance
- Guidelines for Online Distribution of Tee Time Reservations – What are they and why should you care?
- Maximizing the Value of Your Golf Course
- Member All-Call on Third Party Tee Time Distribution Resolution
- Overtime Wage Impact Webinar
- Practical Application of the Third Party Guidelines



In addition, your Mid-Atlantic chapter has conducted several webinars and built its own library. We invite you to view these webinars free of charge, member or not – this is a great way to engage with our chapter:

Mid-Atlantic Chapter Webinars

- Combining Traditional Sales & Marketing with Social Media – Does it Work to Increase Revenues?
- The NGCOA Mid-Atlantic Forum – featuring Mike Hatch & Damon DeVito
- Exit Strategies & Current Market Trends – Preparing to Sell
- Sales & Marketing Strategies to Add New Members
- Employee Talent Development to Grow the Game
- Junior Golf & Family Golf
- Sales & Marketing Strategies to Grow Business

PerformanceTrak News At A Glance: November 2015 Recap

Click [here](#) to view the complete and latest edition of the PGA PerformanceTrak Newsletter highlighting November facility performance for golf courses in the U.S. Highlighting results from November 2015, the average number of rounds played increased by 22.5% over November 2014 with the number of days open up 16.7%. In addition, November was the fifth consecutive month in 2015 with positive growth in rounds played. This monthly comparison resulted in the highest monthly percent change we have seen this year thanks to significantly warmer weather across most of the country.

The ample growth in November rounds had a significant impact on year-to-date figures with YTD rounds played up 2.9% over the same period last year and a full percentage point from last month's report. Approximately 99.0% percent of the annual golf rounds have been played through November.

Golf facilities posted positive year-over-year growth in each of the four key revenue indicators for November 2015 and YTD as compared to 2014. The YTD November 2015 increases in median facility revenues ranged from +2.3% for golf fee revenues to +5.5% for food and beverage revenues. This November marks the third consecutive month for year-over-year growth in each of the four key revenue indicators. For the month, golf facilities reported their second largest year-over-year (YOY) increase in total facility revenue, up 6.8%, while food and beverage revenue had the largest percent change, up 19.8%, versus November 2014.

PerformanceTrak State Results and Weather Recap

At the conclusion of YTD November 2015, a total of **35** states posted year-over-year increases in golf rounds played and four states increased their play with fewer days open. The largest increases in year-over-year growth took place in Maine, West Virginia, states surrounding the Great Lakes and the Dakotas. According to NOAA, this period has been the warmest since 2012 and record warm temperatures were experienced in Florida, Nevada, Washington and Oregon. Despite the prominence of states with warmer conditions, YTD 2015 was the ninth wettest on record in the past 121 years, mostly across the central and southeastern U.S. Additionally, record wettest conditions were observed in Oklahoma.

PGA PerformanceTrak in Cooperation with the NGCOA is the industry's leading rounds and revenue data collection and benchmarking service. Reports are available by PGA Section, state and over 70 local markets. Golf facility operators also have the ability to benchmark their facility's performance against their competitive market through our online reports tool. A dedicated team at the PGA of America National office gathers data monthly to support participation and benchmark reporting across the country and to assist with customer service inquiries.

PGA PERFORMANCETRAK
IN COOPERATION WITH THE NGCOA

Partner Spotlight

IBS Software – Serving Area Clubs for Over 25 Years

IBS is a software and services company that has been serving the technology needs of the club industry with integrity and pride since 1990.

Based in Richmond, VA, IBS software has been installed at over 1,500 clubs throughout the United States, Canada, Mexico, the US Virgin Islands, Puerto Rico, the United Kingdom, and Guam. IBS provides complete turnkey systems for busy club administrators; including all PCs, file servers, network configuration and POS equipment.

As a privately owned company, the owners are actively involved in the management of IBS. IBS' mission is to deliver solutions that enhance their customers' business. The company is established on the foundations of integrity, respect, and excellence, resulting in successful partnerships, powerful software, and unparalleled service. For more information please visit their website www.goibs.com.

As a partner with NGCOA Mid-Atlantic, IBS sponsors two major awards — the IBS Private Golf Leader Award and the IBS Public Golf Leader Award.



Genesis Turfgrass Keeps Your Grass in Tip-Top Shape

Genesis Turfgrass keeps your business growing... literally. We are dedicated to providing the the highest quality products and services to turf, keeping grass healthy and businesses growing.

In November 2005, Genesis was established by long-time Green Professional, Mike Del Biondo. Armed with the lessons and experiences of more than twenty-five years in the Green Industry, Mike set out to provide Maryland area Turf and Ornamental Professionals with the knowledge and products that they need to be successful. Since then, Genesis has grown steadily, now servicing Pennsylvania, Delaware, Maryland, Washington DC, Virginia, West Virginia and New Jersey.

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NGCOA MA Staff Update



Tyler Eastham

Tyler Eastham Joins NGCOA Mid-Atlantic Team

NGCOA Mid-Atlantic is pleased to announce the addition of Tyler Eastham to the staff as Chapter Executive. Tyler will assist with all facets of NGCOA MA business. Tyler has experience in golf operations and merchandising, and most recently he was a customer service executive for an international shipping company based out of Norfolk. He is a graduate of Christopher Newport University, where he majored in Direct Marketing and played on the golf team, which was nationally ranked. Tyler attended the 2015 Golf Industry Show and is excited about meeting and serving members and partners. Please welcome Tyler to the team!

Contact Information

Tyler Eastham
NGCOA Mid-Atlantic
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Office: 804-708-9760 (O)
teastham@gmail.com

Members Save Through the NGCOA's Purchasing Network



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