

MID-ATLANTIC GOLF BUSINESS

A Message from Our President

September 2018

I guess it's appropriate since we are just a little more than a month from Halloween that we acknowledge some of the scary moments on 2018 thus far. The worst of it was the death of grass across the Commonwealth, with the simple moniker, "winterkill". The multiple days of single digit temperatures did a number on golf courses in our region, particularly in Virginia and Maryland Eastern Shore. It forced Independence to close for two months to re-grass their bermuda greens, but there's something to be said for their commitment to restore excellence.

Then there was the death of some "name" golf courses, like Golf Digest's "Best New Affordable Course of 2005", King Carter Golf Club. Also we saw Stonehouse GC in Toano go down, and like Count Dracula, we saw one course return from the dead, Royal New Kent, aided by the return of the Colonial Downs racetrack. Their neighbor Brickshire was saved at the last minute by homeowners. Clearly another scary year for golf course owners.

And while the summer did not sear a hole in golf courses like the past two years, it rained and rained, knocking down "playable days" and hurting daily fee revenues. At least Hurricane Florence wasn't as bad as predicted in the Mid-Atlantic, but our hearts go out to our friends in the Carolinas, who face extreme challenges in recovery.

Meanwhile the business of golf continues to wrestle with creating revenue as the Baby Boomers continue to age, and the Millennials have little interest in "traditional golf." New things are starting to surface, like Quick Golf, an invention that lets players customize their experience by paying by the hole (essentially by the amount of time they have available). In this issue you will read about the new rage, golf entertainment centers, including three versions coming to Richmond – Drive Shack, TopGolf and Edge Golf Academy (simulators). Will these new offerings develop new players, or will they function more like a sports bar?

On the heels of last year's TechCon event showcasing new technology, our association has received new support from some of the best companies in the industry – Chronogolf, Entegra, EZ Links, Prising, Teesnap and Club Prophet Systems – be sure to interact with them at our **Annual Meeting on Tuesday, October 23 at The Federal Club in Glen Allen, VA**. Also Lester George will share the latest industry trends, and you will meet new NGCOA Membership Director Jay Andersen, sharing new initiatives designed to boost your bottom line. We will also honor the industry's BEST, with our annual awards.

By the way, have you noticed that after all this time, people have finally figured out that our game is HARD?! Could this be a deterrent to our growth? That's kind of a no-brainer. So some people have been doing some thinking about this. Kudos to the USGA and R&A for finally bringing us a simpler, slightly more accommodating Rule Book for 2019. Hat's off to the LPGA for the new "Invite Her" campaign to attract women. And way to go Elisa Gaudet on another successful worldwide "Women's Golf Day" this summer. And if you haven't heard, the Longleaf teeing system can help you have more fun by choosing the right (shorter) set of tees for your game.

And I'm really pleased to see some dynamic new leaders bringing new ideas to leadership positions. Matt Smiley is set to take the reins at the VSGA next year, following a solid tenure by Jamie Conkling. And the PGA of America has become more member-focused, bringing in Seth Waugh, formerly of Deutsche Bank, to steady the ship. Regionally, we saw Charles Torrance become GM at Two Rivers Country Club in Williamsburg.

As you start to lay out your event schedule, besides our annual meeting, you should take a look at this year's TechCon in Las Vegas on October 11-12, a sellout last year. Then over the winter, plan to attend the NGCOA Conference in San Diego on February 5-7, 2019 – it's partnered with the Golf Industry Show and the GCSAA Conference.

Now a word about our Corporate Partners. We now have 24 companies supporting our organization, and their support allows us to serve you better. Up to Par Management and EZ Links are our top two partners. Companies like Performance Food Group, Yamaha Golf Cars and Acumen Golf have been with us since Day One. 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



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Government Relations News

PHIT ACT Moves Forward Without Golf

By Ronnie Miles

The House Ways and Means Committee on Health has been deliberating and marking up a number of healthcare-related tax bills intended to expand health-care coverage and lower premiums. One major portion of their activity centered around an expansion of Health Savings Accounts (HSA).

On July 12, 2018, the U.S. House Ways and Means Committee on Health approved the PHIT Act - H.R. 6312. Last minute changes to the bill removed golf from the category of approved physical activity. Prior to the final committee vote, NGCOA undertook a grass root effort by having NGCOA members call and email House Ways and Means Committee members and asking their support by including golf in the proposed bill. Members also shared the Health Benefits of Golf that was recently published by We Are Golf. While the messages were received, the final bill

excluding golf was passed by a vote of 28-7.

The bill now moves to the full floor for debate, where a number of Congressional members have identified their support of adding golf in the final bill. Currently, golf remains in the Senate version S. 482.

NGCOA will continue to monitor this important legislation and provide further updates as this legislation moves through the legislative process. While this legislation has high bipartisan support, we encourage members to let your Congressman know your position.



WOTUS Rule Still In Play for Selected States

By Ronnie Miles

Since the release of the [“Waters of the United States \(WOTUS\) Rule”](#) under the Clean Water Act of 2015, NGCOA has been working with other associations through “We Are Golf” to encourage Congress and the Administration to cease implementation of the Environmental Protection Agency’s new WOTUS Rule. In 2017 President Trump directed EPA and Army Corps of Engineers to rescind the rule and issue new guidance that ensures that the Nation’s navigable waters are kept free from pollution, while at the same time promoting economic growth, minimizing regulatory uncertainty, and showing due regard for the roles of the Congress and the States under the Constitution. This followed a decision by the United States Supreme Court on January 24th to reverse the Sixth Circuit Court of Appeals’ decision, which argued it had jurisdiction over challenges to the 2015 WOTUS Rule and they subsequently issued a nationwide stay of the rule.

On August 16, 2018, the District Court for the District of South Carolina enjoined the Sixth District Court decision and held that all states not included in the North Dakota and Georgia districts must comply with WOTUS Rule of 2015.

Here is a report issued from the [Waters Advocacy Coalition](#) that provides additional details on this matter and what we might expect going forward.

What does this mean to my golf course?

For golf courses located in states covered by this ruling, you will have to follow permitting process in accordance with the definition of “Waters of the United States” under the Clean Water Act of 2015. Members who are planning course construction or major maintenance projects may



require federal permitting from the EPA and Army Corps of Engineers. In addition to increased permitting cost, golf courses can expect an additional 60-90 days for their project completion. Unnecessary delays may be avoided by engaging local Army Corps of Engineers office in your project planning to determine a type of permit required.

NGCOA will continue to follow the fallout from the court’s decision and the subsequent lawsuits challenging this decision. We remain hopeful the Administration will issue a new Rule which satisfies the differing court rulings. Questions and comments should be referred to Ronnie Miles at rmiles@ngcoa.org.

CMAA Changes Name to Club Management Association of America

The Club Managers Association of America (CMAA) announced it has changed its name to the **Club Management Association of America**, effective July 1, 2018. In February, CMAA's membership voted overwhelmingly to change the name of the Association. This name change more accurately identifies who CMAA is and helps distinguish what the organization does.

The new name better reflects the composition of CMAA's membership, which has diversified in the last 10 years. Today, approximately one third of the membership is comprised of professionals serving in management roles at their club facilities but are not necessarily the top executive like the general manager/chief operating officer.

Originally founded in 1927, CMAA promotes relationships between club management professionals and other similar professions; encourages the education and advancement of members through the Certified Club Manager (CCM); and provides the resources needed for efficient and



**CLUB
MANAGEMENT
ASSOCIATION
OF AMERICA**

successful club operations.

"The renaming of the Association better reflects the composition of our membership, and more accurately illustrates the current makeup of the Association," shared Chief Executive Officer Jeff Morgan. "CMAA is serving the needs of multiple constituencies in the club business, and we are working to ensure its existence and growth as a thriving industry."

The Association will retain its acronym, CMAA.

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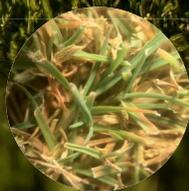


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U.S. Golf Industry Unites to Launch #inviteHER Campaign

WE ARE GOLF, LPGA Women's Network Encourage Female Participation Through 'Power of Invitation'

The U.S. golf industry – driven by [WE ARE GOLF](#), a coalition of leading organizations working together to communicate the game's economic, charitable, environmental and fitness benefits – launches its #inviteHER campaign for current golfers to encourage the women in their lives to start playing.

Powered by the [LPGA Women's Network](#) and WE ARE GOLF's Women's Task Force, golfers – men and women alike – are encouraged to bring friends, colleagues and family to join them on the course through online resources and social media assets. The #inviteHER movement seeks to create an enjoyable, welcoming experience for those interested in trying the game or picking it back up – whether through a group lesson, complimentary clinic, driving range session or on-course experience.

“The appetite for golf is at a historic level with a latent demand of 38 million Americans,” says Steve Mona, CEO of World Golf Foundation, administrator of WE ARE GOLF. “Last year, 35 percent of the game's 2.6 million new players were female and we are confident #inviteHER is a huge step in the right direction to continue increasing this number while making the game more inclusive.”

#inviteHER's primary objective is to grow awareness and participation



among women and girls through the power of an invitation from one of the 24 million American golfers. The game should more closely mirror U.S. demographics as only 24 percent of the current golf population is female.

“Women want to be invited to the game and it's our duty to give them that opportunity at one of our nation's 15,000 local facilities,” says Jane Geddes, Executive Director of the LPGA Amateur Golf Association and Chair of WE ARE GOLF's Women's Task Force.

“We are committed to promoting an environment that makes all females feel more comfortable on the course so they develop into lifetime golfers.”

Want to get involved? #inviteHER encourages all golfers to support the movement by posting on social media about how they plan to encourage women to take up the game.

To join the conversation, visit the [LPGA Women's Network social media hub](#). Use #inviteHER and tag @wearegolf (Facebook, Twitter, Instagram), @LPGAWomen (Twitter) and @LPGAWomenNetwork (Facebook, Instagram).

For more information on #inviteHER, click [HERE](#).



Each issue of Mid-Atlantic Golf Business will feature The Chronogolf Blog, bringing you the latest strategies and tactics to help you succeed at your course. This is the inaugural issue.

Golf operators are struggling to attract millennial golfers to their courses. This not a new challenge: changes in technology, millennial culture, and the internet have left directors scratching their heads when trying to understand what younger golfers really want.

Attracting millennial golfers means looking at your golf operation a little bit differently. To get young players into the game it comes down to updating technological features, rethinking course culture, and choosing better product offerings. So, what golf marketing actions can you take to get millennials into the game? Here's a helpful breakdown of 12 simple things millennial golfers are looking for when choosing a golf course to play at.



[Click here to view the article](#)

Seth Waugh, Former Deutsche Bank Executive, is the next PGA of America CEO

By Ryan Herrington

That Seth Waugh would one day be leading a major golf organization is something many in the industry have been predicting for some time. His business acumen as the former CEO of Deutsche Bank Americas and his involvement in the creation of the PGA Tour's Deutsche Bank Championship, as well as his own love for the game, had many hinting he might be a viable candidate to be PGA Tour commissioner.

Those same skills are what convinced the PGA of America that he would be the right person to step in as the association's CEO, with his hiring announced on August 28.

Waugh, 60, succeeds Pete Bevacqua, who left Aug. 13 to assume a new position as president of NBC Sports Group. From 2001 to 2014, Waugh worked at Deutsche Bank, for 10 years serving as the CEO of the Americas. Since 2017, Waugh has served as senior advisor and managing director at Silver Lake, a technology investment group. He will continue with the firm as a senior advisor.

Waugh, who lives in North Palm Beach, Fla., had become familiar with the workings of PGA of America in the past few years after being named an independent director on the PGA of America's Board of Directors in 2015 (his three-year term was set to expire in November). He also served on an advisory board for Bevacqua at the PGA for several years.

"It is an honor and privilege to be invited to lead this remarkable association into the second century," Waugh said in a press release. "The opportunity to work with the nearly 29,000 PGA professionals and others in the game to give back and to help our beautiful sport evolve is a true gift. I look forward to getting into the field to engage with our members, learn more about the issues that matter most to them, and look for ways to enhance their careers and lives.

"I am grateful for the trust that the Officers and the Board are showing in me. It will be exciting to see all the good that we can do together as an Association and an industry."

Waugh formerly started his tenure with the PGA of America on September 24, the Monday prior to the Ryder Cup, which the PGA of America jointly runs with the European Tour.

The elevation of Waugh to the head of the PGA of America brings up several intriguing scenarios, not the least of which is a potential strengthening of the relationship between the PGA of America and the PGA Tour.

PGA Tour commissioner Jay Monahan is close friends with Waugh going back to 2003. That year Waugh brought in Monahan as tournament

director of the Deutsche Bank Championship, the FedEx Cup Playoff event in Boston now known as the Dell Technologies Championship. Monahan was at that tournament for two years and later was named executive director for the Players, the tour's flagship event. When the previous tour commissioner, Tim Finchem, hired Monahan, Waugh commented that Finchem would be hiring his successor, which came to pass in 2017 after Monahan made several moves up the chain of command at the PGA Tour.

When he was named an independent director, Waugh was quoted as saying: "The game of golf has become a large and important part of my life in many ways. I respect all the wonderful traditions, values and qualities that it adds to life, which make it the most interesting game on earth. The PGA has always been such a vital contributor to all that is good about the game, and I look forward to serving toward both embracing the future and building on its glorious past. The PGA and all its members are in a unique position to contribute to the vision and growth of the game, which is why it is so exciting to me."

As he transitions into the new post, Waugh has a couple of short-term matters to deal with. The PGA of America leadership continues to weigh a potential move of its headquarters from Palm Beach Gardens, Fla., to Frisco, Texas, north of Dallas. The association has an offer worth around \$40 million that would include not only a new office complex but also golf courses that could potentially host a future PGA Championship or Ryder Cup. A decision was supposed to come down in May, but the matter is still pending, with the potential for the association to remain in its current locale or other potential sites in South Florida.

Additionally, the PGA of America's TV deal with CBS for U.S. broadcast rights to the PGA Championship expires after next year's event at Bethpage Black.

Waugh is a native of Ayer, Mass., and a graduate of Amherst College. He and his wife, Jane, have five children. His son Clancy played college golf at Wake Forest and SMU and is currently an aspiring tour professional.



Seth Waugh



MID-ATLANTIC

NGCOA Mid-Atlantic Annual Meeting

Join owners and professionals at The Federal Club for a full day of education, networking, awards presentations and golf. The event is open to all Mid-Atlantic owners/operators (whether or not NGCOA members at present) and their guests and/or CMAA members, MAPGA professionals, VGCSA members, MAAGCS members, club reps, and vendors.

More info and registration available at www.ngcoamidatlantic.org!



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Glen Allen, VA 23059

Women & Girls Golf Is Showcased Around the World

Women's Golf Day 2018 hailed a huge success after thousands of women take part in WGD events around the globe

June 5th saw the world come together for its third annual celebration of women & girls golf - Women's Golf Day 2018. Events across the globe kicked off in Sydney, Australia, finishing over 24hrs later, and almost a full turn of the globe away, in Hawaii, with golfing communities being strengthened and created all along the way.

The 2018 event spanned eight new countries: Saudi Arabia, Hong Kong, Turkey, Mauritius, Egypt, Uganda, Guadeloupe and Montenegro, taking the total number of countries to have participated in the event to 58 and the number of venues in excess of 900. With

thousands of women enjoying the day of golf and socializing at their golf venues, and millions of golf fans supporting the event across social media, Women's Golf Day 2018 created a wave of enthusiasm for the women's game like never seen before.

Elisa Gaudet, founder of Women's Golf Day was astounded by the impact of the day and the support shown across the world, "I'm so proud of what we've achieved with Women's Golf Day. The positivity and enthusiasm shown by the golfing community across the world just blew me away. The pictures of smiling faces at events in Uganda, Hong Kong, Saudi Arabia and so many others could so easily have been the faces I saw at the events I attended in the U.S. The game of golf has transcended national borders and the incredible women involved in the game across the globe showed the world how much we all have in common."

Lauren Thompson from Golf Channel played a prominent part in promoting the day's events, hosting Morning Drive's program dedicated to Women's Golf Day and those people in the industry making an impact on women. They even included live coverage from WGD events in Dubai and Pinehurst, leading Lauren to comment, "WGD is so fun, I cannot believe it has been 3 years in the running and we always talk about growing the game and how much we need to get more females out there on the golf course and then someone went and did something about it."

Social media support from the golfing world hit a new high with some of the most recognized names and organizations in the game getting behind the day. But the real stars of the show were the women & girls that were out on the courses, ranges, stores and venues that held events across the globe.



Natalie Goodall, Assistant Teaching Professional at The Els Club Dubai - "WGD has really helped bring awareness around the region, not just in Dubai but in Abu Dhabi and also in the Saudi regions. It's becoming really big and it's so good to see"

@EilidhBarbour tweeted "My amazing mum took up golf in her 40's. She inspired me to try. Now we golf together as much as we can. We catch up, we laugh, sometimes we sing and we ALWAYS have fun. Even in the rain. It's more than just a sport. Try it #WomensGolfDay."

Women's Golf Day has ignited a passion for the game in many and brought a sense of fun,

community and belonging to many more. As the sun set on the final event in the 2018 day, Elisa reflected on the global movement that she has created.

"There's nothing like WGD in any other sport," concluded Elisa, "The communities that we've tapped into are truly amazing and to be part of growing and strengthening their bonds is such a privilege. This year, more than any has made me realise the importance of providing a platform for a celebration of all the ways golf brings women closer together and I now can't wait to reach even more of the world's women & girls in 2019."

ABOUT WOMEN'S GOLF DAY:

Women's Golf Day (WGD) is a global golf initiative launched in 2016 to introduce women of all ages to the game and encourage existing female golfers to "tee it up" in a fun and highly inclusive environment. The one day, four-hour event, spanned 46 countries in 711 locations, and introduced thousands of new golfers to the sport while transcending language, culture, religion, and race to celebrate golf, women, and community. WGD created an incredible global community in two years and has the support of almost every major golfing governing body and organization. WGD's primary hashtag #WomensGolfDay received more than 15 million global impressions to nearly 10 million users across Twitter and Instagram.

To learn more about Women's Golf Day and its upcoming event on Tuesday June 5, 2018 visit womensgolfday.com @womensgolfday, #WomensGolfDay

Symposium on Forward Tees and Greater Golf Facility Success

Coming to Pinehurst Nov. 28-29

ASGCA Foundation hosts educational event for golf course decision makers, including presentations from industry leaders and golf at Longleaf Golf & Family Club



**AMERICAN SOCIETY of
GOLF COURSE ARCHITECTS**

The American Society of Golf Course Architects (ASGCA) and ASGCA Foundation will host a symposium on Nov. 28-29 promoting the benefits of investing in golf facilities – including adding Forward Tees – and detailing how these investments are directly linked to facility success. From Tees to Green: A Symposium on **Forward Tees & Other High-ROI Ideas** takes place at Pinehurst Resort and includes golf at Longleaf Golf & Family Club.

Longleaf is an innovative facility providing a novel approach, helping players determine where to tee off from, and featuring up to seven tees per hole. Since implementing the additional tees, Longleaf has experienced a 20 percent increase in rounds played.

The symposium includes interactive presentations from industry leaders. Breakout sessions will be specifically designed for golf course owners/managers, operations/golf professionals, and superintendents.

Topics to be covered include:

- A presentation from the USGA, “How feedback can help the golf industry provide a better experience for golfers.”
- Benefits of additional tees at public and private facilities
- Ways in which investments in golf facilities are utilized to...
 - o Improve pace of play
 - o Encourage more play by golfers of all ages and skill levels
 - o Grow the game
 - o Improve their bottom line

Continuing Education Units (CEUs) are expected to be available from CMAA, GCSAA and PGA.

“The smart investment on golf facilities across North America and the increase in forward and additional tees at public and private facilities are proving to be game changers for the golf industry,” said ASGCA Foundation President Bruce Charlton, ASGCA. “This symposium is a great opportunity for golf course owners, superintendents, architects, suppliers, industry leaders and players to learn from each other, leading to greater success for these facilities.”

Cost for the two-day symposium is \$250/person. Space is limited. Information and registration can be found at www.ASGCA.org/TeeEvent. Registration must be completed by Nov. 10, 2018.

The symposium is sponsored by ASGCA Foundation, Pinehurst Resort, The Toro Foundation, the United States Golf Association and U.S. Kids Golf.

Regional News

Billy Casper Golf Integrating Toptracer Range at Select Facilities



Billy Casper Golf (BCG), one of the largest privately-owned golf course management companies in the U.S., announces an alliance with Topgolf®, wherein it will install the company's Toptracer Range platform, branded as Launchbox Golf, at select BCG facilities nationwide.

Best known for the revolutionary on-screen ball-tracking technology seen on PGA TOUR and major championship television broadcasts, Toptracer Range transforms driving ranges into practice and entertainment destinations. It combines tech and fun to create a superior experience that is perfect for all skill levels, allowing friends and family to compete in a variety of games or play virtual golf on simulated courses. The latter offers a convenience factor for beginners who can play nine or 18 holes in a low-pressure environment. New courses, like Pebble Beach Golf Links, are constantly being added.

1757 Golf Club in Dulles, VA, is the first BCG course to offer Launchbox Golf powered by Toptracer Range, allowing players to track and analyze every shot hit during practice sessions. Already one of the most popular public courses and practice areas in the Washington D.C. metro area, 10 hitting bays at 1757 now feature the new service. This premium addition to 1757 pairs with first class food, bar service and a lively vibe.

"Golf's latent demand has reached a historic level at 38 million Americans interested in playing golf, and cutting-edge technology like Toptracer Range is the perfect tool to engage new players," says Peter Hill, Chairman and CEO of BCG. "Our goal is to evolve the golf experience nationwide with Launchbox Golf. It's an excellent way for our facilities to differentiate themselves and provide our guests a new way to play and practice."

BCG endeavors to make the golf experience more appealing without losing tradition. The company has consistently shown its commitment to grow the game through boundless marketing ideation, data science and savvy operations.

"We are proud to team with Billy Casper Golf to create a fun, interactive range experience via its new Launchbox Golf concept," said Troy Warfield, president of Toptracer Range and Topgolf International. "BCG recognizes how advanced technology can enhance the player experience and, ultimately, help grow the game."

Using 21-inch monitors that are mounted in each hitting bay, Toptracer Range technology displays the shape of each shot, distance (carry and total), ball speed, launch angle, height and more. Performance data is automatically recorded under a player's user profile, so that he/she can

access stats throughout the season and see areas where improvement is needed. Additionally, the new Toptracer Range community app (free for iOS and Android) automatically links with the user profile and records player stats, displays global leaderboards and uses GPS to find Toptracer Range-enhanced facilities.

Owned by global sports entertainment leader Topgolf, Toptracer is best known for the ball-tracking graphics used during televised golf tournaments such as The Open Championship and Ryder Cup, among others.

1757 Golf Club is located at 45120 Waxpool Rd. For more information, visit 1757golfclub.com or call 703.444.0901.

Drive Shack Gets Go-ahead in Richmond Area

A New York-based company's plan to build a three-story, 60,000-square-foot driving range and entertainment venue near Short Pump received unanimous approval from Goochland County this summer.



Drive Shack's request to rezone 13 acres of land along Route 288 and Interstate 64, just off West Broad Street, passed through the county board of supervisors, having already passed easily through the planning commission.

The estimated \$25 million development would include around 90 driving bay suites stacked on three levels, allowing for interactive multiplayer games, as well as a restaurant, shop and lounge, with additional room for meetings and events. It will be among the company's first locations nationwide, as it races to beat more established competitor Topgolf into mid-sized markets.

Supervisors raised questions regarding discrepancies in the application's proposed parking versus the project's conceptual plan, as well as the development's proximity to an overlay district, which would require the project to meet stricter architectural and aesthetic provisions. However, Director of Community Development Jo Ann Hunter assured the board that parking needs were being evaluated as architectural plans developed, with 411 maximum projected spaces.

Hunter also noted the Drive Shack development remained outside of the county's nearby overlay district. She added that the project better fit the overlay district's requirements than the Page Audi dealership that the Drive Shack project directly abuts, even with the Drive Shack development's netting structure, which rises up to 175 feet to contain golf balls.

Concessions were also being made for increased traffic to the area, including the construction of a new road between the Drive Shack property and the Audi dealership, Four Rings Road, and an emergency access to nearby Three Chopt Road.

With visibility from both 288 and Interstate 64, as well as proximity to Short Pump, the property was designated by the county's conceptual plan as a "prime economic development," Hunter said.

Drive Shack representative Andy Condlin of law firm Roth Jackson represents Drive Shack. Drive Shack's first location is in Orlando, and the company owns dozens of golf courses nationwide.

Regional News

Golf at Hunting Hills Protected as Residents Buy the Course *By Jeff Sturgeon*



Fans of golf who wanted the sport preserved at Hunting Hills Country Club in Roanoke, VA have bought the course. And the private club is planning to increase the hours when the public can play the course, located five miles south of downtown Roanoke.

A limited liability company supported by residents purchased the roughly 150-acre course for \$1.9 million in early July, according to real estate records filed in Roanoke County Circuit Court.

It was a community effort. “A very large group of neighbors came together and purchased the golf course” from the entity that built Hunting Hills in the 1970s, said Andrew Henritze, a Hunting Hills resident who assisted with the transaction. The course will remain leased to Hunting Hills Country Club for decades to come, the papers said.

The seller was Hunting Hills Golf LLC, established by Old Heritage Corp., the entity that built Hunting Hills and which had decided to sell its holdings. Club officials told The Roanoke Times in 2017 that developers have repeatedly asked to buy the golf course acreage over the years.

Housing could have been built. But the response was no, in keeping with the wishes of the late Gordon Willis Sr., a founder of both the Hunting Hills residential development and the country club.

Now, Hunting Hills’ residents anticipate the 50-year anniversary of the course’s construction in 2021. The golf course is in its best shape of the decade and public access is going to expand, one official said.

“We would love to see more players on our course,” said Duke Edsall, general manager and membership director of the club. He said the club is getting ready to come out with some additional times for public play.

Private country clubs have struggled financially in recent years. The pressures include “fewer golfers, busy families with other interests and the rising cost of course maintenance,” according to a report on the Hunting Hills homeowner association website.

King Carter Golf Course Closes

by Lisa Hinton-Valdrighi

New Owner Envisions IT Offices

King Carter Golf Course (KCGC), which was designated by Golf Digest as “the best new affordable public course” of 2006, is now closed.

Shocked golfers and surrounding homeowners learned of the sale of the course and its immediate closure Wednesday, August 1, the day James N. “Jimmie” Carter Jr. of Irvington closed on the property.

KCGC is within the Hills Quarter subdivision between Kilmarnock and Irvington. Hills Quarter has 108 homes and 62 privately-owned lots without homes.

Carter, president of Carter Financial Corporation, purchased 330 acres, including the course and several surrounding undeveloped acres, along with an additional 92 lots within the subdivision. Union Bank and Trust foreclosed on the course and took possession in 2010. The bank retained



Hilda W. Allen Real Estate, a national leader in golf property sales, to help find a buyer, according to Carter.

Carter took the property under contract May 11 and is the sole owner, he said.

Jeffrey Crabbe, PGA pro, took over general management of the course four years ago. He left in late March but continued to manage the course through Crabbe Management Group until July 31. He met with employees to notify them of the closure and their termination. Crabbe recruited Chip Sullivan as the PGA head golf professional at KCGC in August 2017.

“We had great members and great golfers in this area and I’m going to miss them,” said Sullivan. “I would have loved to have some forewarning,” he added. The course had 70 members when it closed, according to Sullivan.

KCGC has joined a long list of golf courses in Virginia and nationwide. It is the second course in Lancaster County to close within the last decade, leaving Tides Inn’s Golden Eagle Golf Course as the only course still open in the county.



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Regional News

Simulator-powered Golf Venue Planned in Richmond Hot Spot

by Lisa Hinton-Valdrighi

Where Richmond buses bound for Chinatown once docked, golfers soon will be teeing off.

A group of local investors is planning to open an indoor, simulator-powered golf training venue in part of a vacant No. 1 Bus Tour property at 3121 W. Broad St.

Dubbed The Edge Golf Academy, the venture includes Scott Coleman, a local real estate developer who acquired the 4,400-square-foot property two years ago for \$730,000.

The Edge will offer memberships for private lessons with on-staff golf pros, as they swing in one of two TrackMan Simulators, high-tech setups that allow players to hit balls into a screen and play virtually on real-life courses, such as PGA National and Pinehurst No. 2.

"You bring your own clubs in, hit golf balls into a screen, the device picks up your ball and when it hits the screen it continues a digital ball out into the hole you're on," Coleman said.

The space also will have a putting green with contours and different surface types for members to sharpen their putting game.

When Coleman purchased it in 2016, he said he wasn't sure what he'd do with the building, which sits across from the Broad Street border of Scott's Addition. It was his background in golf that eventually fueled the idea for the academy.

Prior to getting into real estate with his company, Crossroads Development, Coleman was assistant superintendent at what's now the Golf Club at the Highlands in Chesterfield.

"I've been playing golf all my life," he said. "What brought me down here was the golf business."

Coleman has two partners in the company, Albin Hwang and one who wishes to remain anonymous. They're all golfers and members at various local clubs. Coleman's home course is Willow Oaks Country Club.

The group plans to spend about \$650,000 to renovate the building and another \$300,000 to outfit and staff the academy.

The Edge will occupy 2,400 square feet in the back side of the structure. The group also will ready a 1,500-square-foot space fronting Broad Street where it hopes to attract a fast-casual restaurant tenant.

For attracting members and golf pros to staff the venue, Coleman said, a selling point is that the pros will only have to focus on training players, as opposed to the multiple responsibilities pros typically have at a golf club.

"I've tried to find this type of coaching experience and have never been able to find it," Coleman said. "At the end of the day, a club pro is pretty limited in how much individual attention they can give because they get pulled in every direction."



Edge Golf Academy would open in part of a vacant No. 1 Bus Tour property

That will in turn allow the pros to spend more time in lessons.

"We're going to offer a generous amount of time to each member," he said. "We're trying to be as close to a tour-level coaching experience as you can be."

The Edge already has one pro on board, Patrick Hawkins, who was previously assistant pro at Willow Oaks.

Coleman said he was not ready to share membership prices for The Edge, which will cater to youth and adult players. He said the concept will look to be "a little bit higher-end."

The Edge also will target corporate outings hosted by Carl Paulson, a former PGA Tour player who hosts a golf radio show.

Coleman and his group will compete in a crowded Richmond golf market that's also awaiting golf range/entertainment venues DriveShack in Goochland and Topgolf, which is expected to rise one mile from The Edge just over the Henrico County line.

That's in addition to what some see as a glut of local courses, both private and public, but Coleman isn't deterred.

"I think that golf is really strong in Richmond," he said. "It's only going to get stronger because I'm seeing more and more juniors get into it with programs like First Tee and the PGA Junior League."

Coleman also coaches golf at St. Bridget School, a program that started three years ago. He said he's seen momentum build from that as well.

"It was one of two middle schools (in the area with a golf program) at the time, and now there are six," he said.

And Coleman said he's glad to set up shop near the new Topgolf, which will sit just west of Scott's Addition's growing entertainment options.

"The entertainment aspect of Scott's Addition is pretty alluring," he said. "With all the different breweries, bowling alleys, shuffleboard courts — all that stuff is lending itself to it being the entertainment district of the city."

Regional News

Kiskiack Golf Club Goes Solar

By Jack Jacobs



Kiskiack Golf Club installed 88 solar panels to help provide electricity to the golf course with the help of the Hampton Roads Solar Co-op. (Jack Jacobs)

Eighteen holes of golf. And now, 88 solar panels.

Kiskiack Golf Club in Williamsburg, VA celebrated the installation of solar panels at a ceremony in May.

“We wanted to figure out ways to make Kiskiack a sustainable golf course for many years,” said Carl Zangardi, owner of Kiskiack Golf Club.

The solar energy system possesses 29 kilowatts of power and consists of 88 panels. The solar panels are expected to offset 25 percent of the golf club’s power usage and save \$5,000 on electric bills annually, according to a Solar United Neighbors news release.

Solar United Neighbors is a nonprofit dedicated to solar energy advocacy.

Kiskiack Golf Club arranged the installation of the solar panels with the support of the Hampton Roads Solar Co-op, a regional solar co-op open to homeowners and businesses from Virginia Beach to Newport News and Williamsburg areas. The co-op is a regional arm of Solar United Neighbors, which has facilitated 650 installations statewide. The co-op provides guidance to members on financing and installation of solar panels, which are bought in bulk to lower costs.

Kiskiack Golf Club is the first business to utilize solar power through the Hampton Roads Solar Co-op, said Aaron Sutch of Solar United Neighbors of Virginia. The project cost \$54,000.

“It’s something that’s gaining traction,” Sutch said of solar energy in Virginia. “Here, on this golf course, Mr. Zangardi has made the decision to be an energy producer.”

Two Rivers Country Club Welcomes New General Manager/COO

[Two Rivers Country Club at Governor’s Land](#)

welcomes Charles Torrance as its new general manager and chief operating officer (COO). He assumed his new role on September 17, 2018.

Torrance is responsible for Two Rivers Country Club (TRCC), the private country club located within Governor’s Land, one of Virginia’s premier private golf and waterfront communities. Country club offerings include an award-winning 18-hole Tom Fazio-designed golf course, two restaurants with formal and casual dining, wine shop, special events venues, tennis club, marina, pools, social events and more.

Torrance joins TRCC with the hallmarks of a successful country club career. His extensive experience encompasses food and beverage operations, membership recruitment, golf course and general capital projects, and staff training and development.

Since 2013, he has been the general manager/COO at Burning Tree Country Club in Greenwich, CT. He’s held top-level leadership positions in prestigious clubs including general manager at Trump National Golf Club in Northern Virginia, Aspetuck Valley Country Club in Weston, CT and Hampshire Country Club in Mamaroneck, NY. Torrance holds a bachelor’s degree from the School of Hotel Administration at Cornell University.

“On behalf of the Two Rivers Country Club membership, I’m pleased to welcome Charles Torrance as our new general manager and chief operating officer,” says Ron Carkner, president of Two Rivers Country Club Board of Governors. “We are most fortunate to have attracted such a talented professional to our club.”

Torrance, his wife Sheryl, and family will relocate to the Williamsburg area. In his free time, Torrance enjoys playing golf, traveling and spending time with family.

To learn more, call (757) 258-4610 or visit GovernorsLand.com.



Charles Torrance

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Regional News

VSGA Names Smiley New Executive Director

Effective January 1, 2019

Matt Smiley, who has been a member of the Virginia State Golf Association staff since 2003, will become the organization's new Executive Director on Jan. 1, 2019, the VSGA Board of Directors announced.

Smiley will become the organization's fifth Executive Director and will succeed Jamie Conkling, who announced in December 2016 that he will retire from the position on Dec. 31, 2018. The Executive Director is responsible for leading the VSGA's professional staff

as well as working with the association's board, volunteers and membership, which includes more than 300 member clubs and 70,000 individual golfers in the Commonwealth.

"I'd like to thank the Search Committee and VSGA Board of Directors for the confidence they have shown in me by selecting me to be the next Executive Director of the VSGA," Smiley said. "The VSGA has been a huge part of my life and I am excited about the opportunity to lead the association through its next chapter. I look forward to continuing to create opportunities for golfers around Virginia to deepen their love for and engagement in this great game."

The VSGA Board of Directors conducted a national search for the position beginning in January. Smiley spent 10 years as the VSGA's Director of Rules and Competitions before being promoted to Assistant Executive Director in January 2017.

"After a lengthy process, we identified four outstanding candidates for the position, and it was a tough decision," VSGA president Michael Millen said. "Matt's experience and longtime dedication to the organization played a big role in the decision, and we're all very pleased with how this process turned out."

Smiley joined the VSGA staff in 2003 after two stints as a P.J. Boatwright Intern. He served as the VSGA Women's Tournament Manager and Assistant Director of Rules and Competitions before being promoted in 2008.

Smiley was responsible for leading a tournament staff of five full-time employees and several independent contractors. Along with VSGA championships and qualifiers, the VSGA tournament staff oversees the VSGA One-Day Program, the VSGA Junior Golf Circuit and helps with USGA qualifiers and VHSL championships hosted at VSGA member clubs.



Topgolf to Begin Construction in Henrico, VA

By Michael Schwartz

Six months after it received approval from Henrico County (VA), and with its competitor well underway on a location in Goochland, a chain of high-tech golf driving ranges appears ready to dig in on its first Richmond-area venue.

Topgolf said on August 28 that it expects to begin construction in the next few weeks on a multilevel range and entertainment complex at 2308 Westwood Ave., with an eye to be open for business in fall 2019.

The Dallas, Texas-based company will build the facility on a 14-acre parcel it is purchasing from a partnership between local developers Fountainhead Properties and Rebkee Co. The deal still is pending.

The general contractor for the project is Chicago-based Arco/Murray, which has built other Topgolf locations.

The update on a construction timeline is the first public sign of movement on the project since February, when the county board of



An example of a Topgolf tee line and outfield

supervisors [approved a provisional-use permit](#) for the property to allow two dozen poles, some of which will rise 170 feet, to be erected on the property.

The poles would connect netting around the driving range to contain balls teed off from about 100 stacked hitting bays out to a field lined with lighted targets. The county previously had signed off for a plan of development for the site, which sits just west of Scott's Addition and Interstate 195.

Topgolf venues allow customers to tee off from the climate-controlled bays that include TVs and tables for drinks and snacks. They take aim at lit targets spread across the range, hitting balls fitted with computer chips to track where each shot lands, letting friends compete against each other in games scored like darts. Topgolf charges for each bay by the hour – between \$25 and \$45 depending on the time of day.

Meanwhile, out in Goochland, just over the Henrico County line, Topgolf competitor [Drive Shack is underway on construction](#) of its \$25 million facility on 13 acres off West Broad Street.

Rediscovering the Maverick

Royal New Kent Golf Club, the renowned work of golf course architect Mike Strantz, is being revitalized by new ownership. Working with members of Strantz's original team, Wingfield Golf Management Services and a group of investors are thoughtfully restoring one of the late artist's finest works.



Tragically, golf course architect Mike Strantz left behind a short legacy.

A former golf course superintendent, Strantz's decade-long tutelage shaping courses for legendary architect Tom Fazio led to a solo career that consisted of just seven widely heralded original designs prior to Strantz's untimely death from cancer at the age of 50.

A rugged, commanding figure with shoulder-length hair and a handlebar mustache, Strantz relished his reputation as a maverick. Yet, the visionary golf course designer was really more of a Renaissance man: a gifted artist and golf purist, gourmet cook, music collector, college hockey player, lover of cats, dogs and horses — and most of all, a devoted family man.

Strantz was renowned for creating hand-drawn sketches that served as the blueprints for his dramatic golfing landscapes. In 1988, he was named architect of the year by *Golf World*, which later also called Strantz the “most in-demand course designer in the U.S.” In 2000, the praise reached a crescendo when *Golfweek* named Strantz among the magazine's “Top 10 Greatest Golf Architects of All Time.”

When he died in 2003, Strantz left behind a small handful of courses bearing his name, many within driving distance of the architect's longtime home in Charleston, SC: *Caledonia* (1994) and *True Blue* (1998) south of Myrtle Beach, *Royal New Kent* (1996) and *Stonehouse* (1996) near Williamsburg, VA, *Tobacco Road* (1998) and *Tot Hill Farm* (2000) in North Carolina, and *Bulls Bay* (2002) near Charleston.

Royal New Kent and *Stonehouse* were named *Golf Digest's* “Best New Course” in back-to-back years — the first time an architect had ever received such an honor in consecutive years. In 2002, Strantz performed a redo of the private *Silver Creek Valley Country Club* and his final job came in 2003, when Strantz renovated the private *Shore Course* at *Monterey Peninsula Country Club*.

Today, a new ownership group led by *Wingfield Golf Management Services* is lovingly restoring Strantz's work at *Royal New Kent*, long rated as one of the Mid-Atlantic's top courses to play.

Located midway between Richmond and Williamsburg along the gateway to Coastal Virginia and the Outer Banks, *Royal New Kent* is a Virginia original sprinkled with Irish seasoning. Strantz designed the golf course as a tribute to the fabled seaside links of the *Emerald Isle*, with

an emphasis on the character and feel of two of his favorites — Ireland's *Royal County Down* and *Ballybunion* — and bringing Irish golf to Virginia.

During the two decades since its opening, however, *Royal New Kent* began to lose its luster.

Enter *Wingfield Golf Management Services*, which brought decades of experience in all types of golf course development, construction and management around the Southeast. Based in Greenville, SC, *Wingfield Golf* touts a wide range of expertise that has spelled financial success for numerous clients.

Wingfield Golf Chairman *Barton Tuck* and President *Noel Tuck* partnered with local resident and golf enthusiast *Willie Downs* to restore *Royal New Kent* to its original condition. *Barton Tuck* spent some time with Strantz's widow *Heidi*, who provided him with many of her late husband's original drawings. Numerous fans of *Royal New Kent* have sent in old photographs of the course that will also assist in the renovation. *Wingfield* has even brought back two of Strantz's original shapers who constructed the course initially to perform the restoration work.

“We had a lot of help from people giving us information that will get us back to where (Strantz) started,” *Tuck* said. “We're getting back as close as we can to what he designed.”

Wingfield Golf will be trucking in 2,300 tons of new sand to redo the *Royal New Kent* bunkers, making the golf course more playable and easier to maintain. The green complexes have been converted from bent grass to champion *Bermuda grass*, while substantial upgrades are being made to the clubhouse. The irrigation system includes a new pump station and all 120 inlets will be rebuilt for better drainage.

Royal New Kent is expected to reopen in April 2019 and will headline a trio of outstanding public access courses owned or managed by *Wingfield Golf*, all within a short drive of one another.

Wingfield owns nearby *Viniterra Golf Club*, a *Rees Jones* design that opened in late 2009 and quickly won the hearts of the area's golfers and a fixture amongst *Golfweek's* *Top Courses to Play* in Virginia. Built upon nearly 1,200 acres of rolling, rugged terrain, the masterful routing incorporates many of the diverse, natural features of the site including frequent and dramatic elevation changes, various wetland areas and portions of mature, deciduous forest. A new golf house is currently being constructed at *Viniterra*.

Meanwhile, *Wingfield* also manages *The Golf Club at Brickshire*, where two-time U.S. Open champion *Curtis Strange* — working with *Ault, Clark and Associates* — designed a course that emulates holes from some of *Strange's* favorite courses: *Augusta National*, *Pinehurst No. 2*, *Riviera* and *The Old Course* at *St. Andrews*.

Along with *Royal New Kent*, *Viniterra* and *Brickshire*, *Wingfield* manages six other golf courses in Florida, Northern Virginia and Mississippi. “This area is very accessible from most of the east coast,” *Tuck* said. “We believe there will be both local membership appeal and a lot of packaging business for golfers coming off the interstate.”

But for now the focus is on *Royal New Kent* and reinvigorating the legacy of one of golf course architecture's most legendary figures.



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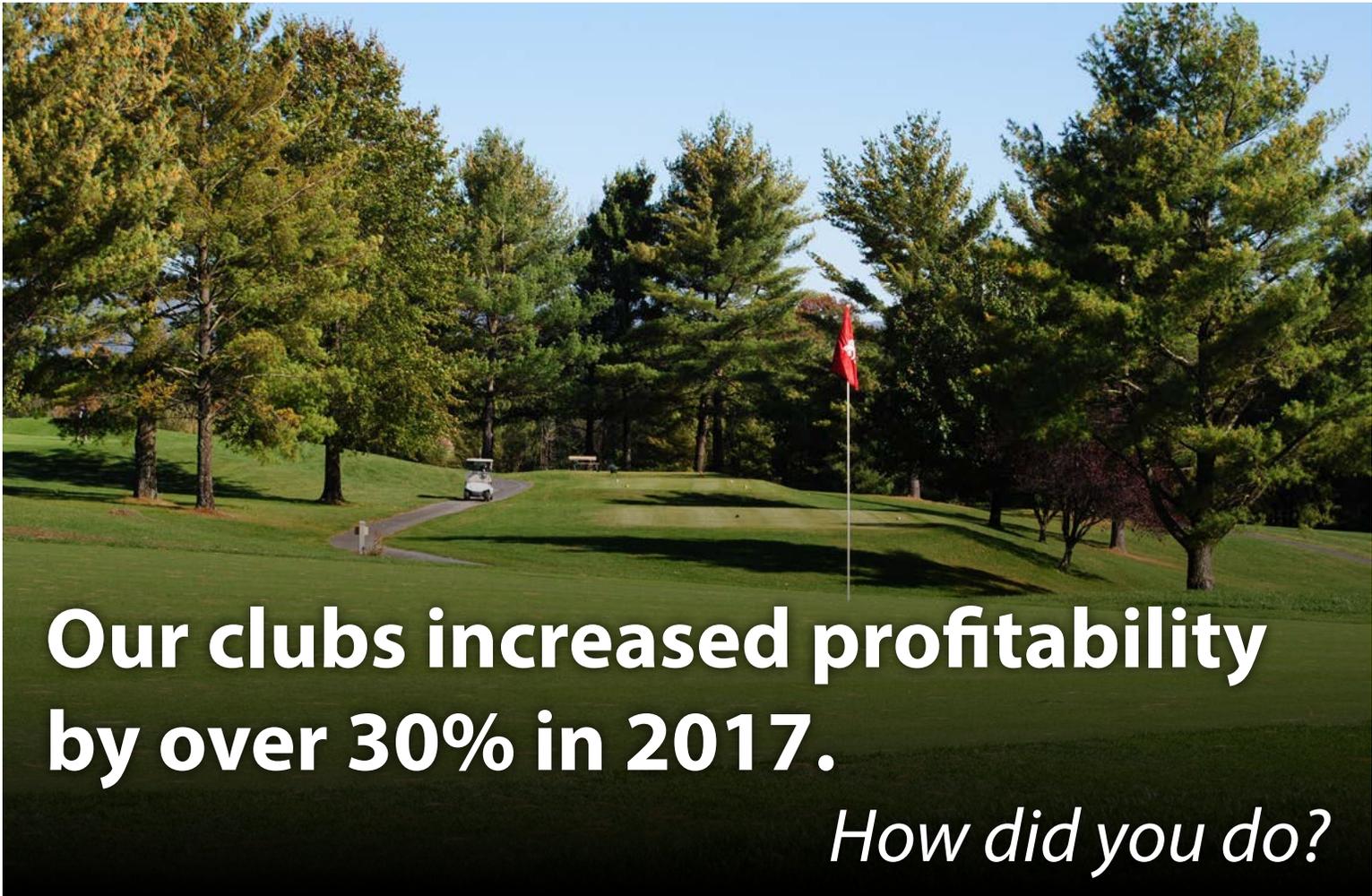
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NGCOA In Action

General Motors Becomes NGCOA's Newest Corporate Partner

The National Golf Course Owners Association (NGCOA) is pleased to announce its newest corporate agreement with General Motors, a leading auto manufacturer and a brand synonymous with golf.

"NGCOA seeks partners that encompass the qualities our members are looking for, and we are grateful to the leadership team of GM/Cadillac for this new partnership," said Jay Karen, Chief Executive Officer of NGCOA. "Whether owners and operators have limited transportation needs or the need for a fleet of vehicles, this relationship will provide transportation solutions to suit members of the NGCOA."

Through this new partnership, NGCOA members will receive significant factory direct discounts on 2019 Cadillac, Chevrolet, Buick and GMC products. This special offer also provides members start-of-the-year pricing assurance, extended powertrain warranty of up to 5 years or 100,000 miles, along with priority order processing factory build and final dealer delivery.



"Cadillac is proud to collaborate with the National Golf Course Owners Association, as this mutually beneficial relationship helps extend Cadillac's reach into more than 3,300 golf courses around the country," said Rory Harvey, Cadillac North American VP of Sales, Service and Marketing. "We are happy to offer our entire lineup of Cadillac vehicles, along with our others in the General Motors portfolio, in order to provide transportation solutions to NGCOA's vast network of golf course owner and operator members."

NGCOA members can learn more and take advantage of this partnership by visiting ngcoa.org/smartbuy.

Teesnap Adds Four New Account Managers As Company Continues To Expand

Teesnap, the fastest growing technology vendor in golf, recently added four new account managers to its team to support the company's unprecedented growth over the last twelve months.

With several new client acquisitions and the company's laser focus on superior customer service, Teesnap received top marks in a recent Net Promoter Score report. Rich Burke, Jared Holden, Curt Michaels, and Molly Rosaforte have joined the Teesnap team, bringing a wealth of knowledge and golf experience with them.

"We are expanding our team to support huge growth. It's been an amazing year," says Ken Clay, Manager of Support. "It's important to us that our team of Account Managers have the knowledge necessary to relate to our clients' businesses. They are the front line support and consulting team to help our clients not only with our software but with business and marketing issues related to their courses."

About Teesnap

Teesnap is a mobile, cloud-based ERP system focused on actionable data collection for



business intelligence reporting. Teesnap's platform provides for one single customer record across POS, reservation, CRM, member management, automated email marketing, and food & beverage, all reported through holistic dashboard reports. This enables clients to more accurately market to customer behavior to influence spending habits. Teesnap's automated marketing solutions are based on real-time customer behavior touch points. Teesnap also provides [Managed Marketing Services](#) for courses and management groups, helping them create and execute digital marketing initiatives.



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- **Yamaha Golf Cars of the Virginias** (golf cars & utility vehicles)
Jim Atchison • 434-990-0157 • jatchison@yamahagcva.com • www.yamahagcva.com

Bronze Partners

- **Allegra Marketing Print Mail** (graphic design, printing, and direct mail services)
John Fergusson • 804-741-6761 • johnf@allegrarichmond.com • www.allegrarichmond.com
- **Club Prophet Systems** (golf management software)
Torrey Schultz • 800-793-1872 x7018 • torrey@clubprophetsystems.com • www.clubprophetsystems.com
- **Genesis Turfgrass, Inc.** (turf supply distributor)
Mark Merrick, CGCS • 717-759-8151 • mark.merrick@genesisturfgrassinc.com • www.genesisturfgrass.com
- **George Golf Design** (golf course architecture)
Lester George • 804-897-8600 • lester@georgegolfdesign.com • www.georgegolfdesign.com
- **Golf Property Analysts** (consulting, golf course valuation)
Larry Hirsh • 717-648-4653 • larry@golfprop.com • www.golfprop.com
- **Hilda W. Allen Real Estate** (real estate broker specializing in golf courses)
Hilda Allen • 229-896-1492 • hildahwa@gmail.com • www.hildawallen.com
- **Middle Atlantic PGA** (PGA of America Section)
Jon Guhl • 540-720-7420 x125 • jguhl@pgahq.com • www.mapga.com
- **Performance Food Group** (food & beverage supplier)
Coby Fitzhugh • 804-237-1026 • cfitzhugh@vsg.com • www.pfg.com
- **Sunbelt Rentals** (equipment rental)
Kevin Grieder • 704-241-5268 • kevin.grieder@sunbeltrentals.com • www.sunbeltrentals.com
- **Teesnap** (golf course management software)
Kevin Naylor • 248-935-6971 • Kevin.Naylor@teesnap.com
- **VGM Club** (purchasing program)
James Hockman • 843-267-3520 • james.hockman@vgm.com • www.vgmclub.com
- **Virginia Golf Vacations** (golf vacation packages)
Chris Hartig • 757-221-0540 • chartig@viriniagolfvacations.com • www.viriniagolfvacations.com



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