

# MID-ATLANTIC GOLF BUSINESS

## SPECIAL JOINT ISSUE



A publication of the  
North Carolina Golf  
Course Owners  
Association Chapter



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

## *A Message from Our President*

September 2025

Well, this summer has aged me like no other! Winterkill, heavy rains, and then excessive heat have all led to spring and summer like no other. To see the face of our hard-working Superintendents coming to the course after having a pop-up storm dropping 5 inches of rain, frantically punching greens, turning greenside fans on, and pushing sand in the bunkers for the 6th straight day! The big positive aspect of this is that for the most part the golfers have understood and seen the pain we as owners and operators are going through. I have had to close my busy semi-private club down for a week to do essential maintenance and the feedback from our communication has all been positive.

What is the new norm for the golf industry? We can read as many articles as we want, but ultimately, we know our golf courses, clubs, and memberships as well as anything. My best advice is to simply talk to your customers. Please do not hide in the office when things are bad, instead, make the time to drive the course, introduce yourself to people you do not know, and tell them who you are. This is for every employee, and not just the owner/operator. When I am on the road consulting, I still visit too many courses and never receive a 'hello' or 'welcome' from a pro shop attendant, course marshal or server in the grille, but if the GM, Owner, or Pro does not take time to say hello, why would the staff?

One of my initiatives as President was to start a small scholarship program from proceeds raised through our organization. We want to provide financial assistance to worthy member candidates of the NGCOA Mid Atlantic chapter qualifying to further their education, whether it is course work in college, high school, technical school, or job-related training, or job-related supplies. Please keep an eye out for our Scholarship Application and see if you have a worthy candidate from within your staff. The scholarship winners will be honored at the annual event on October 28th. All winning applicants will be required to attend the event.

What a great segue into promoting our fall event. It will be held at one of the clubs I own, Brandermill Country Club, on Tuesday, October 28th. We have a tremendous list of guest speakers including Jeremy Goldblatt, COO with Kemper Sports and Rich Mandell of Pinehurst, one of the best and most modern golf course architects coming out of the Mid-Atlantic. Please make time out of your busy schedule to attend this important industry event – [click here for registration information](#).

Here's to a productive and profitable fall and I hope to meet many of you at our event in October.



Mike Hatch  
NGCOA Mid-Atlantic President

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Not a NGCOA Mid-Atlantic Partner?

<http://cdn.cybergolf.com/images/1030/NGCOA-MA-Partner-Brochure-2023.pdf>

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Brandermill CC, Home of the 2025 NGCOA MA Annual Meeting on October 28



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# NGCOA MA News

## NGCOA Mid-Atlantic Annual Meeting

Tuesday, October 28, 2025 - Brandermill Country Club | Midlothian, VA



The NGCOA Mid-Atlantic Annual Meeting returns on Tuesday, October 28, 2025, at Brandermill Country Club in Midlothian, VA—bringing together owners, operators, and industry leaders for a full day of education, networking, celebration, and golf.

This premier event offers the chance to connect with peers, learn from top voices in the golf industry, and enjoy a beautiful day at one of Virginia's premier venues.

Presented by



### What to Expect

- **Top Guest Speakers:** Gain insights from respected leaders, including Jeremy Goldblatt (COO, KemperSports), Larry Hirsh (Golf Property Analysts), and Richard Mandell (Richard Mandell Golf Architecture).
- **Golf Outing:** Tee it up with fellow members and industry partners for an afternoon of fun and networking.
- **Awards & Scholarships:** Celebrate outstanding achievements and recognize contributions to the game.
- **IGNITE Presentations:** Enjoy short, impactful presentations from valued partners.



*Continued*



**Jeremy Goldblatt**  
COO of  
KemperSports



**Larry Hirsh**  
of Golf Property Analysts



**Richard Mandell**  
of Richard Mandell  
Golf Architecture

- Tee Gift & On-Course Contests: Take home giveaways and join in the competition throughout the day.
- New Member Perks: New Member clubs receive complimentary meeting admission (golf available for \$50).

### Featured Speakers

- **Jeremy Goldblatt, COO, KemperSports**  
A leader in multi-facility operations, Goldblatt will share practical perspectives on operational excellence, guest experience, and revenue growth across public, private, and resort environments.
- **Larry Hirsh, Golf Property Analysts**  
One of the industry's best-known voices on valuation and transactions, Hirsh will discuss market forces shaping course values, capital planning considerations, and how owners can position assets for long-term health.
- **Richard Mandell, Richard Mandell Golf Architecture**  
An award-winning architect with a passion for playability and sustainability, Mandell will explore course design and renovation strategies that elevate golfer enjoyment while managing costs and maintenance.

### Agenda Highlights

- 8:00am – Arrival, Coffee & Pastries
- 8:30am – Welcome & Housekeeping
- 8:50am – Guest Speaker 1: Richard Mandell
- 9:30am – Guest Speaker 2: Jeremy Goldblatt
- 10:15am – Break
- 10:30am – Guest Speaker 3: Larry Hirsh
- 11:15am – Industry Awards, Scholarships & Sponsor Recognition
- 12:00pm – Closing Remarks
- 12:15pm – Lunch & To-Go Boxes for Golfers
- 12:45pm – Shotgun Start, Vendors on Course
- 5:45pm – Drinks & Departure

### Registration Details

- Members/Partners: \$75 (Meeting Only) | \$125 (Meeting + Golf)
- Non-Members: \$100 (Meeting Only) | \$150 (Meeting + Golf)
- New Member Clubs: Complimentary meeting admission (golf available for \$50)



## Why Attend?

The NGCOA Mid-Atlantic Annual Meeting is the place to be for anyone passionate about the future of golf in our region. Whether you're looking to expand your network, stay ahead of industry trends, or celebrate the achievements of peers, this event is not to be missed.

## Registration is now open —

reserve your spot today and be part of this premier event!



## Presenting Sponsor



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# NGCOA MA News

## Call for Nominations 2025 NGCOA Mid-Atlantic Innovation Awards

Presented by



We are excited to announce that **nominations are now open** for the **13th Annual NGCOA Mid-Atlantic Innovation Awards**, recognizing **excellence in the Mid-Atlantic Golf Business Community** across Virginia, Maryland, and Washington, D.C.

This is your opportunity to celebrate the leaders, innovators, and game-changers who make a lasting impact on our industry.

### Award Categories

Nominations are being accepted for the following awards:

- **Mid-Atlantic Golf Leader**
- **Public Course Leader**
- **Private Club Leader**
- **Sustainability Award**

You may nominate for one, two, three, or all four categories. **Self-nominations** are welcome, and you

can submit **up to three nominations per category**. Be sure to include detailed information about the nominee's achievements to give them the best chance of being recognized.

### Key Dates

- **Deadline for Nominations: 12:00 Noon on Friday, October 3, 2025**
- **Finalists Announced: October 28, 2025** at the NGCOA Mid-Atlantic Annual Meeting

### Why Nominate?

The NGCOA Mid-Atlantic Innovation Awards celebrate the **talent, dedication, and innovation** that keep our golf community thriving. By submitting a nomination, you help spotlight the outstanding individuals and organizations driving progress in our region.

### Submit Your Nomination Today

Don't miss this chance to recognize the leaders shaping the future of golf in the Mid-Atlantic!



**Submit Nominations**  
2025 NGCOA MA Annual Awards



# NGCOA MA News

## NGCOA Mid-Atlantic Announces \$2,000 Scholarship Program



The Mid-Atlantic Chapter of the National Golf Course Owners Association (**NGCOA MA**) is proud to support those working in the golf industry who are committed to growing through **education and training**.

We are awarding **\$2,000 scholarships** to eligible individuals currently employed at a golf course who are pursuing continued education or job-related development.

### This scholarship may be applied toward:

- ✓ College degrees
- ✓ Technical school programs
- ✓ Job-specific certifications
- ✓ Professional development courses
- ✓ Program fees, books/materials, and other direct educational expenses

### Eligibility

- Must be currently employed at a **golf course in Virginia, D.C., or Maryland**
- Open to employees at **public, private, municipal, military, and resort golf facilities**

- Program may be **full-time or part-time** but must support the applicant's future career or personal development

### Scholarship Details

- **Award Amount:** \$2,000 per recipient
- **Payment:** Funds will be paid directly to the recipient or educational institution upon proof of enrollment

### Timeline

- **Applications Open:** September 8, 2025
- **Deadline to Apply:** October 11, 2025
- **Winners Notified:** October 17, 2025
- **Scholarships Awarded:** October 28, 2025, at the NGCOA MA Annual Meeting in Richmond

### Selection Criteria

Applications will be reviewed by the NGCOA MA Scholarship Committee based on:

- Eligibility and employment verification
- Strength of personal essay
- Relevance of educational goal to career/personal growth
- Completeness and clarity of application

### Apply Today

[Click Here to Apply](#)

For questions or more information, please contact:

**NGCOA MA Scholarship Committee**

[dnorman008@gmail.com](mailto:dnorman008@gmail.com)

804-399-7802

[www.ngcoamidatlantic.org](http://www.ngcoamidatlantic.org)

# NGCOA MA News

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## Thank You to Our Partners for Making the NGCOA Mid-Atlantic Appreciation Event a Success

July 17, 2025



On July 17, 2025, the NGCOA Mid-Atlantic chapter had the pleasure of hosting its first Partner Appreciation Event at The Dominion Club. We want to extend our heartfelt thanks to the partners who joined us for a day filled with collaboration, networking, and golf.

We were thrilled to welcome Chris Schwarz with Goodman-Gable-Gould Adjusters International, Bryan Hunt with TopTracer, Brian Pilsl with foreUp, Regina and Conrad Sosing with Links Bridges, and Michael Storey with Club Prophet Systems.

The day began with a productive board meeting, followed by a

networking lunch where partners and board members connected, exchanged ideas, and developed relationships. The afternoon's golf outing provided a relaxed setting for partners and board members to enjoy the game while networking with like-minded colleagues.

We greatly appreciate our partners' ongoing support and engagement, which are essential to the success of the NGCOA Mid-Atlantic and the growth of the golf industry in our region. Your positive feedback and enthusiasm reaffirm the value of these events, and we look forward to continuing this partnership in the years ahead.

Thank you once again for your commitment and participation. Together, we are making a meaningful impact on the golf community.



## Celebrating a Legacy of Leadership: Eric Rule Announces Retirement After 39-Year Career in Club Management



After an extraordinary 39-year career in club management, Eric Rule has announced his retirement at the end of this year.

For the past four years, Eric has served as the General Manager and COO of Kinloch Golf Club in Manakin Sabot, Virginia. Among the many accomplishments during this time, the 2024 U.S. Mid-Amateur Championship stands out as a highlight—an event that was not only a great success but also left a lasting sense of pride and

satisfaction for the Kinloch staff and members.

Before joining Kinloch, Eric dedicated an impressive 27 years to leading Oak Hill Country Club in Rochester, New York, while also lending his expertise internationally at The 27 Club in Tianjin, China, and nationally at Hazeltine National Golf Club in Chaska, Minnesota.

Over the decades, Eric played a pivotal role on some of golf's greatest stages, managing world-class championships including the U.S. Open, Ryder Cup, U.S. Amateur, PGA Championship, Senior PGA Championship, KPMG Women's PGA Championship, and most recently, the 2024 U.S. Mid-Amateur Championship. His oversight of more than \$150 million in construction and renovation projects further

underscores his broad impact on the golf industry.

An unwavering commitment to excellence, professionalism, and innovation has defined Eric's career. His leadership not only shaped the clubs he served but also left a lasting mark on the broader golf community. He is especially proud to have led two clubs ranked in the Top 5 of the 2010 Readers' Choice Awards—Oak Hill at #1 and Kinloch at #4.

Eric credits much of his success to his family, especially his wife, Margaret, who supported him throughout his demanding career. He also thanks his children—Stephen, Heather, and Stephanie—for their patience and understanding during the many events and responsibilities that required his time and focus.

As Eric and Margaret look forward to beginning this new chapter together in Virginia, he leaves behind a legacy of excellence and a strong team at Kinloch, ready to carry the club to even greater heights.

"I will miss this industry and the incredible people I've met along the way," Eric shared. "I wish the next leader at Kinloch all the best as they take the club to the next level. A solid team is in place, and I look forward to assisting in finding the right fit for this special role."

For those interested in exploring the leadership opportunity at Kinloch, Eric invites you to reach out directly.



*continued on next page*



## **READERS' CHOICE AWARDS**

### Readers' Choice Rankings: The Top 50 Private Courses

2010 Readers' Choice Awards

**Rankings:**    [The Top 50 Private Golf Clubs](#)    [The Top 50 Public Golf Facilities](#)    [The Top 50 Resort Courses](#)

	Quality of Courses 	Condition of Courses 	Reputation Prestige 	Golf Practice Facilities 	Speed of Play 	Clubhouse/ Locker Room 	Caddie Program 	Food & Dining 	Service 	Overall Value 	Total
<b>1 Oak Hill CC, Rochester, N.Y.</b>	9.91	9.91	9.92	9.35	9.6	9.41	9.61	9.59	9.71	9.78	98.4
<b>2 Augusta National GC, Augusta Ga.</b>	9.84	9.93	9.96	9.07	9.53	9.86	9.52	9.71	9.87	9.67	98.18
<b>2 Pine Valley GC, Pine Valley, N.J.</b>	9.99	9.74	9.93	9.53	9.53	9.45	9.67	9.51	9.71	9.57	98.18
<b>4 Kinloch CC, Manakin Sabot, Va.</b>	9.7	9.95	9.55	9.95	9.7	9.75	9.7	9.37	10	9.6	97.83
<b>5 Oakmont CC, Oakmont, Pa.</b>	9.94	9.83	9.99	8.77	9.11	9.63	9.58	9.2	9.43	9.47	97.7



# NGCOA MA News

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## FOR IMMEDIATE RELEASE

### Cutalong at Tributer Resort's Golf Clubhouse Grand Opening Marks Milestone for Lake Anna Luxury Living

August 20, 2025, Mineral, VA — Tuesday's event marked a defining moment for Cutalong at Tributer Resort, as developer Reef Capital Partners unveiled the golf clubhouse, establishing the vibrant heart of what will soon be recognized as one of the nation's most sought-after golf resort communities. Cutalong at Tributer Resort combines championship-caliber golf with residential ownership of luxury villas and cottages, offering a chance to live where the game's traditions meet the best of modern resort living.

REEF has already invested over \$85 million dollars and plans to invest over \$25 million more in the next 18 months, providing the financial strength to advance development and deliver on its long-term vision. By completing these amenity and infrastructure improvements, these foundational investments not only accelerate growth but also position Cutalong as a transformative economic and cultural driver for the region.

Reef Capital Partners' CEO, Jared Lucero, emphasized the broader vision: "Our commitment to growing Lake Anna's community extends beyond building a world-class resort—it is about contributing to the environmental health and sustainability of this treasured lake. We recognize the responsibility that comes with development in such a unique ecosystem, and we are proud to lead with investments that balance growth, environmental impact, and regional prosperity."

As the first building to open from the Reef team's vision, the golf clubhouse sets the tone for the community with panoramic course views and luxurious spaces for socializing. Alongside the Golf Shop, Coopers Restaurant—a tribute to one of Louisa County's largest historic mines, the Allah Cooper Mine, located at the site of the golf course—offers inspiring cuisine in a welcoming setting. From this newly opened hub, the

resort development will further unfold into a thoughtfully planned community that blends luxury living with the natural beauty of the lake. Every detail has been designed to preserve the land's character, stewarding environmental impact and ensuring a resort experience that harmonizes recreation, tradition, and sustainability.



Adding to the day's significance, the event also marked the groundbreaking of the first phase of the luxury Villas and Cottages, expanding residential ownership opportunities and making 'Stay & Play' reservations available for discovery experiences beginning summer 2026. The resort's amenity program simultaneously launched, introducing members and residents to a collection of curated Lake Anna experiences, access to the new sports courts and the opening of the wellness center. Together, these milestones demonstrate Reef Capital Partners' devotion to delivering a comprehensive lifestyle that ties together community, golf, wellness and lakeside living.

With robust investor support, award-winning partners, and a steadfast focus on community and sustainability, Reef Capital Partners is poised to expand offerings, further establishing the resort as one of the nation's most desirable golf communities. Whether playing a round on its nationally acclaimed course, enjoying the amenities, or relaxing lakeside, Cutalong at Tributer Resort provides an exceptional blend of leisure, luxury, and community.

For more information about Cutalong at Tributer Resort, please visit [Tributer.com](http://Tributer.com)

#### About Reef Capital Partners:

Reef Capital Partners is a vertically integrated real estate investment, development, and operations firm dedicated to enhancing communities through transformative and impactful projects across North America. Reef creates a sense of belonging to something extraordinary by delivering unforgettable experiences that endure for generations.

Signature developments include Black Desert Resort, a 600-acre luxury destination in Greater Zion featuring a Tom Weiskopf-designed golf course, curated residences, and premier events like PGA TOUR and LPGA Tour tournaments, and Marcella Club, home to exclusive communities with a Tiger Woods-designed championship golf course and world-class amenities. Reef's portfolio also includes Red Mountain Resort, Coco Palms Resort, Main and Sky, Sweetens Cove, Cutalong at Tributer Resort, and Boardwalk Hotel at Lake Anna, showcasing the firm's commitment to innovative design, sustainability, and community impact.

By aligning investment expertise with development vision, Reef Capital Partners is reshaping the future of luxury living, hospitality, and recreation.

Learn more at  
[www.reefcp.com](http://www.reefcp.com).



# NGCOA MA News

## Recap: 2025 U.S. Adaptive Open at Woodmont Country Club, Rockville, MD



The 4th U.S. Adaptive Open unfolded July 7–9 at Woodmont CC's South Course, introducing Maryland as the latest chapter in the championship's evolution.

### Highlights from the competition:

- Kipp Popert (England) completed an unprecedented three-peat, claiming the men's title for the third consecutive year. He circled the greens in a stunning three-day total of 24-under, shattering his own prior record of 14-under.
- Kim Moore (USA) reclaimed the women's championship with a 54-hole score of +16, finishing three strokes ahead to regain the title she first won in 2022.
- The venue overhaul at Woodmont—featuring widened fairways, redesigned bunkers, and flexible teeing grounds—provided accessibility without sacrificing competitive challenge.
- The event emphasized both athletic excellence and inclusivity, reinforced by reports of profound camaraderie, elevated hospitality (like private lockers and personalized touches), and emotional, empowering moments on and off the course.

### What's coming next:

- Venue continuity = deepening momentum. Woodmont's prior renovation efforts—including the enhanced South Course—and its commitment to inclusion make it an ideal repeat host.
- Expanded qualifying model continues. The USGA's shift to nationwide, 18-hole qualifiers—similar to the major championships—will persist, broadening access and raising the bar for entry.
- Mark your calendar: The championship tees off July 6–8, 2026—event registration and details are expected to be announced in early 2026

### Why This Matters for the Mid-Atlantic Golf Community

- Showcasing adaptive golf locally: With two consecutive championships now in Rockville, our region is at the center of a movement redefining accessibility and competition.
- Course design insights: Woodmont's adaptive-friendly renovations offer a blueprint for other Mid-Atlantic facilities looking to host inclusive events or enhance player experience.
- Community engagement: Expect growing volunteer opportunities, spectator interest, and local support for these inspiring athletes and their stories.

### Preview: 2026 U.S. Adaptive Open — July 6–8 @ Woodmont CC

Woodmont Country Club will hold tight as host again in 2026, continuing its role in reshaping the Adaptive Open experience.



# NGCOA MA News

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## Get Ready for the 2025 NGCOA Mid-Atlantic Holiday Auction!

### Benefiting the Mid-Atlantic and North Carolina GCOAs Initiatives for the Golf Industry

The holiday season is right around the corner—and so is one of our most anticipated annual traditions! The NGCOA Mid-Atlantic and North Carolina GCOA Holiday Auction returns in 2025, offering you the chance to score amazing gifts for the golfers in your life while supporting vital industry initiatives.

Your participation directly benefits our work in education, advocacy, legislative reform, and more—helping us strengthen

and protect the game we all love.

We're accepting donations for this year's auction! From golf packages to unique experiences, your contributions help us offer an exciting selection and raise critical funds for our mission.

To donate, please contact Tray Eastham at [trayeastham@gmail.com](mailto:trayeastham@gmail.com).

Thank you for helping make the 2025 Holiday Auction a success!



## Donate Now

2025 NGCOA MA/NC Holiday Auction



# National News

## How Clubs Can Thrive in Uncertain Times



Larry Hirsh,  
Golf Property Analysts

In his latest blog post, Larry Hirsh explores how golf clubs can strengthen their resilience and profitability by embracing smart market positioning in today's evolving economic landscape.

### Market Positioning: Tailored Strategy, Real Results

The golf industry continues to benefit from strong participation, with many courses performing well. However, some facilities are struggling—burdened by debt from past investments or facing overcrowded memberships that strain club access during economic slowdowns.

Larry emphasizes that market positioning must be highly customized. Clubs need to realistically assess their unique combinations of geography, pricing, member demographics, competition, and amenities. Not every club can—and should—target the ultra-luxury sector.

He highlights a different path: clubs following a model similar to the “UK approach,” where modest membership dues (often under \$1,000 annually) are paired with welcoming access for non-members via visitor fees. One club Larry knows generates a revenue mix of two-thirds visitor fees and one-third dues—and uses staff inclusivity (e.g., all employees are treated as

honorary members) to foster community pride and engagement.

### Why This Matters for the Mid-Atlantic

- Sustainable growth over flash trends: Luxury models face risk in economic shifts; broader-access models build long-term stability.
- Reinvesting in inclusivity: By lowering barriers and welcoming new players, clubs can grow both their audience and relevance.
- Data-driven strategy: Each club's ideal positioning may vary, so taking a rational, evidence-based approach matters more than ever.

### Key Takeaways for NGCOA MA Clubs

Challenge	Smart Positioning Strategy
Debt from past capital projects	Align offerings to a market segment you can serve well—without overleveraging
Membership overcrowding	Consider flexible access models (dues + visitor-based revenue)
Elevated operating costs	Leverage a mixed-revenue model for greater financial balance
Market saturation	Emphasize value, community, and accessibility to stay competitive

Whether you're leading a private, daily-fee, or semi-private club, now is the time to reevaluate your positioning with a clear, adaptable strategy. Thoughtfully matching your model to your market ensures not only survival—but ongoing success.





# National News

## Tour Championship Ran Through the Mid-Atlantic

### BMW Championship at Caves Valley

• August 12–17, 2025 | • Caves Valley Golf Club – Owings Mills, MD



The BMW Championship, the PGA TOUR's penultimate FedExCup playoff event, featured the top 50 players in the standings. Competitors battled for a coveted spot in the Tour Championship and a share of the \$20 million purse.

#### The Venue – Caves Valley Golf Club

Nestled in the rolling hills of Baltimore County, Caves Valley Golf Club proved once again why it was regarded as one of the premier layouts in the Mid-Atlantic. Designed by Tom Fazio and opened in 1991, the course blended strategic shot-making requirements with pure aesthetics—elevated tees offering panoramic views, immaculate bentgrass playing surfaces, and a routing that rewarded both power and precision.

This Maryland gem delivered a true test of precision and strategy throughout the week.

#### Fan Experiences & Hospitality

Fans enjoyed a variety of premium hospitality experiences, including:

- Trophy Club by Michelob ULTRA – Climate-controlled seating, premium food & beverages, private restrooms
- The Barn – Exclusive 18th fairway views with unlimited drinks
- Harbor Club, Bay Club, Lakeside Lounge – Premium dining and exceptional sightlines

#### Community & Economic Impact

The BMW Championship was more than just world-class golf—it served as a significant economic driver for the region. Like in 2021, the event once again attracted over 100,000 spectators, filling hotels, restaurants, and local businesses with visitors from across the country. The championship generated millions of dollars in direct spending, boosted tourism, and showcased Baltimore County as a premier golf destination.

Beyond the dollars, the tournament fostered a sense of pride and connection within the community, as volunteers, local vendors, and fans all played a role in delivering an unforgettable week.

#### Philanthropy in Action

Proceeds benefited the Evans Scholars Foundation, providing full college scholarships to youth caddies. Since 2007, the BMW Championship has raised over \$60 million for this cause.

#### Why It Mattered for the Mid-Atlantic Golf Community

- Regional Showcase – Highlighted Mid-Atlantic golf on a national stage
- Operational Inspiration – Offered lessons from world-class event execution
- Networking & Engagement – Created opportunities to connect with industry leaders while supporting a great cause.

# National News

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## A Sneak Peek at the 2026 Golf Business Conference



**GOLF BUSINESS  
CONFERENCE 2026**  
ORLANDO • JANUARY 19–21

**Get ready to start the year strong—January’s Golf Business Conference is the premier event for golf course owners and operators, offering a dynamic blend of education, networking, and industry camaraderie.**

### What Awaits You in 2026

- **Engaging Learning Opportunities**

This year’s conference will feature targeted breakout sessions and pre-conference workshops designed to tackle the most pressing challenges in course ownership and operations—from staffing and turf management to marketing, revenue optimization, and emerging technologies.

- **Unmatched Networking & Social Events**

Reconnect with familiar faces and make new industry connections at a variety of social gatherings: from the Yamaha Golf Outing and welcome receptions to the Sponsor Fair with happy hour and NGCOA Awards presentations.

- **Inspiration and Recognition**

The closing luncheon is always a standout, featuring special recognition — in 2025, Tom Watson was honored with the Award of Merit. Expect a similarly inspiring program in 2026.

- **Extend Your Experience with the PGA Show**

Thanks to NGCOA’s longstanding collaboration with the PGA of America and Reed Exhibitions, attendees can stick around after the conference to attend select PGA Show events—without paying extra.

### Why You Should Attend

- Return to your club or course energized and equipped with actionable strategies to elevate your operations.
- Reconnect with peers across the region and build lasting professional relationships.
- Access expert-led insights, real-world solutions, and lessons learned directly from fellow operators.

Stay tuned for the official date, location, registration details, and speaker lineup for GBC 2026! If you’re eager to start planning now, I’m happy to help you coordinate or keep you updated as details are released.



# National News

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## Tap Into the Power of NGCOA Accelerate



**Are you truly getting the most out of your NGCOA membership?  
If you're not actively using the Accelerate Platform, the answer is likely no.**

Accelerate is an exclusive, members-only online community that connects golf course owners and managers nationwide. It's your go-to place to share information, gather opinions, and get trusted advice on everything from day-to-day operations to big strategic decisions.

### **Recent discussions on Accelerate include:**

- Seeking guidance on legacy program development for golf clubs
- Handling credit card tips for bartenders and waitstaff
- Best practices for cart washing
- Recommendations for vacuums to clean up grass clippings

### **Why Join Accelerate?**

- Connect with over 4,000 fellow owners and managers across the country
- Access real-world solutions and insights from industry peers
- Share your expertise and grow your professional network

Accelerate is more than just a discussion forum — it's your online resource and sounding board to help your facility thrive in today's competitive market.

### **Need Help Getting Started?**

Our Mid-Atlantic chapter team is ready to assist you in setting up your account and making the most of this powerful platform.

Contact:

- David Norman, Executive Director  
804-399-7802  
[dnorman008@gmail.com](mailto:dnorman008@gmail.com)

Don't miss out on this valuable member benefit — join Accelerate today and tap into the collective knowledge of the NGCOA community!

# National News

## Preview: Golf Business TechCon 2025 Oct 14–15 | Frisco, TX



Get ready for Golf Business TechCon 2025, the premier technology summit for golf business leaders—coming October 14-15 to Frisco, Texas. Hosted by NGCOA, this exclusive two-day conference is your chance to explore cutting-edge tools, network with peers, and bring game-changing tech back to your course.

### WHAT'S IN STORE

- **Tech Made Actionable**  
Say goodbye to overwhelming options. TechCon will decode the latest in business tools, on-course systems, entertainment, and gamification—so you return ready to boost revenue and enhance the golfer experience.
- **Real Tech, Real Impact**  
Participate in live tech demos and case studies from operators who are already driving better bottom-line results with new tools.
- **Expert Access**  
Hear from Bob Parsons (Founder, GoDaddy & PXG) in a featured interview and Q&A.
- **Breakfast to Breakouts**  
Kick off with Monday happy hour and early networking. Day two

brings optional pre-con golf, “TechCon25 Boot Up,” a sponsor fair, and Golf Business LIVE with Bob Parsons. Day three wraps with general sessions, breakout tracks, and a closing reception at the PGA of America headquarters.

- **For Operators, By Operators**  
Gain valuable insights from fellow course owners and operators as you explore how real-world tech is enhancing customer satisfaction and operational effectiveness.

### WHY YOU SHOULD ATTEND

- Network with strategic-thinking operators and tech suppliers from across the country.
- Learn from peers about what’s working—and what isn’t—in tech implementation.
- Discover smart ways to optimize your current technology stack

and expand its impact.

- Participate in hands-on tech experiences that will inform your future investments.

Registration is now open, with early pricing for NGCOA members starting at \$495 and \$595 for non-members. With limited seats available, now is the time to secure your spot and future-proof your operations.

[Click here for more information](#)

[Register Now](#)





# NGCOA MEMBER BENEFITS

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Members converting from a competitor receive a \$50 per-car rebate for purchase or lease. Members renewing their fleet receive a free registration for Golf Business Conference.



### HR & Payroll Solution

New accounts receive a 20% product discount.



### PCI Compliance Services & Credit Card Processing

Free 12 months of PCI compliance services; 70% discount on future compliance services, plus 24/7 business concierge and next-day funding.



### Golf Market Research Center (GMRC) Data

Reduced pricing on market profile, trends, KPI and peer group benchmarking reports.



### Golf Simulators

Receive a 2-year, full commercial subscription, including access to all courses, ranges and games when you purchase an aboutGOLF simulator (a \$5,000 value!).



### Beverage Supplier

Rebates on various Pepsi and Gatorade fountain, bottle and can products; includes equipment and service programs.



### Course Management Software

Make the switch to Club Caddie prior to July 15, 2024 and receive a complimentary Clover Flex device, valued at \$750.



### Golf Event Organization

Members receive a 7.5% discount golf event organization; NGCOA golf outing sponsors receive a 10% discount on hole-in-one insurance.



### Employment Services

10% discount for ExecuSearch services.



### Television Programming

Up to 60% savings on programming.



### Irrigation Solutions

1.5% rebate on Rain Bird Golf irrigation products.



### Food and Beverage

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



### Golf Course Optimization and Pace Management Software

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



### 401(k) Program

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



### Golf Management Software

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



### Enterprise Resource Planning Software

Preferred pricing for NGCOA members



### New and Used Turf Maintenance Equipment

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## Club Prophet Rolls Out New Tools for Golf Course Success

# Club Prophet

Club Prophet continues to deliver the solutions golf courses need to stay ahead in a competitive market—and they've recently launched two exciting updates designed to help facilities protect their operations and reach more customers.

### Insurance Solutions Launch

This September, Club Prophet introduced Club Prophet Insurance Solutions to help golf courses protect their people, property, and profit. To support this launch, they are hosting a free webinar:

Golf Course Insurance 101: Protecting Your People, Property, and Profit

- Tuesday, September 24

Led by Club Prophet's underwriting team, the session

will answer common questions about golf course insurance and offer practical tips for spotting over- or under-coverage at your facility. You don't need to be a Club Prophet customer to join the webinar or take advantage of their insurance services.

Learn more and register at [clubprophet.com](https://clubprophet.com).

### New Website Marketing Capabilities

Club Prophet's website platform now offers integrated email and SMS marketing tools, giving golf courses the ability to manage digital campaigns and customer outreach directly from their website.

Because the system connects seamlessly to the Club Prophet customer database, your tee sheet, website, and marketing efforts now work together—making it easier than ever to run an efficient, data-driven marketing strategy from a single platform.

This combination of risk management tools and marketing automation demonstrates Club Prophet's commitment to providing comprehensive solutions that help golf courses protect what matters most while growing their business.



# Partners News

## A look at culture, leadership, and psychology

By Max Hirsh



As a clinical social worker, I define triggers of stress that impact people, develop plans to prevent self-destructive behavior, and establish healthy habits. Critically observing the golf industry, I am inspired to help address staffing concerns. Leaders

have declared necessary action since strain increased after Covid 19. At a conference in Virginia, NGCOAs, Jay Karen, commented on the state of the industry and emphasized more focus on workforce sustainability.

It's imperative that the industry must support the people managing the influx of golfers in America. This means board members must be equipped with tools once reserved for corporate leadership teams—like executive coaching, EAP benefits, and organizational psychologists. These services directly treat employee issues caused by cultural conservatism, leadership inefficiencies, and psychological stress.

### Leadership

While attending the New England Turfgrass Conference in Providence, RI, I purchased the book *Human Resource Management for Golf Course Superintendents*. Reading through the aged pages (published in 1996), the authors explain the pros and cons of various management styles. Superintendents, PGA professionals, and general managers entering the field know how to maintain golf courses, teach the golf swing, manage clubhouse operations, and deliver excellent service. However, more focus must be directed towards delegation, and boundaries within their roles.

The importance of “staying in your lane” is beautifully illustrated in the book *7 Habits of Highly Effective People*, written by organizational psychologist Stephen Covey; he describes the difference between producers, managers, and leaders. Producers are those on the ground, executing the plans, and working through a series of goals to ensure quality products are delivered. Managers make sure producers have the tools

and skills they need to complete the job. Effective leaders are excellent at analyzing data that guides the team to excel in the mission.

### Culture

Leadership development is the number one influence on culture. The golf industry does not lack “go-getters” and “overachievers.” These personalities are staples in the field. However, the increased demand has mounted pressure on a “show up and shut up” mentality. Industry veterans may believe this is not only the most admired trait of workers, but the most effective. New generations are thinking more about workplace culture supporting balance, delegation, and psychological safety, understanding the benefits of reform is essential.

Organizational psychologists work with teams to address these issues head-on. Adam Grant, an organizational psychologist at Penns, Wharton School of Business, studies these issues. His book, *Think Again*, delves into the benefits of refining your operations, using the scientific method to challenge assumptions, and align actions with the mission.

The golf industry is asked to “Think Again” in a big way. The pressure to find the best talent demands a reform in culture that some may find underwhelming and frustrating. However, utilizing the support of these strategies can not only help culture become more attractive to the younger generation, but increase productivity, team cohesion, and boost revenue.

### Psychology

Considering cultural reform, it's essential to understand why people behave in certain ways, and how they can get the support they need when coaching or consulting don't suffice. Coaching services have become more common for developing healthy and effective work habits. However, stress is not always linked to operational issues, and operations are not always a result of stress management skills. Underlying mental health or substance use issues can decimate performance, unless treatment is available. Because of their ability to assess, treat, and refer, EAPs (Employee Assistance Programs) are the standard solution for addressing workplace behavioral health.

*Continued*

# Partners News

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## A look at culture, leadership, and psychology... *continued*

Corporations and unions have traditionally offered EAP services to their staff and members. They have proven their worth and impact—not just as an employee benefit but as an investment to increase revenue and build human capital. The golf industry is slow to incorporate or utilize EAPs. The 2024 Golf Industry Compensation and Benefits Report showed that 30% of facilities offered their staff EAP benefits.

In 2021, the National Safety Council partnered with the University of Chicago to create a mental health calculator to highlight the expense of mental health issues for employers. The calculator assesses costs of turnover, absenteeism, and lost performance. I encourage any organization to plug in their demographics to get this information. Gaging and treating this problem is paramount to developing cultural cohesion, and leadership efficacy.

### Conclusion

For now, golf industry leaders consider culture, leadership development, and coping skills for stress. While the industry continues to attract staff based on their love for golf or hospitality, people will still come—but making sure they stay is the challenge. By supporting healthy skills for stress with a leadership coach, offering EAP services, or working with an organizational psychologist to promote a sustainable, healthy culture, clubs can retain and attract staff, save money, and offer members and customers a better experience.





# Golf Car Specialties Continues To Be Our Partner!

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Golf Car Specialties and Yamaha are excited to partner with NGCOA, as the Sponsor for the Golf Car category. Throughout the year, Golf Car Specialties - Yamaha will be providing special offers and promotions to aid NGCOA members, in their efforts to provide an exciting ride on the golf course. Contact them today to find out more!

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Todd Armstrong • 704-512-0134 • [todd.armstrong@smithturf.com](mailto:todd.armstrong@smithturf.com) • [www.smithturf.com](http://www.smithturf.com)

## Silver Partners

- **Club Caddie** (*Club Software*)  
Travis Krieger • 717-315-2215 • [travis@clubcaddie.com](mailto:travis@clubcaddie.com) • [www.clubcaddie.com](http://www.clubcaddie.com)
- **Cybergolf** (*websites & electronic marketing services*)  
Help Desk • 909-377-4369 • [help@cybergolf.com](mailto:help@cybergolf.com) • [www.cybergolf.com](http://www.cybergolf.com)
- **Flash Weather AI**  
Tom Gallagher • 614-302-3429 • [Tgallagher@flashweather.ai](mailto:Tgallagher@flashweather.ai) • [www.flashweather.ai.com](http://www.flashweather.ai.com)
- **Nu-Pipe** (*Turnkey stormwater & drainage contractors*)  
Burt Williams • 252-327-4334 • [bwt@nupipeus.com](mailto:bwt@nupipeus.com) • [www.nupipeus.com](http://www.nupipeus.com)
- **Richard Mandell Golf Architecture** (*golf architecture*)  
Richard Mandell • 910-255-3111 • [richard@golf-architecture.com](mailto:richard@golf-architecture.com) • [www.golf-architecture.com](http://www.golf-architecture.com)

## Bronze Partners

- **Allegra Marketing Print Mail** (*printing & marketing services*)  
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- **Club Prophet Systems** (*golf management software*)  
Ian Vershaw • 412-848-8127 • [ian@clubprophetsystems.com](mailto:ian@clubprophetsystems.com) • [www.clubprophetsystems.com](http://www.clubprophetsystems.com)
- **Genesis Green Supply**  
Dave Nehila • 410-404-0112 • [dnehila@genesisdistribution.com](mailto:dnehila@genesisdistribution.com) • [www.genesisdistribution.com](http://www.genesisdistribution.com)
- **Yamaha** (*golf cars & utility vehicles*)  
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## Annual Meeting Partners

- **Carolinas PGA** (*PGA of America Section*)  
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- **Lightspeed** (*Golf Course Management Software*)  
Matt Welliver • 780-902-5058 • [mwelliver@lightspeedhq.com](mailto:mwelliver@lightspeedhq.com) • [www.lightspeedhq.com](http://www.lightspeedhq.com)

Not a NCGCOA Partner?

<https://cdn.cybergolf.com/images/1917/NC-Partner-Brochure-2023.pdf>

# North Carolina GCOA News

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## 2025 PGA Championship Recap



At Quail Hollow Club in Charlotte, North Carolina, World No. 1 Scottie Scheffler showcased composure under pressure to secure his third major championship, capturing the PGA Championship by a convincing five strokes. This marked his first major win outside the Masters and completed the second leg of his career Grand Slam.

Starting Sunday with a three-shot lead, Scheffler stumbled early, posting a 2-over front nine as Jon Rahm surged ahead. But the challenge didn't last. On the back nine, Scheffler reasserted control with crucial birdies on the 10th, 14th, and 15th, all while Rahm unraveled dramatically—dropping five strokes over his final three holes on Quail Hollow's infamous “Green Mile.”

That resilience on the back nine carried Scheffler to an even-par 71 final round and an 11-under total for the week. His performance brought home the Wanamaker Trophy, \$3.42 million in winnings, and further cemented his rising legacy.

Behind him, Bryson DeChambeau, Harris English, and Davis Riley shared solo second at 6-under, each delivering strong performances but ultimately falling short amid high drama.

With this victory, Scheffler becomes one of only three players since World War II to amass three majors and 15 PGA Tour wins before age 29—joining golf legends Jack Nicklaus and Tiger Woods.

In summary: Scheffler weathered a rocky start and rising pressure from Jon Rahm, then answered with nerve and precision on the back nine to lift another major title. His win at Quail Hollow is another strong chapter in what's shaping up to be a generational career.

# North Carolina GCOA News

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## NC GCOA Welcomes Flash Weather AI as Our New Silver Partner!



### Precision Weather Alerts to Protect Your Course

We're excited to welcome Flash Weather AI as the newest Silver Partner of the NC GCOA! Flash Weather AI delivers cutting-edge weather intelligence that empowers superintendents to make smarter, faster decisions—protecting turf, players, and staff.

### Why Choose Flash Weather AI?

- Site-Specific Forecasts – Real-time, course-specific updates.
- Patented Lightning Predictions and Detection – Instant alerts to keep everyone safe.
- Severe Weather Warnings – AI-powered insights to stay ahead of the storm.
- Turf Protection & Operational Efficiency – Optimize maintenance and reduce weather-related damage.

Golf happens outside. Your weather decisions shouldn't be guesses. With Flash Weather AI, you move from reacting to predicting—minimizing risk and keeping your course at its best in any conditions.

- Learn more about how Flash Weather AI can help your course thrive. [\[Click Here\]](#)



Photo by Kevin Phillips



# Join Us for the 2025 North Carolina GCOA Annual Meeting at Pine Needles Lodge and Golf Club



Mark your calendars for November 10-11, 2025, as the North Carolina Golf Course Owners Association (NC GCOA) hosts its Annual Meeting at the beautiful Pine Needles Lodge and Golf Club. This two-day event is designed to bring together golf course owners, operators, and industry professionals for a powerful mix of education, networking, and golf.

Whether you're currently an NGCOA member or not, this event welcomes all North Carolina owners and operators, along with their guests. In addition, CMAA members, Carolinas PGA professionals, CGCSA members, club representatives, and vendors are encouraged to attend and connect.

Attendees will benefit from insightful educational sessions tailored to the golf industry, the opportunity to build meaningful relationships with peers and industry leaders, and of course, the chance to enjoy golf at one of North Carolina's premier venues.

Don't miss out on this opportunity to learn, network, and play — all in one place. Stay tuned for more details on the schedule and registration.

We look forward to seeing you at Pine Needles this November!



# North Carolina GCOA News

## PHURST LOOK

VOLUME 01 // ISSUE 15



### 11 Rolls On: August Update

This is truly your first look.

When Bill Coore first described the design of Pinehurst No. 11, he marveled at how different the landscape in front of him was than the finished Tom Doak design of Pinehurst No. 10.



"It's this choppy, ridgy ground," says Coore. "It's not as much elevation change, but it's so quirky with the ridges and the piles and the trees and the angles. This is going to be so intimate in scale. You're winding your way through trees and over old piles and across ridges. We're far, far from the sea, but we have these contours and features and landforms that remind you of spots in Ireland or Scotland. And yet here it is, in Pinehurst."



What words Bill Coore used about this newest of Coore & Crenshaw designs can now be seen. The video above gives us all a very first look at how this golf course will be carved into Pinehurst Sandmines, and, already, how much different it will be from No. 10.

Enjoy this first vision. There will be much more to come.

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# North Carolina GCOA News

## Design Boot Camp Set for March 2026 at Pinehurst Resort

### Golf Course Architects to Offer Instruction and Unique Experiences for Design Aficionados

**Pinehurst, NC (Aug. 26, 2025)**



After the overwhelming success of the inaugural event, the American Society of Golf Course Architects (ASGCA) Foundation will host its second Design Boot Camp at the world-famous Pinehurst Resort, March 9-13, 2026.

The five-day session—a fundraising initiative of the Foundation—will provide aspiring golf course designers and architecture buffs the opportunity to work up close and personal with nine renowned architects on a special site.

The curriculum will take participants from the classroom, where they will learn the foundations and principles of golf course design, out to Pinehurst Sandmines, adjacent to Pinehurst No. 10, for hands-on field work.

In the field, the participants will have the opportunity to study the site, route a layout, and design holes that fit the unique Sandmines

property. The program also includes rounds of golf on Pinehurst No. 2 and The Cradle with the instructors, who can provide design insights as they play, as well as social activities and opportunities to learn about the business from the instructors, all past presidents of ASGCA who have collectively designed hundreds of courses around the world:

- Jan Bel Jan, ASGCA
- Jeff Blume, ASGCA
- Jeff Brauer, ASGCA
- Bruce Charlton, ASGCA
- Steve Forrest, ASGCA
- Dr. Mike Hurdzan, ASGCA
- Tom Marzolf, ASGCA
- Damian Pascuzzo, ASGCA

As an added experience, Bill Coore, ASGCA, of Coore & Crenshaw Golf Course Architects, will lead participants on a site tour of Pinehurst No. 11. Currently under construction at Sandmines, Pinehurst No. 11 is scheduled to open in fall 2027.

Through a combination of being on the ground at one of the most venerated addresses in golf and interaction with some of the leading architects in the world, Design Boot Camp is a rare opportunity for anyone who loves drawing golf holes and wants to

learn what it takes to advance to the next step in their architecture journey. Inaugural Boot Camp attendee Rob Shults shared how it felt to step into the shoes of a practicing architect.

“We experienced what it is like to be a golf course architect and gained an appreciation for golf architecture that can only be done face to face with professionals,” said Shults, who co-founded Honours Golf and is the managing partner at RLS Ventures. “This was the ultimate golf trip for anyone who loves golf and appreciates the nuances of the game.”

The cost is \$20,000 per person, with \$15,000 qualifying for a charitable tax deduction to the ASGCA Foundation (501c3 EIN: 23-7385866), which supports projects and organizations that enhance



*continued on next page*



# North Carolina GCOA News

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public and municipal courses, such as Clearview Golf Club in East Canton, Ohio, in addition to funding programs that inspire, develop, and assist the next generation of industry leaders.

The enrollment fee covers all Design Boot Camp materials and supplies; lodging at the historic Holly Inn, centrally located in the Village of Pinehurst; food and beverages; golf; caddies; gratuities; special gifts; and mementos. Participation is limited to 16 enrollees.

Additional golf and activities may be booked at the participants' expense.

For more information, visit [Design Boot Camp 2026](#). To enroll or ask specific questions, send an email to [bootcamp@hunter-pr.com](mailto:bootcamp@hunter-pr.com) or call (908) 963-6013.

**ASGCA Foundation** | <https://asgcafoundation.org>

Since 1973, the ASGCA Foundation – a 501(c)(3) organization – has funded research of golf course design. Through publications, scholarships, and events, the Foundation has disseminated information to those interested in designating green space for recreational purposes. The Foundation furthers the appreciation for the profession of golf course architecture and supports the mission of the ASGCA to foster the game of golf, its growth, and advancement.

**Media Contact:**

Karen Moraghan

Hunter Public Relations

908/963-6013 or [kmoraghan@hunter-pr.com](mailto:kmoraghan@hunter-pr.com)



# North Carolina GCOA News

## 2025 Wyndham Championship Recap



Cameron Young finally broke through in Greensboro, capturing his long-awaited first PGA Tour victory at the Wyndham Championship in commanding fashion. Playing at Sedgefield Country Club, Young delivered a dominant performance, finishing at 22-under-par 258 to win by six strokes over runner-up Mac Meissner. The win not only ended Young’s frustrating run of close calls but also earned him a place in history as the 1,000th different winner on the PGA Tour.

Young set the tone early in the final round with a blistering stretch of five straight birdies, effectively putting the tournament out of reach. While the field chased, he never wavered, pairing precision iron play with a hot putter to maintain his lead. Meissner,

who finished at 16-under, notched a career-best PGA Tour finish and took home nearly \$900,000 from the \$8.2 million purse.

The victory was more than just a personal milestone for Young—it carried significant implications for the FedEx Cup Playoffs and Ryder Cup standings. By claiming the regular-season finale, he vaulted up the points list, strengthening his postseason position and boosting his chances for a Ryder Cup debut.

Behind the leader, Mark Hubbard and Alex Noren shared third place at 15-under, while amateur standout Jackson Koivun impressed fans with a top-five finish. But this week belonged to Young, whose combination of power, accuracy, and poise turned what could have been another tense Sunday into a victory march.

Reflecting on the moment, Young said, “I’ve been waiting for it for a while.” For a player who has often been in the conversation but just outside the winner’s circle, this win was both a relief and a statement—a reminder of the talent that had made him one of the Tour’s most talked-about young stars.

### Final Leaderboard Snapshot

Position	Player	Score	Earnings
1	Cameron Young	–22 (258)	\$1,476,000
2	Mac Meissner	–16	\$893,800
T3	Mark Hubbard	–15	\$483,800
T3	Alex Noren	–15	\$483,800

*Additional notable finishes:* Jackson Koivun (amateur, T5), Chris Kirk, Aaron Rai (T5)



# North Carolina GCOA News

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## Call for Nominations: 2025 North Carolina GCOA Annual Awards

The North Carolina Golf Course Owners Association (NC GCOA) is thrilled to announce that nominations are now open for the 7th Annual Awards, honoring excellence in the North Carolina Golf Business Community.

This is your opportunity to celebrate the leaders, facilities, and innovators who make a lasting impact on our state's golf industry.

### Award Categories

Nominations are being accepted for the following awards:

- North Carolina Golf Leader
- Course of the Year
- Sustainability Leader

You may nominate for one, two, or all three categories. Self-nominations are welcome, and you may submit up to three nominations per category. Please include detailed information about each nominee's achievements to help

the Awards Committee in its selection process.

### Key Dates

- Deadline for Nominations: 12:00 Noon on Wednesday, October 22, 2025
- Finalists Announced: At the NC GCOA Annual Meeting on November 11, 2025

### Why Nominate?

The NC GCOA Annual Awards are a chance to recognize the talent, dedication, and innovation that drive our industry forward. By nominating your peers—or even your own club—you help spotlight the incredible work being done to grow and improve golf in North Carolina.

### Submit Your Nomination Today

Help us celebrate the passion and leadership that make our golf community thrive.





# NGCOA MEMBER BENEFITS

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## NGCOA Smart Buy Marketplace

NGCOA members get significant **discounts, rebates and value-added packages** from hundreds of the most recognized names and reputable, industry-leading companies. Many of these companies offer exclusive deals not available anywhere else.



### Golf Cars & Utility Vehicles

Members converting from a competitor receive a \$50 per-car rebate for purchase or lease. Members renewing their fleet receive a free registration for Golf Business Conference.



### HR & Payroll Solution

New accounts receive a 20% product discount.



### PCI Compliance Services & Credit Card Processing

Free 12 months of PCI compliance services; 70% discount on future compliance services, plus 24/7 business concierge and next-day funding.



### Golf Market Research Center (GMRC) Data

Reduced pricing on market profile, trends, KPI and peer group benchmarking reports.



### Golf Simulators

Receive a 2-year, full commercial subscription, including access to all courses, ranges and games when you purchase an aboutGOLF simulator (a \$5,000 value!).



### Beverage Supplier

Rebates on various Pepsi and Gatorade fountain, bottle and can products; includes equipment and service programs.



### Course Management Software

Make the switch to Club Caddie prior to July 15, 2024 and receive a complimentary Clover Flex device, valued at \$750.



### Golf Event Organization

Members receive a 7.5% discount golf event organization; NGCOA golf outing sponsors receive a 10% discount on hole-in-one insurance.



### Employment Services

10% discount for ExecuSearch services.



### Television Programming

Up to 60% savings on programming.



### Irrigation Solutions

1.5% rebate on Rain Bird Golf irrigation products.



### Food and Beverage

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



### Golf Course Optimization and Pace Management Software

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



### 401(k) Program

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



### Golf Management Software

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



### Enterprise Resource Planning Software

Preferred pricing for NGCOA members



### New and Used Turf Maintenance Equipment

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

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



# Rebate for NGCOA Members



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



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

## NGCOA MEMBER WITHOUT A PEPSICO ACCOUNT?

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

## NOT YET AN NGCOA MEMBER?

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

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

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

# Rain Bird Rebate for NGCOA Members



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

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

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

**RAIN BIRD**

 **NGCOA**

## ALREADY AN NGCOA MEMBER?

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

## NOT YET AN NGCOA MEMBER?

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

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

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

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



# Toro Rebate for NGCOA Members



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

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

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



## ALREADY AN NGCOA MEMBER?

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

## NOT YET AN NGCOA MEMBER?

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

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

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

# Great Incentives When You Convert or Renew Your Golf Car Fleet



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

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

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

## ALREADY AN NGCOA MEMBER?

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

## NOT YET AN NGCOA MEMBER?

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

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

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

\*Rebates are processed quarterly.



## NGCOA Research and Publications to Benefit Your Business

The NGCOA regularly partners and participates with industry experts and organizations to compile, produce and publish timely, business-critical reports, guides, studies and other research content.

These publications are complimentary to NGCOA members as a benefit of membership.



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

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

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



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

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

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



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

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

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



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

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

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

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



## NGCOA-Approved Experts for Your Back Office

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



### 401(k) Retirement Plans from Lincoln Financial

- Competitive and comprehensive 401(k) plans
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### Executive Search Services from PGA Career Services

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### HR & Payroll Solution

- 20% NGCOA member product discount
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