

MID-ATLANTIC GOLF BUSINESS

A Message from Our President

Spring 2017

Spring is in the air! The groundhog is wrong again! Recent good weather weekends have put golf courses in the Mid-Atlantic ahead of budget. Our friends at Pellucid will certainly catalog that, when their monthly report on weather impacts for February comes out. That's good news, especially after a most difficult weather year in 2016.

And more good news! The dreaded Overtime Rule has been stayed, and the current administration will certainly lean toward burying it. Same for WOTUS, which was contested mightily by the golf industry at last year's National Golf Day. The government relations picture is certainly perking up for small business.

And with the golf industry acting like a "trailing indicator" for the economy, the improving American economy gives hope. Certainly Wall Street has displayed confidence for the near term. Are we at the end of a deep slide for the golf industry in the Mid-Atlantic? Possibly...

Tempering our enthusiasm is the recent auction of Waynesboro Country Club on the steps of county courthouse for less than \$1 million to a non-golfing trucker, who "thought it was a good deal." Last year, The Crossings GC in Richmond sold for just \$1.75 million. Clearly these valuations are deeply depressed due to income potential, not other tangible values. Are property values way out of whack right now?

There once was a day when golf in Virginia was deemed a great tourism opportunity for the Old Dominion. Now the executives at Virginia Tourism are spending the state's money on attracting visitors to craft breweries and wineries. Their economic impact is a fraction of that of the golf industry. A golf trip generates golf fees, hotels, food & beverage revenues (including beer and wine), merchandise sales and much more. The value of a golfer in the Mid-Atlantic is much more than those other industries. We are not feeling the LOVE in "Virginia is for Lovers."

Thank goodness for Rickie Fowler, Jordan Spieth and Dustin Johnson, cool millennials with flair. And the highly marketable young ladies of the LPGA are giving us a little boost – thanks Lexi, Paula, Gerina and the rest. Of course with each new generation, the customs must change. Staid old country clubs are now allowing jeans and stocking craft beers and having free music during happy hours. TopGolf is an affordable introduction to a game that otherwise has a pricey entry point – might that lead to a resurgence of new golfers? Or might it be just a new rendition of league night at the local bowling alley?

For golf owners in the Mid-Atlantic, it's time to get down to business. Last fall at our annual meeting, we saw some new thinking about how to monetize our operations. Independence Golf Club showcased its music studio, its laser quest course and its Lexus hybrid "player assistance" (aka, beverage) cars. How about leasing out your halfway house for a guaranteed profit and less headaches? Anything goes, in this new era of evolving the golf course into an "entertainment and profit center."

The NGCOA national office, along with your Mid-Atlantic Chapter, are dedicated to your success. Use the Accelerate platform to network with other industry professionals and to get your questions answered. Engage in "live" networking with your peers at new regional social events. If you are near Richmond, check out "Virginia Golf 2.0," a new idea-sharing forum headed by Phil Owenby, PGA, one of the founders of Virginia's #1 club, Kinloch Golf Club.

Operating solutions are also at the heart of NGCOA services. *Golf Business* magazine is invaluable, with its insights into the industry and its profiles of successful operators. NGCOA also stores a library of great articles on its website. There is also a strong effort to attract corporate partners to offer special promotions to NGCOA members. And both the national office and your chapter are busy as your advocate in Washington, Richmond and Annapolis. Not a member yet? Now is the time to engage, with combined national and chapter dues of just \$395 for an 18-hole course.

The signs for 2017 are mixed, but I feel things are looking up. We are off to a good start. Time to think outside the box and develop new sources of revenue. Let's making 2017 a turning point to a successful run!



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



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MID-ATLANTIC

Golf course owners descend on Richmond

by Michael Schwartz



Since purchasing the Midlothian club in 2014, owner Giff Breed has added non-golf amenities that drive more bodies and more revenue to the club.
(Michael Schwartz)

A fast-growing local golf club was in the spotlight this week as it played host to a gathering of golf course owners from in and outside the Richmond market.

Independence Golf Club hosted the annual meeting of the Mid-Atlantic chapter of the National Golf Course Owners Association, a day-long conference where members of the industry discuss the good and the bad of what's happening to the game in a time of changing tastes and demographics.

On hand was Jay Karen, CEO of the NGCOA, who spoke of the pressures course owners are under, caused by downward price pressure from online tee time marketers, decreased rounds growth and increased competition from all sorts of recreational activities besides golf.

Karen said the golf industry contends with formidable duality as it tries to find its place in a market that has shown consumers aren't as willing to spend the time and money for a traditional round of golf, while not alienating its loyal players/customers.

"Tradition is one of golf's watchwords," Karen said. "And what is the antidote to tradition? Change.

"So we have this strange bipolar condition in golf."

Karen also said the media has largely focused only on the negative, largely by comparing the current state of the golf industry to the sector's high water mark from before the recession.

Karen said the NGCOA is looking for ways to help courses combat some of the modern pressures brought on by technology. The organization, for example, is forming the Golf USA Tee Time Coalition to help be a watchdog of sorts of online tee time marketers that many argue are a drag on the price courses can charge for rounds.

He said NGCOA wants to institute a national system to automate golf courses' reporting rounds and revenue and is also keeping an eye on new technologies, such as Looper Golf, a company that wants to bring an Uber-like on-demand model to the golf caddy world.

There was also discussion of the trend of forward tees, which are tee boxes placed further up in the fairway as an alternative to the traditional men's and women's tee boxes. They're intended to speed up the game and reduce players' scores, thereby, in theory, making the game more enjoyable.

A good portion of the day's events were consumed by discussions of the business model of Independence Golf Club and its owner Giff Breed. Since purchasing the Midlothian club in 2014, Breed has made changes to the public course to increase the pace of play and — of particular interest to the NGCOA crowd — added non-golf amenities that drive more bodies and more revenue to the club.

Lester George, a local golf course architect who helped Breed reconfigure Independence, said changes to the layout of the course at Independence helped decrease the time of an average round to 4 hours and 55 minutes, a reduction of 55 minutes.

Breed moderated a panel at the conference that featured local businessmen that have helped diversify Independence offerings. They include an on-course coffee hut and café run by a local coffee shop owner, a laser tag course in unused woods on the course's property, a music and dance academy in unused space in the club house, and striking a deal with a local Lexus dealer to have hybrid Lexus drink carts on the course.

Scenes from the NGCOA Mid-Atlantic Annual Meeting



Giff Breed hosted the event



Damon DeVito (center) makes a point with Bob Swiger and Mike Bennett



NGCOA President Mike Bennett visits with Tim Crumrine and Bill Lynch of Peebles Golf Cars



The golf event featured caddies from Looper Golf, Caddies on Demand



Lester George discusses course renovations at Independence during the Annual Meeting



Jerry Jenkins, President of The Country Club of Virginia, makes acceptance remarks for the Private Golf Leader Award



LEFT: Gail and Carl Filipowicz were among the golf tournament winners

RIGHT: Jay Karen and Mike Hatch share a laugh at the VIP Party



Tom Flood of Lexus of Richmond shares why his company likes to partner with Independence GC.



Award Winners and Presenters - R-L Josh Haggas (Jacobsen), Glen Byrnes (Environmental Stewardship Award), Andy Weissinger (Public Golf Leader), Allen Wronowski (Mid-Atlantic Golf Leader), Mike Bennett (NGCOA MA President), Alan Nicolette (EZ Links)

Member Service Spotlight

Getting Value from Your NGCOA Mid-Atlantic Membership

NGCOA Members Have FREE Access to the PGA Senior Championship

Trump National Hosts the Event May 25-28

A Senior Major is coming to the Mid-Atlantic, and NGCOA members are invited to attend for FREE! Thanks to a special privilege offered by the PGA of America, NGCOA members, their spouse and up to four children under the age of 17 are included. The process is to simply display your membership card at the "Will Call" trailer, which will be marked with signage. The process is the same for each day of the event. Here is information on the event from the PGA.

The 2017 Senior PGA Championship presented by KitchenAid will be held at Trump National Golf Club, Washington, D.C., in Potomac Falls, Va. This will mark the first time that the most historic and prestigious championship in senior golf will be conducted in the National Capital area.

DATES: The 2017 Senior PGA Championship will be played May 25-28, 2017. It is a staple of the Memorial Day Weekend sports calendar.

FIELD: The field for the Senior PGA Championship consists of 156 players.

COMPETITION: The tournament consists of four rounds of stroke play. After two rounds, the 156-man field will be cut to the top 72 players and ties. The winner is the player with the lowest total score after 72 holes. If two or more players are tied after regulation, the title will be decided in a sudden-death playoff.

TEE TIMES: Tee times generally run from early morning through mid-afternoon. The official tee times will be established early in the week of the tournament.

HOST COURSE: The Championship Course is a Donald J. Trump Signature Course and was built specifically for world-class golf. The only course in Washington D.C., area with large-scale Potomac River frontage, it measures 7,693 yards and was designed to take advantage of the river from both a visual and playability perspective. It is comprised of 007 bentgrass greens, pennlinks tees and fairways, while the rough is a mix of fescue, bluegrass and ryegrass.

TV TIMES: Golf Channel will broadcast the first two rounds, while NBC will carry the two weekend rounds. Specific TV airtimes will be determined as the event gets closer.

TOURNAMENT HISTORY: The oldest and most prestigious major

championship in senior golf, the Senior PGA Championship was founded in 1937 and first played at Augusta National Golf Club. The list of winners through the years includes many of golf's biggest names, including Arnold Palmer, Jack Nicklaus, Gene Sarazen, Tom Watson, Lee Trevino, Hale Irwin, Gary Player, and Sam Snead, who won the title a

record six times. In 2016, Rocco Mediate outlasted Colin Montgomerie for the title.

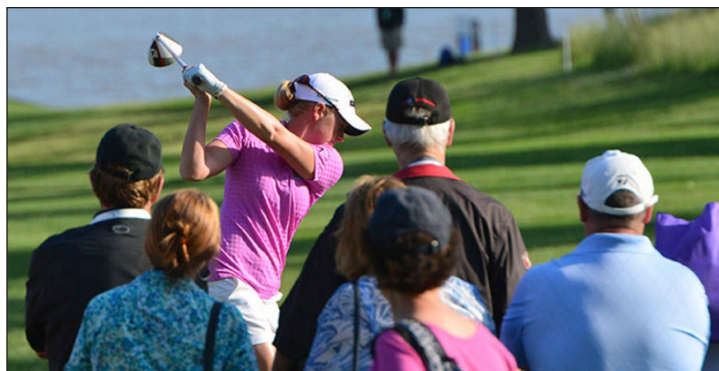
Over the years, the tournament has been staged at such prominent venues as PGA National, Firestone Country Club, Ridgewood Country Club, Aronimink Golf Club, Valhalla Golf Club, Oak Tree Golf Club, Canterbury Golf Club, Bellerive Country Club and the Kiawah Island Resort.

Visit the event website for more information: <http://www.pga.com/seniorpga/>



FREE Admission to the LPGA Kingsmill Championship As Well

Kingsmill Resort Hosts the Event May 19-21



NGCOA members also get FREE admission to LPGA events, like the Kingsmill Championship in Williamsburg, VA on May 19-21. The same process applies. Here is information on the tournament from the LPGA: <http://www.thekingsmillchampionship.com/index.php>.

Member Service Spotlight

Getting Value from Your NGCOA Mid-Atlantic Membership

NGCOA Adds New Smart Buy Partners!

In an effort to provide a valuable membership benefit, the NGCOA is working to forge relationships with the industry's leading suppliers of products and services to add to our Smart Buy program. Join us in welcoming our newest Smart Buy partner:

North American Energy Advisory - The NAEA is an energy management firm that specializes in educating consumers on how they can reduce their company's energy budget by 10 to 25%. In many states, consumers can choose an energy supplier to provide their utility the electricity and natural gas they consume. Your utility still reads your meter and services your account. You simply can now shop for the energy you consume to reduce the overall cost.

The North American Energy Advisory utilizes their network of resources to identify the best available options for each organization. Their risk management approach allows them to balance your organizations desire for short term savings, with your need to manage risk long term. NAEA then creates an energy strategy based on the individual goals and objectives for your business to ensure your energy plan is tailored specifically to your organization's needs.

To learn more about NAEA and take advantage of the offer [click here](#).



Smart Buy Fling Golf

Join us in welcoming another Smart Buy partner, PlusOne Sports. PlusOne Sports created, promotes and governs the sport of FlingGolf and sells its patented FlingStick, the only equipment needed to play. FlingGolf is played with a golf ball, and even in the same four-some as golfers. It meshes seamlessly with golf and fills empty tee times with new young players. Golf course owners need to make no changes to their course to be "FlingGolf friendly." Check out the details below.

Visit FlingGolf.com and redeem your discount by using the NGCOA promo code: NGCOAFLING. As a reminder, your 15% discount is off the lowest available price on FlingGolf.com.

For any questions or further assistance contact:

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15% off* any FlingStick Volume Pack purchase

PLUS Sign up to be listed on our "FlingGolf Friendly" Course Map



All on
FlingGolf.com



*The 15% discount is off the lowest available price found on FlingGolf.com

Join us in welcoming our newest Smart Buy partner, BrandShield.

Join us in also welcoming our Smart Buy partner, **BrandShield**.

Every day, more and more course owners and operators are realizing that their websites don't appear first in an online search. In worse cases, some are finding their brand has been hijacked by third parties seeking to profit from their course's good name.

Fortunately, there are steps you can take to protect your online presence and that is where BrandShield comes in. BrandShield is revolutionizing online brand protection. Its technology-based solution provides an advanced and automated metrics driven analysis of online risks, as well as advanced enforcement tools. Its robust, patented technology finds trademark infringements, counterfeits and brand abuse across multiple platforms including Websites, e-Commerce Marketplaces, Mobile Apps, PPC Ads and Social Media.



Check out the details below.

Visit www.BrandShield.com to learn more about the product and the various subscriptions to protect your brand.

For any questions or to sign up:

Call: 646-595-0088

Reference Code: NGCOAMEM

Buyer's Guide

Connect to the companies that cater to you with the online directory tailor-made for the golf industry, the NGCOA Buyers Guide. Powered by Naylor, the Guide uses the latest search engine technology to ensure that you quickly and easily find the most relevant suppliers to meet your facility's needs.

The Guide's Request For Information (RFI) functionality also allows you to contact suppliers with the click of a button.

Browse better. Find faster. Visit ngcoabuyersguide.com to begin your search.

Member Service Spotlight

Getting Value from Your NGCOA Mid-Atlantic Membership

TechCon 2017

*Aria Resort & Casino, Las Vegas, NV
September 28-29, 2017*

Time to download your golf facility's technology upgrade at the NGCOA's inaugural Golf Business TechCon.

Join fellow course owners, operators and other industry professionals in Las Vegas, Nevada, for an innovative two-day event designed to spotlight some of the cutting-edge tools and revolutionary tactics that are transforming golf course operations.

While there you'll gain valuable hands-on experience with an array of technology solutions during an interactive demo day, then participate in a day filled with educational sessions in which experts share strategies and insights to utilize high-tech innovations in real-world applications. There will also be ample time for networking with colleagues, as well as an evening filled with fun at Topgolf Las Vegas, a venue where technology and golf intersect in the most unique of ways.

Whether you're looking to bring your marketing into the digital age or use technology to streamline and automate your operations, TechCon's two-track educational line-up promises to offer the training you need to create an integrated facility positioned for success in the modern age.

Online Registration is now open: [click here](#) (\$349).

Aria Resort and Casino
3730 S Las Vegas Blvd
Las Vegas, NV 89109

[View Map](#)



Article Archive

Accessible with a NGCOA member login, the Article Archive is housed on [GolfBusiness.com](#), the website of NGCOA's official publication, and searchable by topic, article type or keyword.

- **The Bright Ideas Archive**, within the Article Archive, is a collection of articles on creative, proven ideas from golf course owners and operators.
- **The Owner's Manual**, within the Article Archive, is a collection of articles providing practical know-how for small business owners and operators.

To begin your search, visit [www.golfbusiness.com](#); under the ARCHIVES tab, click ADVANCED SEARCH.

NGCOA Leading the Business of Golf

Every day, more and more course owners and operators are realizing that their websites don't appear first in an online search. In worse cases, some are finding their brand has been hijacked by third parties seeking to profit from their course's good name.

Fortunately, there are steps you can take to protect your online presence.

Where to Start:

The Golf USA Tee Time Coalition, a joint venture between the National Golf Course Owners Association and the PGA of America, has developed a three-part series of whitepapers designed to answer all the questions course operators may have about keyword search engine optimization. Available free of charge, these reports address all aspects related to Google AdWords, brand hijacking, diversion of legitimate web traffic and trademark infringement.



Next Step:

"Backing Your Brand" is an exclusive member webinar hosted by NGCOA. View it on the Accelerate platform.

ACCESS WHITEPAPERS:

NGCOA Members can access the three complimentary whitepapers on this topic, please follow the links below.

The Benefits of Owning a Federal Trademark Registration

The name of your golf course, your brand or trademark, is more important today than it has... [more](#)

What is Keyword Advertising?

Keyword advertising refers to advertisements that appear alongside or above "organic"... [more](#)

Use of Golf Course Names as Keywords

Golf courses are increasingly experiencing issues related to third parties using their names or their trademarks... [more](#)

All NGCOA Webinars are FREE to NGCOA Members.

[Click here](#) to access the library.

Regional Roundup

News and Notes from NGCOA Mid-Atlantic Chapter

MAPGA Update

2016 MAPGA Award Winners

The MAPGA has announced its 2017 Award Winners, who will be honored at the association's Annual Banquet in March 2017.

Each year the MAPGA recognizes its most outstanding PGA Professionals and Amateurs in the Middle Atlantic Region for their exemplary contributions toward making the PGA and the MAPGA better associations.

This year's award recipients will be recognized March 6 at the 2017 MAPGA Spring Membership Meeting in Fredericksburg, Va. and the 2017 MAPGA Hall of Fame Banquet March 11 in Richmond, Va.

The 2017 MAPGA Award winners are headlined by Professional of the Year Matthew Schulze, PGA.

Professional of the Year

Matt Schulze, PGA – Kingsmill Resort



Matthew Schulze, PGA

Schulze currently serves as the President of the MAPGA and Tournament Director of the LPGA Kingsmill Championship at Kingsmill Resort in Williamsburg, Va. Becoming an MAPGA member in 1999, Schulze worked at both Country Club of Virginia and Richmond Country Club before joining Kingsmill Resort. He was previously recognized as the MAPGA Assistant Professional of the Year in 2002.

Teacher of the Year

Trillium Rose, PGA – Woodmont Country Club

The 2017 MAPGA Teacher of the Year is Trillium Rose, PGA, of Woodmont Country Club in Rockville, Md. Joining the MAPGA in 2009 at Chevy Chase Club, Rose began teaching at Woodmont in 2014.

Horton Smith Award (Education)

Pat Coyner, PGA – Baltimore Country Club

Pat Coyner, PGA, of Baltimore Country Club is the 2017 Horton Smith Award recipient. The award is given to MAPGA members who exemplify outstanding service and contributions to developing educational opportunities for fellow PGA members. Coyner helped run education opportunities with the Assistant Professional Association and helped Mark Russo, PGA with the teaching summit.

Bill Strausbaugh Award (Club Relations & Community Service)

J. P. Lunn, PGA – Sabre Golf

The Bill Strausbaugh Award for club relations and community service will be awarded to J.P. Lunn, PGA, of Sabre Golf. Lunn joined the MAPGA in 1994 and currently serves as Vice President of the MAPGA.

Assistant Professional of the Year

Scott Shapin, PGA – Kenwood Country Club

From Kenwood Country Club, Scott Shapin, PGA is the 2017 Assistant Professional of the Year. Shapin became an MAPGA member in 2006 at Columbia Country Club before joining Kenwood in 2012.

Player Development Award

John Oberly, PGA – Mt. Vernon Country Club

The 2017 Player Development Award recipient is John Oberly, PGA of Mt. Vernon Country Club. Oberly joined the MAPGA in 2012 and offers three levels of Get Golf Ready Programming at his facility.

Youth Player Development Award

Michael Pius, PGA – First Tee. Washington D.C.

Merchandiser of the Year: Resort Category

Brian Alley, PGA – Primeland Resort

Merchandiser of the Year: Private Category

Jim Schouller, PGA – Fountainhead Country Club



Rick Rounsaville, PGA

Merchandiser of the Year: Public Category
Rick Rounsaville, PGA – Bulle Rock Golf Club

Earle Hellen Sports Media Award

William Millsaps – *Richmond Times Dispatch*

The 2017 Earle Hellen Sports Media Award recipient is William Millsaps, former Times Dispatch columnist and VSGA board member.

Salesperson of the Year

Britt Sloan – Britt Sloan Golf

The 2017 Salesperson of the Year is Britt Sloan of Britt Sloan Golf, a representative of Bushnell, Sun Mountain and other golf merchandise companies.

David Wortman Citizen of the Year

Jack Vardaman – First Tee

Jack Vardaman, Chairman of the Board of the First Tee of Washington D.C. is the 2017 David Wortman Citizen of the Year. The award is given to an amateur whose contributions to the MAPGA include the development and promotion of golf as a business community leader.



PGA

Middle Atlantic Section

Dominion Charity Classic exceeded expectations in every sense

By VIC DORR JR. *Richmond Times-Dispatch*

The inaugural Dominion Charity Classic was the equivalent of a 6-under-par 66 in the crucial areas of organization, execution and potential fulfilled. Translation: It was a solid and at times spectacular success.

Magnificent weather, major-championship ambience, robust attendance and taut competition were among the highlights of the \$2 million PGA Tour Champions playoff event that concluded Sunday in fitting fashion. Scott McCarron captured the \$305,000 first prize by sinking a 7-foot birdie putt on the first hole of a sudden-death playoff.

Players were consistently enthusiastic in their assessment of the venue — the Country Club of Virginia's 7,029-yard James River Course — and the ambience inside and outside the ropes.

McCarron called the Dominion Charity Classic “one of the best tournaments we've played all year” on the PGA Tour Champions circuit. “You come here, and everybody's got a silver Mercedes SUV” courtesy vehicle. “That was really special. It felt like the Masters. It made it feel big.”

He noted the elegant grandstand complex behind the 18th green and the care with which the James River Course had been prepared by Christian Sain, CCV's director of golf course operations, and his staff.

“It just had the feel of a big, big event,” McCarron said. “The fans and the galleries were phenomenal.” The cumulative experience, he said, “made it feel like a PGA Tour FedEx Cup playoff tournament.”

Tournament executive director Steve Schoenfeld, a member of the PGA Tour's headquarters staff, echoed McCarron's sentiments.

“I'm extremely pleased,” Schoenfeld said Monday. “I've been involved with a lot of first-time tournaments (on each of the three major professional tours). I don't know how many, exactly, but I do know this: This one far surpassed any I've been involved with before. It exceeded expectations in every sense and every aspect.”

Attendance, good Friday and better



Saturday, peaked during Sunday's final-round duel between McCarron and Tom Byrum. Schoenfeld said he is reluctant to release specific figures because golf attendance is, at best, an inexact science.

“It's hard to be fully confident (in attendance numbers) because we're not selling seats,” he said.

Even so, he said he feels “great, absolutely, about the number of spectators. I feel confident in saying this was one of the best-attended PGA Tour Champions events of the year outside of the (five) majors.”

Schoenfeld carried pen and paper as he prowled the James River Course grounds from Monday-Sunday last week. Glitches were immediately noted. Conversations were encouraged. Observations offered during those conversations also were noted. Schoenfeld said he “definitely has a list” of items to be tweaked before the arrival of the 2017 tournament. The majority, he said, “are basic operational things.”

Dates for the 2017 tournament, the second of four under the existing agreement, have not been established. Schoenfeld said next year's event will again fall into the late-October/early-November time slot and again will be part of the PGA Tour Champions' three-event postseason schedule.

Schoenfeld left open the possibility Richmond's spot in the playoff rotation could change. The Tour is said to be examining the 2016 postseason itinerary, which required three transcontinental trips in three weeks: to Thousand Oaks, Calif., for the playoff opener; to Richmond for the second-round event; and to Scottsdale, Ariz., for the championship tournament.



Three days of lovely, and out of the ordinary, autumn weather helped attract robust crowds to the inaugural Dominion Charity Classic, a three-day senior tour golf event played at the Country Club of Virginia's James River Course. Scott McCarron won in a playoff.

Richmond First Tee Practice Facility, Upgraded and Re-Designed By Lester George



Golf Course Architect Lester George of George Golf Design is making comprehensive alterations to upgrade the Richmond First Tee's Elson Redmond Memorial Driving Range near Downtown Richmond, to create a modern practice facility that will help golfers of all ages and abilities hone their skills. The Richmond City Council unanimously approved the extension of The First Tee of Greater Richmond's Operating and Maintenance Lease, allowing the School Street renovation project to move forward.

Lester George, the original architect of the facility known for his ingenuity in golf practice facility design, was invited to return to the site and design the improvements. George's relationship with The First Tee goes back almost two decades to the inception of the foundation. Over the years, he has designed more than a dozen First Tee facilities, including one of the original courses, in Chesterfield County, Virginia. The Richmond First Tee facility was the 100th First Tee course in the country and was ceremoniously opened by the original Honorary Chairman of The First Tee, former President George Herbert Walker Bush.

Sometimes called the "practice guru" for his innovation and leadership in practice design, Lester George travels the country speaking to Golf Range Association of America (GRAA) boot camps, sharing his expertise in the creation of practice facilities and teaching golf professionals and executives how to provide more practice options for

their players while facing financial and logistical challenges.

"Learning and practice are entry points to the game, and with the economic downturn in the golf industry practice is often the activity of choice for golfers who love the game but might not be able to afford a golf membership or a full round of golf at a daily fee golf course," said George.

The Richmond First Tee site has been renovated to restore and upgrade two 3-hole loops (one for adults, one for children), re-establish turf, convert the greens to Bermuda grass, and to upgrade the bunkers. Once finished, the facility will provide more interactive teaching and learning opportunities, including serving as a practice facility for the Virginia Commonwealth University golf team.

Of the renovation, VCU Head Golf Coach Matt Ball said, "The approach Lester had taken is creating a dynamic, fun, diverse, great practice facility for all of the Richmond community, especially for the First Tee golfers and the VCU Golf Team. "

"The Richmond golf community needs genuinely educational practice options for players that simulate real conditions on the golf course," said George. "The Richmond First Tee facility is a one-stop shop with everything needed to learn, practice, and play golf in a place that's convenient to downtown."

VSGA Promotes Smiley to Assistant Executive Director

The Virginia State Golf Association has promoted Matt Smiley, Director of Rules and Competitions, to the newly created role of Assistant Executive Director, VSGA Executive Director Jamie Conkling announced.

Smiley joined the VSGA staff in 2003 after two stints as a USGA P.J. Boatwright Intern and has served as the Association's Rules and Competitions Director since 2008. Smiley will continue to oversee the VSGA's Department of Rules and Competitions.



Matt Smiley

"Matt has been a valuable member of the VSGA staff for more than 15 years, and he is ready to take this next step in his career," Conkling said. "Under his watch, VSGA championships have grown in both quantity and in stature, and we're excited to see what he can bring to the organization in an increased capacity."

A lifelong Virginian, Smiley was born in Danville before moving to Wytheville with his family at age 7. Smiley played golf and basketball for George Wythe High School. In 2002, he graduated from the College of William and Mary. During his time in Williamsburg, Smiley played for the Tribe's golf team.

Smiley served as the VSGA's Women's Tournament Manager and Assistant Director of Rules of Competitions before being promoted in 2008.

"I am very excited to expand my involvement with golf in Virginia beyond rules and competitions," Smiley said. "I am grateful for this opportunity and look forward to being a larger part of the VSGA's initiatives to promote and serve the game of golf in the years to come."

Smiley and his wife Ashley have two children, Hudson and Anne Reese, and reside in the Richmond area.

Norman Honored by VSGA

At the Annual Meeting of the Virginia State Golf Association, VGCSA Executive Director David Norman was the recipient of the 2017 VSGA Service to Golf Award. "The VSGA Service to Golf Award is presented annually to an individual who has selflessly contributed to bettering golf in the commonwealth as an administrator, volunteer, VSGA staff member, PGA professional or otherwise."

A former VSGA Executive Director, Norman continues to serve golf through his roles with the National Golf Course Owners Association's Mid-Atlantic chapter and the GCSAA chapters in Virginia and Maryland. After working with the Carolinas Golf Association and RJR Nabisco, Norman came to Virginia to become the VSGA's Executive Director. During his tenure, the Association saw many of its most important initiatives, such as the VIP Golf Card and its scholarship program, come to fruition.

In Memoriam

Virginia Golf Legend Virginia Mack Passes

The Virginia golf industry mourns the passing of Jane Mack — a four-time VSGA Women's Amateur champion and the winner of the inaugural VSGA Women's Stroke Play Championship — who died unexpectedly on Friday, Dec. 30, 2016 at the age of 72.

Mack not only found success in VSGA events, but she was one of the top players in the history of the Richmond Women's Golf Association, winning the RWGA city women's amateur championship 15 times. She won four city titles in a row from 1970 and 1973 and on two other occasions won four times in a span of five years.

Mack won her first VSGA Women's Amateur title in 1977 and followed that up with a win in 1978, the same year she won the stroke play championship. Mack was the stroke-play medalist in the VSGA Women's Amateur six times. She won two more titles in that event, claiming the championship in 1982 and 1992.

"Jane set the bar for championship women's golf in Virginia," VSGA executive director Jamie Conkling said. "And even when she wasn't playing, she was always available to help and offer input on how to make women's golf in Virginia better."

Mack's career was derailed by a litany of injuries to her back,

shoulders, hips and knees. But her devotion to the game was remarkable. In an obituary posted in the Richmond Times-Dispatch, reporter Vic Dorr Jr. noted that Mack participated in the 2009 RWGA city amateur as a spotter and rules official just a few months after undergoing two knee-replacement procedures in a four-month span.

[Click here](#) for the full story on Mack's life.

Mack competed in three U.S. Women's Opens and three U.S. Women's Amateur championships. She was inducted into the Virginia Sports Hall of Fame in 2009.

Mack is survived by her mother, Frances; and brothers Charles and George. She was preceded in death by her father, Dr. Theodore Mack.



Jane Mack (R) with Donna Andrews & Sam Snead

Here's where Topgolf will open next in Greater Washington

By MICHAEL NEIBAUER, *Washington Business Journal*

Topgolf is coming to Montgomery County.

The Dallas-based purveyor of upscale driving ranges, complete with bars and a chef-driven menu, plans to open a 65,000-square-foot venue on Century Boulevard, just off Interstate 270. The site is owned by the Matan Cos.

Topgolf opened its first U.S. facility in Kingstowne in 2005 and an Ashburn outpost in 2015 at the Peterson Cos.' Commonwealth Center. Pending Montgomery County's approval, it expects to begin construction in Germantown in the fall of 2017 with an anticipated opening a year later.

"For 11 years, D.C. has been a top market for Topgolf, and as we look to expand in the area, Germantown is a natural fit," Davin Charhon, Topgolf's director of real estate development, said in a statement. "It's a fast-growing community that offers easy access to D.C. and is frequently recognized as one of the best places to live and work. This location offers

tremendous potential for Topgolf, and we are looking forward to serving this community in the near future."

Mark Matan of the Matan Cos. said the Topgolf and the recently opened Clarksburg Premium Outlets "represent a major shift in providing the residents and employees of northern Montgomery County a true live, work, play environment."

Topgolf projects its Germantown location will create 300 temporary construction jobs and 500 full- and part-time jobs. It is expected to attract 500,000 visitors per year, and have a \$300 million economic impact over the next decade. The three-level venue will feature 3,000 square feet of private event space and 102 climate-controlled hitting bays, each of which can host up to six players at a time.

The Kingstowne Topgolf recently celebrated its 10 year anniversary. Fairfax County is currently reviewing a proposed comprehensive plan amendment to authorize mixed-use development on the Topgolf site, with roughly 275 residential units and as much as 70,000 square feet of retail. If the landowner does proceed with a redevelopment, Topgolf would likely relocate, though a move is years away.

VGCSA Annual Visit to the State Capitol

Recently, Virginia Golf Course Superintendents Association representatives Mark Cote, Scott Mauldin, Pete Stephens, David Norman and Tyler Eastham visited with state senators and delegates at the General Assembly. They visited each representative's office, offering a gift bag with important information about our association and the industry. A thumb drive with the BMP, a mission statement and a postcard highlighting environmental stewardship were all included.

After the visit to the General Assembly, the VGCSA representatives headed to the House of Delegates and Senate Chambers. They were introduced to the floor by Senator David Marsden who noted the \$2.5 billion economic impact to the state and the 30,000 Virginians that are employed by the industry. The annual trip is important to building and strengthening the relationships with our elected officials.

Get Your Nutrient Management Plan Complete

It's Easy and Grants are Available!

Must Be Completed By July 1, 2017

As you may know, July 1, 2017, is the deadline for all golf courses in Virginia to have a certified Nutrient Management Plan for their Course. The state has approved a grant program to assist courses with complying with this regulation which is allotted on a \$10/acre schedule but, each contractor sets their own fee.

The process to complete your NMP is easy and not as costly as you would think. Having a plan shows the community that golf courses are conscious of the environment and actively taking steps towards protecting it. Additionally, those courses without plans submitted for

approval within 90 days of the deadline are subject to a monetary civil penalty by the DCR. So, please get your plans submitted ASAP.

Many of you have already completed your plan, thank you. Please communicate with your fellow members on how the process was handled at your facility.

[Click here](#) for a current list of contractors. If you have any questions about the grant or your course's eligibility, or the NMP process, contact Chantel Wilson, DCR's Urban Nutrient Management Specialist. chantel.wilson@dcrvirginia.com / 804-887-8917

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



VGCSA Representatives Scott Mauldin, CGCS, Mark Cote (President) and Pete Stephens, CGCS

Golf is So Hipster

By Jay Karen, NGCOA CEO



I do my best to pay attention to trends in pop culture. Not because I'm a trendy guy—I wear the same jeans and sweatshirt just about every weekend—but to see if anything looks promising that could be applied to the golf industry.

Ironically, one of the “trends” for the past several years has been to be retro; to bring back those elements of style and culture that were once mainstream, but now seem to be hip, cool and above the mainstream. Some call it being “hipster” or “old school.” One example might be the games from our childhood being sold in Target as retro versions (i.e. Monopoly, Sorry! or Battleship). Another example, which takes retro too far in my opinion, is to see men with long, curated beards and curly moustaches, as though they're living in the 19th century. Hey, to each his own, but it just looks like an anachronism. Sorry, I digress.

One example of “what's old is new again” in the travel industry is camping or RVing. Family camping trips and Winnebago campers were all the rage decades ago, but then there seemed to be a time period when all of that went out of style. Timeshares, cruises, airplanes and resorts filled the travel space. But camping and RVing have come back into pop culture. Campgrounds, Airstreams and RV parks are all the rage again, but now with some updated amenities. There's even a word for upscale, glamorous camping: glamping! People are even rediscovering train travel, as another throwback experience.

I have a friend who always seems to be one step ahead of the trends. He bought and sold web domain names 20 years ago and made a killing. He bought and ran a New England B&B and made a killing. A longtime craft beer enthusiast, he also started a Vermont restaurant and brewery and made a killing. And last year, he bought a small campground and RV park. You know what I'm expecting next, right? By the way, the guy only just turned 40.

I encounter a lot of people in golf who pine for the old days. The good ol' days, when guys were in the parking lot before the sun on a Saturday morning. When golf pros could go out and play with the customers, rather than sit behind a desk crafting the next email campaign. When hitting 40,000 rounds was no big deal. Some may believe if we just do things like we used to, then we'll get the results we used to. That maybe golf will make a comeback, like all of those other industries.

But here's the secret: Those things never went away. Even when it didn't appear popular, people still traveled by train, went to campgrounds, played Monopoly, stayed at B&Bs, grew strange styles of facial hair and drank beer. Some people today may think golf looks retro, and some may think we even look like an anachronism. No, the numbers aren't what they were 20 years ago. But we're not going anywhere. Regardless, let's not be complacent in 2017. Look at yourself in the mirror, and look at your business. Then ask, “What am I doing differently this year?” Seriously. What are you going to do?

“Uncovering Generational Attitudes to Club Membership”

Special Report Available from CMAA

Now aged 21 to 39, Millennials are poised to shake up the club industry. It turns out that many of the intangibles that Millennials say they want are exactly what clubs already can and do offer. But, like nearly everything Millennials do, they want it to be customized to their specific needs and life stage.

The Club Managers Association of America's uncovering generational attitudes about Club Membership is an eye opening read into the changing demographics all our clubs are facing. To get your copy [click here](#).



Golf & Health Project Launches To Highlight How Golf Can Benefit All



[World Golf Foundation](#) (WGF) – the non-profit organization developing and supporting initiatives that positively impact lives through the game of golf and its traditional values – announces the launch of the Golf & Health Project, academically researching and highlighting how the game can benefit peoples' lives.

Researchers at the University of Edinburgh in Scotland, led by Dr. Andrew Murray and under the supervision of leading international academics, Professor Nanette Mutrie and Professor Liz Grant, have conducted the largest, most comprehensive study of golf and health, with the results shown in a [Scoping Review](#) published in the world's leading sports medicine and science journal, The British Journal of Sports Medicine. In total, 5,000 papers were reviewed to provide a comprehensive view on the impact of the game on health, illness prevention (and management) and associated injuries ([infographic](#)).

Key benefits include improvements in life expectancy and quality of life, as well as physical and mental health benefits. Golf is expected to decrease the risk of more than 40 major chronic diseases like type 2 diabetes, heart attacks, colon and breast cancer. Current research shows that golf has positive impacts on cholesterol, body composition, metabolism, and longevity.

The Project launches with support from all of golf's major organizations, along with an initial eight ambassadors from around the world with more than 30 majors and 350 wins between them - Aaron Baddeley (Australia), Annika Sorenstam (Sweden), Brooke Henderson (Canada), Gary Player (South Africa), Padraig Harrington (Ireland), Ryann O'Toole (USA), So Yeon Ryu (South Korea), and Zach Johnson (USA).

"I am delighted to be an Ambassador for the Golf & Health Project and wholeheartedly support the work they are doing to prove the health and wellbeing benefits of golf," explained Gary Player, nine-time Major champion and World Golf Hall of Fame member. "The systematic and academic confirmation of the physical and mental benefits golf gives people will be of great use to us all to spread the word to institutions, governments and the entire world!"

Current information from the Scoping Review and future research findings will continue to be available through the Golf & Health website – www.golfandhealth.org. This information is designed to be practical and usable by golf's stakeholders to help develop the sport around the world.

The project also aims to show existing and future benefits that are identified are applicable to individuals of all ages throughout society, not just a specific sub-section of the population.

The WGF and the major golf organizations represented on its Board of Directors, along with partners such as the PGAs of Europe and the University of Edinburgh, academic collaborators and supporters from the University of California at San Francisco, and various other organizations, are working together on the Project with a view to sharing its work around the globe.

"The importance of the Golf & Health Project in the development of the sport is vital, not just for the WGF's partners, but everyone involved with golf around the world," said Steve Mona, CEO of the World Golf Foundation. "This Project is something we can all get behind, as it is universally agreed that golf is good for you. It is going to provide real, tangible resources that can be used by governments and politicians, professional tours, governing bodies, golf businesses, PGA Professionals and more - all to the sport's benefit."

The Project is planning various research-led activities to further prove areas of interest and also expand into currently under-researched areas such as the mental health benefits of golf, physical benefits in older players and the positive effects of spectating.

"For a number of years we've felt we've underplayed the likely benefits of golf on peoples' health," added Golf & Health Project Executive Director and European Tour Chief Medical Officer, Dr. Roger Hawkes. "Over the last two or three years, there seems to be an interest from various bodies and we've been able to bring together that interest to actually study this area."

Further information, news and features on the Golf & Health Project: www.golfandhealth.org, [@GolfAndHealth on Twitter](#) and ['Golf and Health' on Facebook](#).

Watch the interview with key Golf & Health representatives and ambassadors at <https://youtu.be/XlpzLd6e2dc>.

GOLF 20/20 Announces the Game's 2016 Charitable Impact

GOLF 20/20 – a collaboration of leading organizations representing all segments of the U.S. golf industry – today announces details about the game's \$3.9 billion annual charitable impact with more golf facilities than ever (12,700) hosting an event in 2016.

According to a study conducted by the National Golf Foundation (NGF), golf as a fundraising vehicle includes an estimated:

- 12,700 golf facilities (84 percent of U.S. total, 8 percent increase from 2011)
- 143,000 events
- 12 million participants
- \$26,400 average per function
- 1 percent of all U.S. charitable giving (totaled \$373 billion in 2015)

"Charity is at the heart of the U.S. golf industry," says Steve Mona, CEO of the World Golf Foundation, administrator of GOLF 20/20. "Golf is a key driver for charitable giving and takes pride in hosting charitable

events to improve millions of lives through causes that are mostly unrelated to golf."

Most common charitable golf event beneficiaries include health, youth, education and cultural groups nationally, regionally and locally.

More than 85 percent of organizations conducting golf events find them important because, in addition to raising significant funds, they provide exposure and networking opportunities among supporters.

Additionally, golf's charitable impact is greater than Major League Baseball, National Football League, National Basketball League and National Hockey League combined.

The findings are based on qualitative calls and data collection from a coast-to-coast sampling of public and private golf facilities, and non-profit organizations producing golf events, conducted on behalf of GOLF 20/20 by the NGF.

For more information: www.golf2020.com.

Golf Pipeline, In Partnership With CBS Sports Digital, Will Launch New Tee Time Booking Platform GolfBook In 2017

Golf Pipeline, a leading golf tee time management company, will launch a new tee time booking platform in 2017: GolfBook. In partnership with CBS Sports Digital, this new golfer platform, located at golfbook.com, will combine the strengths of the companies: Golf Pipeline's unique golf course tee time network and the reach of CBS Sports Digital.

"We look forward to an exciting 2017 golf season as we prepare to launch GolfBook in partnership with CBS Sports Digital," said Gene Pizzolato, President and CEO of Golf Pipeline. "GolfBook will ultimately help golfers find the tee time they're looking for and the group they want to play with, because we firmly believe that golf is better when you're connected with friends."

GolfBook's core purpose will be to help golfers activate their game and fill their foursomes through a tee-time platform with sleek and easy technology. GolfBook will be rolled out in 2017 with support and promotion from CBS Sports Digital.

"We believe GolfBook will be a valuable resource for golfers," said Jeffrey Gerttula, Senior Vice President and General Manager of CBS Sports Digital. "The launch of this platform marks the next chapter in our overall mission to support the golf industry."

Monahan Takes the Reins of the PGA Tour

Jay Monahan is only two months into his new position as commissioner of the PGA Tour, and there is much work to do. As a lifelong player who learned so many lessons through this game, he said he is humbled by the opportunity, and excited about the road ahead.

Monahan, 46, who has filled various roles within the Tour since moving to Florida to run The Players Championship in 2008, has a singular big-picture focus as he gets underway in his first year in office: "It's to make Mr. (Arnold) Palmer proud."

"So we can look up to heaven and feel great about what we accomplished," he said. "Then I think all the the things that we're trying

to do as a business, we'd have largely gotten done."

Monahan covered a variety of topics in an interview just after the start of the season. He talked about Tour scheduling (addressing the potential of getting the playoffs done by start of NFL season); his players and their wishes; his plan to lean on former commissioner Tim Finchem as counsel; the importance of speed in an ever-changing media world; the Tour's leadership role in growing the game; and most importantly, serving the PGA Tour fan – reaching both the traditional one and the newcomer.

Government Relations

Trump Administration Requests Extension in Overtime Lawsuit

On Jan. 25, the Trump administration requested an extension from the 5th Circuit Court of Appeals in which to file its reply to the State's brief on the overtime lawsuit.

The U.S. Justice Department requested a 30-day extension of time, to and including March 2, in which to file its reply to the brief filed on behalf of the 21 states. The requested extension is necessary to allow incoming leadership personnel adequate time to consider the issues.

It's likely the new secretary will attempt to reverse some of the decisions from the Obama administration, including the overtime rule.

During an interview with [CIRCA last August](#), the then-President-elect said, "We have to address the issues of over-taxation and overregulation

and the lack of access to credit markets to get our small business owners thriving again. Rolling back the overtime regulation is just one example of the many regulations that need to be addressed to do that. We would love to see a delay or a carve-out of sorts for our small business owners."

Some believe that instead of full reversal of the rule, the administration will simply modify the rule exempting small business. But the only thing we are sure of is some form of change is forthcoming.

The NGCOA will continue to monitor this issue and invite members to contact the Association office with any questions or for assistance in evaluating or administering the [duties test](#).

You're Invited to the 10th Annual National Golf Day

In April, the NGCOA and other industry partners will converge on Capitol Hill for the 10th Annual National Golf Day. This is your opportunity to join us in showing key legislators the importance of golf in communities across the nation. We need you – the owners and operators – to help us increase our visibility and influence.

This year, the NGCOA is hosting an [Advocacy Forum](#) prior to the National Golf Day festivities. During this forum, you will have the opportunity to hear from members of the Trump Administration, representing both the House of Representatives and the Senate. Closing this event, you will receive an update on WE ARE GOLF from Forbes-Tate.

National Golf Day has successfully increased awareness of the golf industry on Capitol Hill, in the White House and among Washington, D.C., federal agencies. As we prepare for the 10th anniversary of this signature event, we are seeking to enhance both our visibility and influence. Our goal is to engage the most influential members of Congress during our visit and to further increase national recognition of this day, and to do this – we need you.

To register to attend the golf industry's most high-profile government affairs event, [click here](#). We ask you to register as soon as possible for National Golf Day in order for ample time to secure Hill appointments for all participants.

A hotel room block at a rate of \$199 per night, has been secured at the Hyatt Regency Crystal City in Arlington, VA. The phone number to book is 703-418-1234. Please mention the NGCOA when calling to make your reservation.

If you have any questions about the event, please contact Ronnie Miles, at rmiles@ngcoa.org or by calling 800-933-4262, ext 204.

NATIONAL GOLF DAY AGENDA

Tuesday, April 25, 2017

- 11:30 am - 3:00 pm** **NGCOA Advocacy Forum -**
Hyatt Regency Crystal City
[REGISTER HERE](#) (\$50 registration fee, includes lunch) Join us for a presentation of the 2017 NGCOA Champion Awards, listen to invited guest speakers from the Trump Administration representing the Senate and House, and hear a We Are Golf Update from Forbes-Tate.
- 4:00 pm - 5:20 pm** **National Golf Day Kick Off Meeting**
Hyatt Regency Crystal City
Get briefed on the schedule and mission of Wednesday's events. You'll receive talking points, Hill appointments and more.
- 5:30 pm - 6:30 pm** **Opening Reception**
Hyatt Regency Crystal City

Wednesday, April 26, 2017

- 7:45 am** **Shuttle Transportation to The Capitol Building**
- 9:00 am** **Group Photo – Venue TBD**
- 9:15 am** **Rayburn Foyer Room Kick Off**
- 9:30 am - 4:00 pm** **Exhibits Open**
- 9:30 am - 5:00 pm** **Legislative Visits to Key Congressional Members and Staff**

Lunch is on your own. Dining facilities are available within the Capitol buildings. Return transportation from the Capitol will not be provided.

Partner Spotlight



Golf Property Analysis and Valuation: A Modern Approach

Golf Property Analysts is proud to announce the publication of “Golf Property Analysis and Valuation - A Modern Approach” to be available in October, 2016 from the Appraisal Institute, authored by GPA President, Larry Hirsh.

In the book, Hirsh shares 35+ years’ experience appraising, advising, consulting and brokering golf and club property. Topics of focus include market analysis, site and facilities, maintenance, marketability and the various elements of valuation, including the application of the approaches to value.

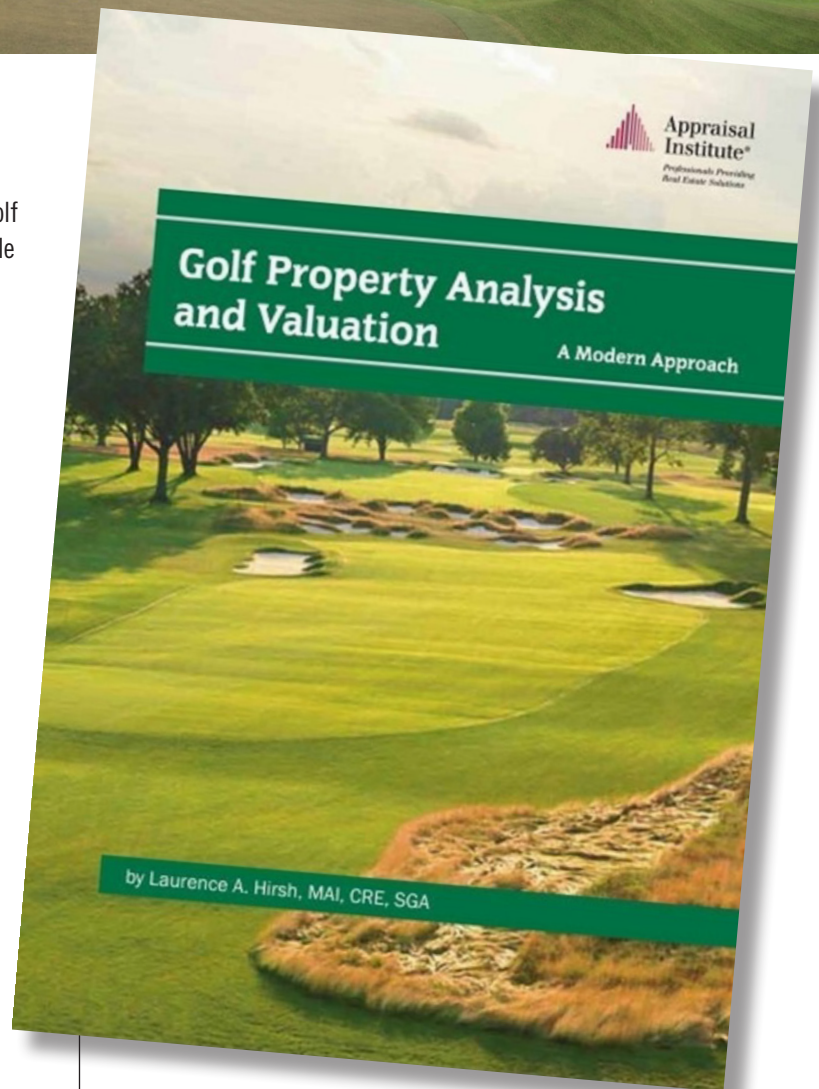
The text provides insight into the economics of golf properties, while explaining the many physical varieties, ownership structures, design and personal property elements that distinguish golf properties. The significant differences between private clubs and daily-fee facilities is discussed in depth.

Market segments are identified and the issue of highest and best use is addressed, along with some of the many unique elements of golf properties, such as dealing with renovation projects, the impact of membership refund liabilities and alternative uses.

The book also contains due diligence checklists for potential buyers and addresses issues sellers need to consider.

2016 Appraisal Institute President Scott Robinson states in the foreword “Golf Property Analysis and Valuation is an up-to-date and authoritative reference on the economics of golf courses and clubs and the appropriate analysis and valuation of these properties.”

Developed for architects, attorneys, bankers, brokers, club leaders, consultants, courts, owners, managers, buyers and sellers of golf properties, as well as appraisers who take on golf property assignments, it is destined to be a resource for all participants in the golf and club property environment. The book will be available for \$60.00 (\$50.00 for AI members) through the Appraisal Institute in October along with some of the many unique elements of golf properties, such as dealing with renovation projects, the impact of membership refund liabilities and alternative uses. Visit www.appraisalinstitute.org or look for a link next month’s issue of GPA’s Chip Shots.





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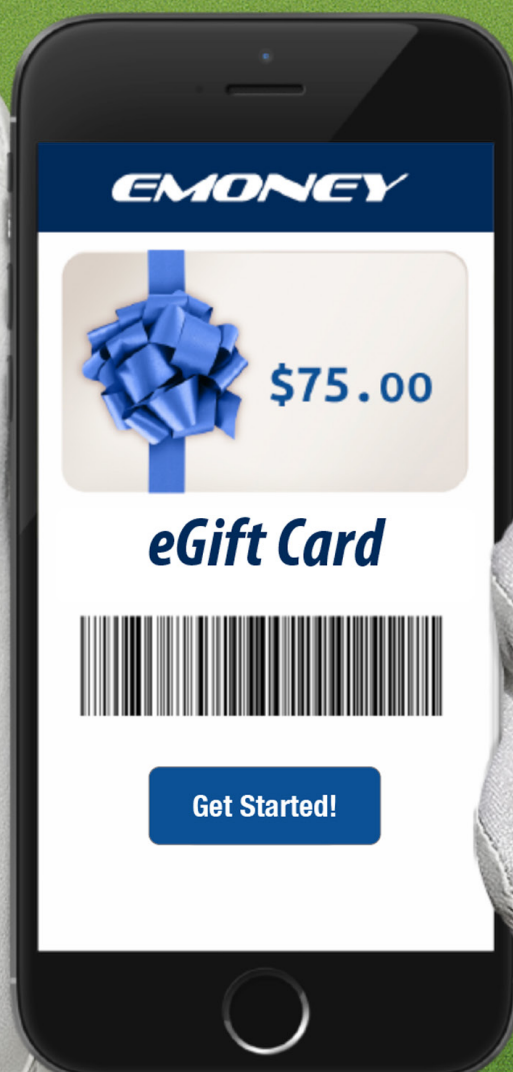


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