### A Message from Our President

The season is in full swing now, and after a pretty nice spring, here comes the oppressive heat and humidity that we have to deal with every year in the Mid-Atlantic. Our "transition zone," as the agronomists like to call it, features both warm and cool season grasses — it becomes a challenge for our superintendents, who are so vital to our success.

Earlier in the spring, NGCOA Mid-Atlantic was stumping on Capitol Hill at National Golf Day, meeting with a record number of legislators in the 10th year of this annual pilgrimage. There were a lot of friendly ears, with Republicans controlling the House and Senate. We are hoping for a "repeal and replace" action on WOTUS, to roll back red tape from the EPA. This year the issues were labor (H-2B), environmental regulations and the PHIT act (offering tax credits for physical fitness activities, including golf). Our board member Mike Fentress and Executive Director David Norman joined Brian Armstrong, CCM of Country Club of Fairfax and superintendents David Walter of Lansdowne Resort and Scott Kinnan of Farmington Country Club on the calls.

And speaking of government relations, we have a new Golfer-in-Chief sitting in the White House. It's a toss-up on who played more frequently in office, Mr. Trump or Mr. Obama. The difference is how high profile President Trump is for our industry, owning almost 20 high-end golf properties. By entertaining the Japanese Prime Minister on the golf course, is the President helping to bring back corporate entertainment on the golf course? It's working for him. His Trump National Washington DC club just got through hosting the PGA Senior Championship in the Mid-Atlantic. He is also hosting the US Women's Open in New Jersey.

So what did you think of the US Open at Erin Hills? This year's national championship featured a lot of new elements, most notably a new course, which was the longest in history. *Sports Illustrated* called it a "Slugfest," and while Brooks Koepka bombed his way around the track, top favorites missed the cut – Dustin Johnson, Jason Day and Rory McIlroy. The USGA played it safe, taking walking rules officials off the course and weed-eating the fescue just two days before the championship. No messy presentation ceremonies, but it still looks like Fox is struggling with the broadcast. Next year at Shinnecock will be a welcome sight for traditionalists.

And while we are talking USGA, how about the "about face" on the *Rules of Golf*? Amazing how deep the cut was with the botched rulings at last year's US Open and US Women's Open. All of the sudden, the USGA is "player friendly." Overall, I know this will be welcomed with open arms, because one perception of golf is that it is difficult, with too many rules. Also, some new rules could help speed play, and everyone is in favor of that. The proposed 2019 "modernization" of the rules is now available for your review (click here).

Are you reading *Golf Business* magazine, the official publication of the NGCOA (www.golfbusiness.com)? It is really the #1 resource tracking the business of golf. There is always an insightful interview of our peers, seeing how they deal with problems in their business. The June issue features an interview with our board member, Mike Fentress of Virginia Beach Golf Management.

Do you have the new Golf Business TechCon on your calendar? It's September 27-28 at the Aria in Las Vegas (www.golfbusinesstechcon.com) – education and a great show are planned. Greg Norman is among a strong lineup of speakers.

Oh, and please SAVE THE DATE of Wednesday, October 18th for the NGCOA Mid-Atlantic Annual Meeting and Awards at 1757 Club in Dulles, VA. Billy Casper CEO Peter Hill will be among the list of speakers in a popular event featuring great networking, education, recognition and golf!

As for me, I recently started a new chapter in my career in forming Commonwealth Golf Asset Management. It was a big move for me, but I'm excited to shift direction as the market transitioned. These days, businesses need to be poised for change.

As I close, I want to thank all our corporate partners for their support! We could not operate our association without their commitment. A special welcome to newest partners, Power Film Solar, Peebles Golf Cars and Horizon!



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



Mike Bennett NGCOA Mid-Atlantic President

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### NGCOA Mid-Atlantic Annual Meeting Set for Oct. 18

### 1757 Club in Dulles, VA to Host

Mark your calendars for Wednesday, October 18th for the 9th Annual NGCOA Mid-Atlantic Annual Meeting & Golf Outing. This year's event ventures to the highly acclaimed 1757 Club in Dulles, VA. This flagship property of Billy Casper Golf features a welcoming staff, which has helped 1757 earn various "Best of Loudoun" awards – its event spaces and expansive golf practice areas continue to draw rave reviews.

Hosting the event is NGCOA-MA board member Joel Gohlmann in partnership with Director of Golf, Gary Huebner, PGA, a national award winner with BCG. 1757's par 70, 6,600-yard layout is a shotmaker's dream, and it features dramatic views of the majestic Virginia landscape.

Heading the list of speakers for this year's event is Peter Hill, co-founder, CEO and Chairman of Billy Casper Golf. Mr. Hill oversees all owned and managed courses, and directs corporate affairs for BCG's consolidated business operation. Mr. Hill serves on the Board of Directors of both the National Golf Foundation (NGF) and the National Golf Course Owners Association (NGCOA), and is active with the PGA of America, Golf Course Superintendents Association of America (GCSAA), and other industry organizations. He consistently ranks among the golf industry's top executives, and is a featured speaker at numerous conferences. He is a graduate of Georgetown University and holds an MBA from Columbia University.

Four awards will be presented at the meeting — the Mid-Atlantic Public Course Award, the Mid-Atlantic Private Course Award, the Textron Golf Environmental Stewardship Award and the Mid-Atlantic Golf Leader Award. It is a great networking event with owners and executives from all facets of the golf industry. Following the event will be a day of golf with your colleagues that will conclude with a social hour.

The event is open to all golf industry professionals and club representatives. This includes golf course owners/operators (whether or not NGOCA-MA members at present) and their guests, general managers and/or CMAA members. MAPGA professionals, VGCSA members, club representatives, plus official event sponsors and NGCOA-MA Partners. Look for registration forms soon or visit www.ngcoamidatlantic.org.



Peter Hill





### Mid-Atlantic Hosts Major Golf Events

### Lexi Thompson wins the LPGA Kingsmill Championship at Kingsmill Resort in Williamsburg, VA

The River Course at Kingsmill Resort, located in Williamsburg, VA hosted the LPGA Kingsmill Championship on May 15-21. Lexi Thompson took home the crystal with a record score of -20, to defeat In Gee Chun of China by five strokes.

An important event for Virginia Golf, the Kingsmill Championship has an economic impact of more than \$6 million to the area, and since the championship's inception in 2003, the event has contributed over \$1.5 million to local charities and organizations.

Recently Kingsmill was acquired by Escalante Golf. While the current LPGA contract expired this year, officials are in discussion about continuing this popular annual event.



### Trump National Washington D.C. hosts the KitchenAid Senior PGA Championship

Bernhard Langer made history after sinking his final putt to edge out Vijay Singh by one stroke to capture the 2017 KitchenAid Senior PGA Championship at Trump National in Loudoun County, VA. The pair were never separated by more than two strokes, and were tied for nine holes in a row, until as Langer put it, "I got my nose in front." With his win, Langer surpassed Jack Nicklaus for the most major wins on the senior circuit with nine, and he also completed the career Senior Grand Slam. "I'm honored to be mentioned in the same breath as Jack Nicklaus," Langer said of this week's opportunity.

Located just north of our nation's capital on two sweeping miles of the Potomac River, Trump National Golf Club, Washington D.C. is one of the most prestigious golf courses in the world.

Trump National Golf Club, Washington D.C. boasts two 18-hole Championship Golf Courses: the Championship Course and Riverview Course. These courses, combined with a state-of-the-art indoor tennis center, golf performance center, exquisite ballroom, endless outdoor amenities, immaculate white-glove service and five-star cuisine create a world-class property second to none.



### TPC Potomac at Avenel Farm Hosts the PGA Tour's Quicken Loans National

Once again the world's best golfers gathered at TPC Potomac at Avenel Farms for the Quicken Loans National. A strong field turned out for this annual Independence Day celebration in our nation's capital. Kyle Stanley took home the trophy.

A unique feature of this event is the focus on youth, as an official event of the Tiger Woods Foundation. NEW in 2017, *Kids Village* featured mini golf, interactive games and activities tailored for the younger crowd. Face painters, caricature artists and mascot appearances will provide a nice break in the action. A cornerstone activity within Kids Village, the TGR Learning Lab Youth Activity Zone featured six stations highlighting the four pillars of STEM (Science, Technology, Engineering and Math) and the college access programs of the Tiger Woods Foundation. Juniors were admitted FREE and enjoyed special viewing zones.



### Mid-Atlantic Hosts Major Golf Events

### The Greenbrier Hosts the PGA Tour after Historic Flood

In July of last year West Virginia experienced one of the most tragic floods in history, causing tremendous damage to The Greenbrier Resort. The community was completely devastated and parts of the golf course were submerged under water. Thousands of volunteers stepped up to help the resort and the entire community recover. After a full year of recovery efforts, The Greenbrier welcomed back the PGA Tour on July 3-9 for the Greenbrier Classic played on The Old White TPC Course, a historic track that opened in 1914. Xander Schauffele scored his first PGA Tour victory with an exciting finish.

The Greenbrier is widely regarded as one of the finest luxury resorts around the world. Surrounded by the wondrous Allegheny Mountains, The Greenbrier offers exclusive services and amenities such as championship golf, fine dining, more than 55 activities, designer boutiques, our world-renowned mineral spa and a 103,000 square foot gaming and entertainment venue.





What a difference a year makes - July 2016 (left), July 2017 (right)



### The Dominion Energy Charity Classic Returns to The Country Club of Virginia This Fall

The second-annual event Dominion Energy Classic will be played Oct. 19-22, 2017 at The Country Club of Virginia. The top 72 players from the regular season will travel to Richmond and compete in the first tournament of the Charles Schwab Cup Playoffs on the famed James River Course.

In 2016, Scott McCarron birdied the first playoff hole to win the inaugural Dominion Energy Charity Classic, then the second of three tournaments in the Charles Schwab Cup Playoffs. Bernhard Langer tied for sixth place in Richmond last year and went on to win his third straight Charles Schwab Cup the following week in Scottsdale, Arizona.

Individual tickets for the 2017 Dominion Energy Charity Classic are now on sale. Pro-Am Grounds tickets start at \$16 and competition round tickets start at \$26. Volunteer registration is open, but demand is high and availability is limited. Visit the tournament website for more information, www.deccgolf.com.

The James River Course first opened on June 30, 1928 as the combination of two nines from separate golf courses designed by noted golf architect William Flynn. This masterful combination became a fine championship course hosting numerous tournaments including the 1955 and 1975 USGA Men's Amateur Championships.



### Golden Horseshoe Gold Course Re-opens

Renovation complete at award-winning golf club





The par-4 14th hole, featuring Better Billy Bunkers with enhanced features and superior drainage.

The Gold Course at Golden Horseshoe Golf Club in Williamsburg officially opened July 1 following a complete renovation of all greens, fairways, roughs, and bunkers.

The Gold Course now features Northbridge Bermuda turfgrass on the fairways and surrounding roughs, and 007 Bentgrass on the greens. The bunkers were rebuilt using the "Better Billy Bunker" construction technique to improve the drainage, look, and playability. Other upgrades include the addition of nine forward tees, re-leveling all remaining tees, reconstruction of four green complexes (Nos. 2, 6, 12, and 18), and resurfacing of all remaining greens. The practice putting green was substantially expanded and the practice range added a new short game "target greens" practice area.

These improvements exhibit Colonial Williamsburg's significant commitment to the iconic golf course, ensuring the Golden Horseshoe remains one of the top golf resort destinations in the nation.

"Colonial Williamsburg's board of trustees made a major investment in the Gold Course renovation," said Mitchell B. Reiss, Colonial Williamsburg president and CEO, at a special sneak preview event. " As stewards for this precious asset, we proudly offer it as part of the premier resort experience today's travelers demand."

The renovation of Robert Trent Jones Sr.'s original 1963 design was directed by his son, golf course architect Rees Jones, known as the "Open Doctor" for his expert renovations of many U.S. Open courses, and Greg Muirhead of Rees Jones Inc. Golf Course Design.

When Jones Sr. opened the Gold 54 years ago, he called it his finest design and "a natural arboretum upon which a great golf course has been built." Through the years, the Gold Course has been recognized with numerous awards of excellence from players and golf media. It has hosted multiple USGA championships in addition to the 2007 NCAA Men's Golf Championship. It currently ranks number 79 on *Golf Digest*'s list of America's 100 Greatest Public Courses.

In addition, the club also completed a renovation of the clubhouse, including a new lobby, 19th hole, locker rooms and updated pro shop and restaurant.

The Golden Horseshoe Golf Club offers guests three distinctively different playing experiences: The Gold Course, The Green Course (designed by Rees Jones), and the 9-hole Spotswood short course. For more information visit colonialwilliamsburg.com/golf.



New 19th Hole Bar



Glen Byrnes, PGA, Greg Muirhead, Rees Jones, Mitchell Reiss

# WE ARE GOLF Celebrates National Golf Day's <u>10th Aniversary on Capitol Hill</u>

Record 175 Congressional Meetings, Nearly 200 Attendees from 35 States Showcase Game's Benefits

This spring, a coalition of the game's leading associations and industry partners visited Capitol Hill for the 10th annual National Golf Day to discuss the game's nearly \$70 billion economic impact, \$4 billion annual charitable impact, environmental value to local communities and fitness benefits. A record 175 Congressional meetings were scheduled and nearly 200 attendees from 35 U.S. states participated.

Industry leaders met with Members of Congress, the Executive Branch and Federal agencies to highlight the two million jobs impacted by golf and the nearly \$4 billion raised for charitable causes through 143,000 philanthropic events annually. Throughout the day, participants shared stories about the game's 15,000-plus diverse businesses, tax revenue creation, accessibility, tourism, ecological value and the fact that one in 75 U.S. jobs is impacted by the industry.

New for 2017, more than 100 golf industry leaders participated in a community service initiative on the National Mall the morning of April 25. The initiative focused on beautification, preservation and helping the National Park Service with turf deferred maintenance. It was led by the Mid-Atlantic Association of Golf Course Superintendents.

"I look forward to National Golf Day every year. It's a chance to visit with the folks at WE ARE GOLF here on Capitol Hill to talk about the positive impact the game has on our economy, worthy charities and personal fitness," says Congressman James E. Clyburn, Assistant Democratic Leader (D-SC). "I especially appreciate the opportunity to discuss expanding diversity throughout every aspect of the game of golf."

"The influence of the game continues to grow. Golf continues to lead the way, in terms of not just physical strength but also mental strength and character," says Senator John Barrasso (R-WY). "Golf is a worldwide, growing global activity."

Organizations participating were the Club Managers Association of America, Golf Course Superintendents Association of America (GCSAA), Ladies Professional Golf Association (LPGA), Links to Freedom, National Alliance for Accessible Golf, National Golf Course Owners Association, PGA TOUR, Salute Military Golf Association, The First Tee, U.S. Golf Manufacturers Council, USGA, World Golf Foundation and several others.

"Celebrating our 10th anniversary was an historic moment and significant milestone for the golf industry," says Steve Mona, CEO of World Golf Foundation and administrator of WE ARE GOLF. "The game's economic, charitable, environmental and fitness benefits echoed throughout Capitol Hill as we shared golf's contributions, both locally and nationally, with our country's decision-makers."



Representing allied associations of the Mid-Atlantic were David Walter (Lansdowne Resort), Scott Kinnan (Farmington Country Club), Brian Armstrong (Country Club of Fairfax), Mike Fentress (Virginia Beach Golf Management) and David Norman (NGCOA MA – not pictured)



By Steve Perry, *Buffalo Agency* 

MAAGCS Superintendents led the community service project.

### Allied Associations Study Staffing Strategies

### Immigration Expert Reviews H-2B and More

Last month's joint meeting of CMAA-VA, NGCOA Mid-Atlantic and VGCSA featured a special topic – staffing strategies and utilizing visas to cover seasonal needs. Heading the discussion was Keith Pabian, an expert on the topic. As an experienced immigration lawyer, Pabian represents companies, organizations, seasonal businesses, universities, non-profits, individuals, and professional sports leagues and franchises to procure temporary visas, work authorization, lawful permanent residency (green cards), citizenship, and other immigration benefits in the United States.

A number of Mid-Atlantic clubs use this program to staff up in the high season. For example, The Country Club of Virginia has 28 seasonal employees from the H-2B program. Pabian reviewed the process to apply, recruit and hire workers from outside the US. He advised starting in October to be ready to employ seasonal workers in the spring. While previously under attack, H-2B is now favored by the current administration, so he expects the program to be available for an indefinite time. Each year there are 66,000 H-2B visas available nationally, half in the first half of the year, then the rest in the second half. While there is a window of 75-90 days in advance to file, he recommends filing on the first day to ensure availability. Clubs using the program see a big benefit; however, Pabian cautions to follow the rules precisely – there are large fines for non-compliance. He also notes that housing is the only allowable payroll deduction expense.

Pabian also discussed some lesserknown visas, some of which are countryspecific, and others that are created for individuals with nationally renowned skills.

There were over 50 club representatives in attendance at the beautiful Two Rivers Country Club in Williamsburg.

For more info, visit www.pabianlaw.com.



Keith Pabian of Pabian Law



### Honoring Excellence in Chapter Education

The Club Managers Association of America (CMAA) is proud to announce its Award for Excellence in Education winners. These chapters excelled in their educational programming in 2016. These awards were announced at the Closing Business Session of the 90th World Conference on Club Management and Club Business Expo in Orlando, FL.

The Award for Excellence in Education showcases CMAA chapters that are contributing to the club management profession through creative, informative, relevant and innovative annual programming. Each winning chapter in the Small, Medium and Large categories is awarded an Education Grant from The Club Foundation to be used toward future chapter education programs.

The Club Managers Association of America would like to extend its sincere congratulations to these chapters. CMAA members benefit from industry leading professional development, membership networking and innovative solutions connected by a vibrant network of 44 chapters across the country and internationally.

For more information on the CMAA and its chapters, please visit cmaa.org.



### Award for Excellence in Education Recipients

### **First Place Chapters**

Small Chapter: Illini Medium Chapter: Wisconsin Badger Large Chapter: Golden State

#### **Second Place Chapters**

Medium Chapter: New York State Large Chapter: Metropolitan

### **Most Improved Chapters**

Medium Chapter: Virginias Large Chapter: Georgia

### Longleaf Tee System Marks "Right Course for Every Golfer" By John Gordon



#### Can you grow the game by shrinking the golf course?

That's the thinking behind the Longleaf Tee System, the brainchild of U.S. Kids Golf founder Dan Van Horn and now a joint initiative of the U.S. Kids Golf Foundation and the American Society of Golf Course Architects.

Several years ago, Van Horn started "scaling" the length of courses that hosted his tournaments to make them playable for all participants, no matter what their ability or skill level.

His U.S. Kids Golf Foundation purchased Longleaf Golf & Country Club in Southern Pines, N.C., in 2015. With the assistance of Bridgestone Golf, he synthesized the related data accumulated over the years and hired Atlanta architect Bill Bergin to create the first totally scalable golf course, with seven sets of tees ranging from 3,200 to 6,600 yards. Van Horn calls Longleaf Golf & Family Club "a living laboratory for growing kids and family golf."

An essential part of the experiment is the Longleaf Tee System, which "is designed to help every player enjoy the game and help every course provide for their customers," Van Horn said.

"Appropriate tees will mean better scores, a faster pace of play and more golfers eager to return and play more. There is no gender or an age restriction here. It is the opportunity for excellence for every player."

After a sojourn on the PGA Tour, Bergin spent three years teaching fulltime at an Atlanta club before turning to course architecture. Many of his students were women, and he empathized with the challenges that they faced when confronted with courses where even the forward tees were too long and their location often was an afterthought. (Van Horn's data indicate the female bogey golfer should be playing a course of about 3,800 yards, a distance that is practically non-existent at the vast majority of courses.)

"Par for most women at most golf courses is really around 90," Bergin said. "Their enjoyment level is lessened because they have to hit too many of what I call 'irrelevant' golf shots between the two shots that really matter: the tee shot and the approach shot. With the Longleaf system, they can select the correct tee based on how far they hit their driver, score better, have more fun, play faster and now every shot is relevant."

The unique range setup is integral to the Longleaf Tee System (www. longleafteesystem.com). Beginning at 100 yards and extending at 25-yard intervals, color-coded posts with numbers correspond to each of the tee decks. Players hit a few drives before their round and then match their average carry distance to the most closely associated numbered pole. That is their recommended tee deck. The gender-neutral tee decks are rated by the USGA for men and women.

The Longleaf Tee System represents, as Bergin says, the first real attempt to grow the game "by adapting the course to the player, rather than forcing the player to adapt to the course. I think it is the answer for everyone: beginners, kids, seniors, men, women. There's the right course for every golfer."

Bergin has included the concept in three of his current master plans. According to the ASGCA, Rees Jones plans to use a version at revered Medinah No. 2, and Jeff Blume is incorporating it at Sugar Creek in Sugar Land, Texas.

So, you can keep your Footgolf and 15-inch holes and those other gimmicky, slightly panicked reactions to golf's participation rates. The Longleaf Tee System offers a potential long-term solution that's measurable. Literally.

> John Gordon has covered golf for more than 30 years for Canadian newspapers, magazines and a TV network. He lives in Midland, Ontario. Email: gordongolf@outlook.com



### Breed Recognized as One of Golf's Top Innovators and Entrepreneurs

*Golf, Inc. selects inventors, architects, marketers and managers with new ideas that could transform the future of the industry* 

**Golf is a game that embraces tradition.** From the windswept dunes of St Andrews to the manicured fairways of Augusta National, the centuries-old rituals and institutions of the game are respected and revered.

But on the business side of golf, innovators who are not afraid to take risks and challenge tradition are helping the industry grow.

Many of them are people who see the world differently and seek to inspire.

Golf Inc. identified 10 individuals from around the globe who are setting the pace for change. Their ideas are focused on attracting new golfers and keeping existing players in the game. They have devised products that can transport golfers around the course and have created new technologies that bring players and operators closer together.



- Adding Tavern 19, a high-end, gourmet, brick-oven pizza restaurant, which has won local accolades.
- Creating an art studio that offers public classes and displays art for sale.
- Setting up a music academy in a former storage area.
- Offering education programs for children.
- Leasing space to a clothing store, a coffee shop and a maker of high-end, custom clubs.
- · Serving as an agronomy test site for a local university.
- Enlisting sponsors to promote products on the course, including a Lexus dealer who parks cars in special spots. Other sponsors place ads on range balls and water dispensers.
- Providing space for music and cooking classes.
- Holding a father-son fishing tournament.

Not all their ideas are successful. For instance, a fine-dining restaurant lasted only six weeks before closing.

"We give things six to eight months generally," Breed said.

These efforts have been helped by the fact that there are several buildings on site that can be rented to other businesses.

"I'd strongly encourage courses to do things that might appeal to more of the population than they might normally do," Breed said.

To read the full article by Golf, Inc., please click here.

Giff Breed of Independence Golf Club (Photo by Dean Hoffmeyer)

Featured from our area is **Giff Breed**, owner of Independence Golf Club in the Richmond area.

A former sports agent for professional golfers such as Davis Love III, Giff Breed owns and operates Independence Golf Club in Midlothian, Va. He has come up with dozens of new ideas for turning the 27-hole, Tom Fazio-designed course into a popular destination for golfers and non-golfers alike.

"When we bought the club in 2013, my brother Alan and I knew we'd have to work very hard to make money, and knew we'd have to transform our course," Breed said. "Golf is our leading asset, so we've worked to transform the course and reduce the playing time from five hours to four hours."





By Rebecca Larsen, Golf, Inc.

### MAPGA Update PGA Junior League Golf

The PGA Junior Golf is a fun, social and inclusive opportunity for boys and girls, ages 13 and under to learn and enjoy the game of golf from PGA and LPGA Professionals. There is a large program in the Mid-Atlantic, operated by the MAPGA. Like many other recreational youth sports, participants wear numbered jerseys and play on teams with friends. Teams are captained by a PGA or LPGA Professional, who serves as the coach. PGA Junior League Golf utilizes a popular scramble format that creates a nurturing environment for learning and development – both on and off course. Boys and girls of similar ability play and compete together in any match pairing. There are no separate divisions or tee boxes and yardages to play from.

Last year there were over 2,900 teams and 36,000 participants nationally, and with Ambassadors like Rory McIlroy and Michelle Wie, the PGA Junior League Golf has wide-ranging appeal for both youth and their parents.

You can get more information and sign up by visiting www.pgajlg.com

### Three Brothers Advance in Drive, Chip and Putt

Jack, Tommy and Mac Morrison all competed in their local Drive, Chip and Putt qualifier and became the first trio of brothers to advance to the sub-regional in three separate divisions. The eldest son at 14, Jack finished second in the Boys 14-15 Division and placed first in chipping. Tommy, 12 finished first overall in the Boys 12-13 Division and the youngest brother Mac, 8, placed second overall in the Boys 7-9 Division with a first place finish in driving.

Tommy is the No. 1 ranked junior golfer for the class of 2023 in Maryland and spends countless hours practicing his short game with his brother Jack. All three boys currently attend school at Mater Dei School in Bethesda, Md. and are coached by Bernie Najar, PGA at Caves Valley and play at Columbia Country Club in Chevy Chase, Md.



VIRGINIA GOLI

HALL of FAME

### VSGA Update

### Virginia Golf Hall of Fame Inducts Class of 2017

This spring Donna Andrews, Keith Decker, J.C. Snead, and the late Wallace McDowell were honored as part of the Virginia Golf Hall of Fame's Class of 2017 induction ceremony at the Country Club of Virginia's Westhampton Clubhouse.

Donna Andrews, who was born in Lynchburg, is the first female member of the Virginia Golf Hall of Fame. She won six times on the LPGA Tour, including a major championship in 1994 at the Nabisco Dinah Shore. She won 10 VSGA championships and twice represented the United States at the Solheim Cup. In addition, Andrews was the captain of the U.S. Junior Solheim Cup team in 2007.

Keith Decker, a lifelong amateur who currently resides in Martinsville, has won a record 27 VSGA championships. Decker is the only player in the U.S.—male or female—to appear in all 12 USGA State Team Championships.

"Right now, it's a little surreal, to be honest with you," Decker said. "There's been great anticipation in the last six months, since we've known about it. I've had all kinds of people come up to me. It's a very

### **VSGA Honors Scholars at Annual VSGA Day**

Forty high-school seniors and one turfgrass student at Virginia Tech were among the 41 scholars honored this year as the VSGA-VIP Scholarship Foundation announced its 2017 scholarship award recipients at VSGA Day at Richmond Country Club.

The VSGA-VIP Scholarship Foundation provides scholarships to Virginia high school seniors with an interest in golf (ability not important). Other

humbling experience, and it's the greatest honor I've ever received. So it means a lot to me."

J.C. Snead, who was born in Hot Springs, is an eight-time winner on the PGA Tour who has accrued more than \$7 million in career winnings. Snead represented the U.S. three times in the Ryder Cup and won a major on the Champions Tour in 1995 when he bested Jack Nicklaus in a playoff to claim the title at the Ford Senior Players Championship. He joins his uncle, the legendary Sam Snead, in the Hall.

McDowell, who was the VSGA's executive director from the 1970's until 1991, was the essential link between the all-volunteer VSGA and the

organization that now employs a professional staff—along with several independent contractors and offers services to men, women and juniors across the Commonwealth.

For more info, visit www.vsga.org.

selection criteria for the awards are academic achievement, character, community service and a 500-word essay. This year's grants total \$113,500 and a portion of each VSGA VIP Golf Card sale helps fund the program. Since being launched in 1984, the Foundation has distributed more than \$2.2 million to 953 students.



### Regional Roundup News and Notes from NGCOA Mid-Atlantic Chapter

### **MAAGCS** Update

### Ryan Kraushofer and Westminster National Hosts Successful First Green Event



In May, 90 Winfield Elementary School students visited Westminster National Golf Course for hands-on STEM (Science, Technology, Engineering, and Math) activities as part of the First Green program. Students learned about soil sampling (Science), water conservation using moisture meters (Technology), measurement calculations for applying fertilizer (Math), and putting instruction from golf professionals (Engineering).

Winfield Elementary fifth-grade team leader Denise Sharbaugh said, "It's a great hands-on learning experience and it gives them [students] a different perspective about conservation. I like that it's crosscurricular, their getting STEM education and physical education at the same time."

## **Rick Fritz Memorial Turfgrass Research Tournament**

**Raises \$30K for University of Maryland and Virginia Tech** Last month, MAAGCS, VGCSA and ESAGCS came together with Bayer

and a multitude of sponsors to honor industry veteran Rick Fritz of Bayer, who passed away unexpectedly in September 2016. Bretton Woods hosted a first class day of activities. The purpose of the event was to raise money to be donated to the University of Maryland and Virginia Tech



Elementary School Students Learn at the First Green Event

#### research programs, in the name of Rick and his family. With the help of the event committee and all of the generous sponsors, the final amount expected to be donated is over \$30,000!



### VGCSA Update

### 2017 Virginia Tech Turfgrass Research Classic **Raises Record-Breaking Amount for Turf Research**

A good idea that actually worked! When VGCSA and VTC decided to combine their turf research fundraisers into one mega event, the Virginia Tech Turfgrass Research Classic was launched on Monday, May 22 at The

Country Club of Virginia. Gross revenues surpassed \$90,000 and a multitude of top industry vendors took the lead in ensuring the best event ever. The event included a new Richmond-based Field Day, showcasing research in the "transition zone."

"We couldn't be more thrilled with the way the industry stepped up," said Dr. David McCall, Virginia Tech's lead representative on the project. "And we were also excited to be able to conduct research in the warmer climate of Richmond, which is more prominent statewide than what we have in Blacksburg."

For the record, 68 companies supported the event, which drew 192 players in the two-course 📕 VirginiaTech. College of Agriculture and Life Sciences



Dr. David McCall



Field Day participants reviewed the test plots

tournament contested over the James River and Tuckahoe Creek Courses. Host superintendent Christian Sain was largely responsible for the invitation to play at The Country Club of Virginia, which offered a beautiful setting. outstanding facilities, great food and beverage, and superior service. It was a tremendous event, and a bad forecast retreated to yield a nice day for golf.









## Big Names Speaking At Golf Business TechCon

### Check out the full agenda online at www.golfbusinesstechcon.com

Greg Norman, Greg Norman Company will join Maury Gallagher, Allegiant Airlines CEO, and Andy Rhodes, CIO, USCA to discuss new companies making substantial investments in the golf industry, particularly in the technology space.

## Register Today

### www.golfbusinesstechcon.com

ONGCOA

### TechCon Closing Session Featuring Big Names

This September, the NGCOA is hosting Golf Business TechCon, presented by Golf Genius, The PGA of America and the USGA. Our lineup of education is sure to whet the appetite of anyone interested in technology. Our closing session features the New Kids on the Block, and we're not talking about the 80s boy band.

We're talking about companies that are making substantial investments in the industry, particularly in the technology space. This panel discussion will spotlight some of the people who are putting their money where the game is and explore why they're so bullish on the sport. Come listen to a panel discussion featuring Greg Norman, Greg Norman Company, Maury Gallagher, Allegiant Airlines CEO, and Andy Rhodes, CIO, USGA.





**Greg Norman** Greg Norman Company **Maury Gallagher** Allegiant Airlines, CEO



Andy Rhodes USGA, CIO



To learn more about Golf Business TechCon or to register, click here.

### Have You Taken the Golf USA Tee Time Coalition Survey on Online Tee Times?

On April 10, the NGCOA sent out a survey on behalf of the Golf USA Tee Time Coalition to all NGCOA Members and your feedback is important. Your responses to these questions will enable the Tee Time Coalition to gather and distribute valuable data that can assist golf course owners, operators, and PGA professionals when selecting vendors. If you haven't taken the survey and have lost your unique link, please email Ingrid Thorson (ithorson@ngcoa.org) to get a copy of the email.

### **Hospitality Webinar Series in Full Swing**

### July 25 at 2pm ET Hospitality Series: 7 Tips to Create a Motivating Work Environment

Motivation is the key to an empowered, self-directed and productive work environment. You can hire the most qualified individuals to join your team, but if they aren't motivated, you'll never get their "best." A truly motivated work environment not only helps a company meet its goals, but also makes employees feel satisfied and fulfilled by achieving personal growth and development—all while meeting or exceeding performance expectations. Join us for this webinar as we discuss the top seven tips to creating a motivated work environment in your operation.

**REGISTER TODAY** 

### August 8 at 2pm ET Hospitality Series: 10 Best Practices for Training

Training is part of your overall company culture, not just a few weeks of focus. Join us for this webinar as we dive right into RCS president Whitney Reid Pennell's 10 best practices for training, refined over 25 years as a leader in the industry and a passionate advocate for training. In this exclusive webinar, we'll discuss the No. 1 reason why training plans fail, how to avoid it, and the steps you can take to create your operational dream team.

**REGISTER TODAY** 

### About the Presenter:

Whitney Pennell is owner and President of the award-winning consulting company, the RCS Hospitality Group (formerly Reid Consulting Services).

Since founding RCS in 2000, Whitney and her team have worked with hundreds of clubs of varying types and sizes, assisting with everything from budget and service "troubleshooting", new club openings and remodels, to the roll-out of strategic plans and the development of training programs for lasting improvement.

All NGCOA Webinars are FREE to NGCOA Members. Click here to access the library.

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To learn more about GOLFZON and take advantage of the offer click here.

# GOLFZON

### **ABOUT GOLFZON**

Since 2000, GOLFZON has been recognized as the industry leader in golf simulators, providing users with the most realistic golfing experience in the market today. GOLFZON has more than 90 percent market share in Korea, and 30,000 simulators installed in more than 43 countries. In May 2017, GOLFZON was recognized by Golf Digest, the world's top golf publication, as an "Editors' Choice Award" winner for "Best Simulator" in the Best Gear & Gadgets area.

### **GolfStyles** Selected as Top Publication at 2017 International Network of Golf Conference

For the third time in the last five years, *GolfStyles* Magazine, a regional magazine based in the Mid-Atlantic region of America, was selected as the Best Publication at the International Network of Golf Conference.

The ING Conference, held this year at the World Golf Hall of Fame in St. Augustine, Florida, brings together leaders from the business side and the media side of the golf industry. The focus of the conference is twofold - education in the many phases of the business side of golf, and relationship building through networking.

"It is an honor to be selected once again," said *GolfStyles* publisher Michael Keating. "At *GolfStyles* we have been dedicated for more than 20 years to presenting a unique product that doesn't always walk down the center line of the golf industry. It's nice to see our originality recognized."

The issue that was on display at the conference was the Spring Issue, which covered everything from the best products at the PGA Merchandise

Show in Orlando, to a feature story on football's Ron Jaworski and his golf empire, to a look at presidential golf - and the



current resident of the White House, Donald Trump.

"A number of the best golf magazines in the country were on display at the ING Conference," reported Tony Leodora, Philadelphia editor for *GolfStyles.* "A lot of work goes into all of the publications. Coming out on top is a tribute to all at *GolfStyles*, who combine to put out a quality product."

*GolfStyles* is published three times a year - Spring, Summer and Fall. It also can be seen at golfstylesonline.com.

### Partner Spotlight: Acumen Golf

### A Special Connection to the U.S. Open

Mike Hatch, NGCOA Board Member and owner of Acumen Golf, enjoyed watching the U.S. Open more than most this June. Mike and his company worked with the original owner for three years while securing the U.S. Open at this fine Wisconsin property. Mike used to manage five clubs in the Milwaukee area, before his company became involved with Bob Lang, Erin Hills, The Delafield Hotel and many of Mr. Lang's other business ventures. Mike has commented, 'it was a very special time in





my career to be involved with such a special golfing venue and U.S. Open golf course'.

Acumen Golf offers consulting services for clubs, visit www.acumengolf.com.

### Partner Spotlight: Hilda W. Allen Real Estate

### Hilda W. Allen Real Estate Renews NGCOA Mid-Atlantic Partnership – *Now Offering Five Great Virginia Properties*

Hilda Allen has renewed her support of NGCOA Mid-Atlantic as a corporate partner for 2017. The agency is now offering five great Virginia properties — Royal New Kent, Stonehouse, Brickshire in Richmond-Williamsburg corridor (can be packaged), plus King Carter in the beautiful Northern Neck and Skyland Lakes in Southern Virginia.

Click the logos to see details on these properties.



### Partner Spotlight: PowerFilm Solar

### PowerDrive Golf Car Solar Panel The lightest and most durable panel on the market

PowerFilm is excited to introduce the PowerDrive Golf Car Solar Panel. Each PowerDrive panel helps offset approximately 175 pounds of carbon dioxide each year. This makes for a cleaner and more environmentally conscious golf course.

Golf cars equipped with a PowerDrive Solar Panel experience increased battery health due to trickle charging and last up to two years longer than batteries in cars without this solar solution.

PowerDrive panels are tough and stand up to the rigors of golf course life. Each PowerDrive Solar Panel features thin-film amorphous silicon solar material made in the United States (the same trusted power source of the United States military). Amorphous silicon solar technology is incredibly lightweight and durable unlike conventional solar panels which are heavy and difficult to install. The PowerDrive panel weighs less than five pounds and installs in minutes.

PowerDrive panels are sold in four variations to fit E-Z-GO RXV and TXT cars, Club Car Precedent models and a generic option to fit most other electric vehicles.

PowerDrive panels continue to perform even in indirect sun. Owners can leave their fleets outside to trickle charge and save on charging costs each and every day.

The PowerDrive Solar Panel keeps golfers on the course longer, saves money on charging costs and battery replacement and helps offset carbon emissions.

Want to learn more? Visit www.powerfilmsolar.com or call: 888-354-7773



and see the incredible impact that the PowerDrive Solar Panel can have on your golf cars.

**About PowerFilm:** PowerFilm has been developing and manufacturing its unique flexible solar module technology for over 28 years, making it one of the few, and maybe the oldest, surviving solar manufacturers in the United States. Powerfilm modules have been used for applications ranging from solar tents for the Army, and even powering electronics on a solar yacht to Venus.



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