



NGCOA

Getting the Most from the NGCOA *The "Value" of Membership*

NGCOA Mid-Atlantic Annual Meeting
Sep 25, 2019



N A T I O N A L G O L F C O U R S E O W N E R S A S S O C I A T I O N



NGCOA

You've paid your member dues! Now, what do you get?



You get resources and opportunity ...



Educational Resources and Opportunity

- Golf Business Magazine - digital & print
 - Industry experts and member experiences
- Accelerate - Member discussion forum
- Podcasts
- NGCOA and allied event participation
 - Golf Business Conference, MCOR, RevCon (formerly TechCon)
 - PGA, GCSAA



July/August - Raising Capital, Turf Wars, Tax Issues for Golf Courses

September - The TECH Issue, Driving Revenues, Simulator Success Stories



Advocacy Resources and Opportunity

- Dedicated to advancing golf operator's agenda through resources, expertise and coalitions.
 - Ensuring you are heard on a variety of federal, regulatory, state and legal issues.
- Keeping our NGCOA members aware of industry-specific challenges and threats, and providing best practice solutions.
- Accessibility, labor, environmental, labor/immigration, taxes

California is looking at legislation right now that would not permit golf instructors to be 1099s? California now, where next?



- Jay Karen, NGCOA CEO chairs the **We Are Golf** Board
- Direct interaction with congressional leaders to “Spread the Word” that “golf’s impact matters”.
- National Golf Day - Washington, DC, “celebrates the game’s \$84.1 billion economy, annual charitable impact, and many environmental and fitness benefits. May 4 - 6, 2020



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Accelerate
powered by NGCOA

- Member only network of owner/operator peers
- Ask about issues you may have
- Provide support to other owners & operators
- Public or private forum



- FlightScope - Outstanding, affordable golf instruction and fitting technology
- ICHRA - Individual Coverage Health Reimbursement Arrangement
 - Law takes effect Jan 1, 2020 being called a “game changer” in the insurance world
 - NGCOA Insurance partners (Holmes-Murphy) take you through your potential benefit



Commerce Resources and Opportunity

Smart Buy Purchasing Program

- Rebates and rewards from Yamaha, Rain Bird and Pepsi and Toro
- Great deals from numerous purchasing program partners
- Reporting/analysis, Surveys, Equipment

NGCOA Business Services

- Competitive back-office solutions
- NGCOA Insurance Services - Employee Benefits & Property/Casualty
- Flood Risk Protection Solutions
- HR and Payroll Services
- Merchant Processing
- NGCOA Multiple Employer 401(k) plan (MEP)







Are you taking advantage of your purchasing power?



START
SAVING
NOW

NGCOA
Smart Buy Marketplace

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Vendor	NGCOA Member Deal	Savings Examples ONE facility, ONE year
	Rebates - \$50 per cart New/leased for new or converted fleets	> \$4,000
	Rebates - 1.5% Rainbird Products	\$2,327
	Rebates - 1% new, .05% used	\$1,939
	Rebates Pepsi and Gatorade Fountain, Bottles, Cans	\$2,587
	Up to 60% savings	\$500 up to \$5,000 per year & NFL Sunday Ticket is FREE
	FREE plus 55% off top tier package	\$1,074.60







Over \$130,000 in rebates have been earned by NGCOA Members through Q2 - 2019.



START
\$AVING
NOW

NGCOA
Smart Buy Marketplace

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	<p>30-50% discount on all reporting packages</p>
	<p>15% off lowest price available</p>
	<p>Discounts on tiered pricing plus 120 day warranty</p>
	<p>Significant GM factory-direct fleet discounts (off dealer invoice) for all new 2019 Cadillac and GM products (Chevrolet, Buick, and GMC). Purchase or lease.</p>
	<p>5% off MSRP</p>
	<p>Typically 7%-15%</p>



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**FREE
Quotes**

NGCOA Business Services

New, competitive back-office solutions through vetted NGCOA partners.

***Partners will provide FREE quotes upon request,
and serve as “honest brokers”...***

***If you are in a good situation with your service and/or product
providers, our partners will tell you...***



Insurance Offerings from Holmes Murphy

- Health, Dental, & Vision, Life & Disability, and/or Property and Casualty
- Quotes available in all 50 states
- Transparent monthly claims reporting
- 50% of premium surplus is returned if claims are lower than projected
- Paperless, mobile-friendly online portal for both employers and employees
- Contact: Matt Brost, mbrost@holmesmurphy.com, 469-872-8039





Flood Risk Protection Solutions from FRA

- Flood study to determine your risk
- Expert analysis from FRA - verifies zones and works with FEMA to update/correct classifications if necessary
- Personalized golf course protection program
- Customized products to mitigate flood damage - **20% off for NGCOA**
- Contact: Stephen Gill, sgill@floodriskamerica.com, 561-578-4220

FLOOD RISK AMERICA



Flood Protection Solutions





Payment Processing from First American

- Partner and merchant payment solutions including in-store, online, and mobile payment solutions
- Discounted rates on processing fees and special incentives
- The latest payment security
- Award winning customer service
- U.S.- based Customer Call Center 24/7/365
- Contact: Justin Wolf, justin.wolf@first-american.net, 813-362-8868





Payroll and HR Services from Deluxe Payroll

- Effective and competitive human resource and payroll services at a significant savings - **Up to 50% off for NGCOA**
- Payroll processing and tax deposits
- “Hire-to-Rehire” solutions and “Pay-As-You-Go” workers compensation plan
- Integrated time and attendance platform
- Contact: Brian Pfeiffer, brian.pfeiffer@deluxe.com, 443-279-9000





401(k) Retirement Plans from Lincoln Financial

- Competitive and comprehensive multiple employer 401(k) plans - MEP
- Reduced administrative costs by “banding” with other golf course owners locally, regionally or nationally under ONE plan - economy of scale
- Enhanced employment package with quality benefits
- Peace of mind with reduced liability
- Contact: Todd Turner
 - todd.turner@commonwealthfg.com, 843-884-4545, ext 33.



Ideal for multi-course and single-course operators looking for savings and the opportunity to bring a tremendous retention benefit to their staffs.

If you are managing your own plan, our plan can eliminate the administrative burden of plan management thereby freeing up



On the Horizon

- **New website to be launched prior to GBC 2020**
 - “Centers” to provide educational content on New Technology, Technology and Product Reviews, Workplace, Hospitality Training Resources and more
- **New partnership with RCS University** will provide members with 6 hours of complimentary educational and training content for both owners and staff
 - Single and multi-course operators will have the opportunity to have their own branded training site with high quality content at their disposal.
- **New relationship and significant FREE member benefit with GolfPay**, creating new ways to drive golfers to your facility and increase revenue through golf and merchandise sales.
- **Compensation and Benefits Study (Data Collection Q1-2020)**
 - **Results will be FREE to NGCOA Members!**



Upcoming Participation Opportunities - 2020

- Golf Business Conference, Jan 20-22, Orlando, FL
- PGA Merchandise Show, Jan 21 - 24, Orlando, FL
- National Golf Day, May 4-6, Washington, DC
- MCOR, Multi-Course Owner Retreat, July 21-22, Charleston, SC
- RevCon (formerly TechCon), Sep 30 - Oct 1, Las Vegas





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So, how can you get the
most out of your
NGCOA Membership?



Participate, Engage, and Take Advantage

- **Participate**

- Events - Golf Business, PGA, National Golf Day, MCOR, RevCon
- Surveys - Compensation and Benefits Survey, others when asked
- Benchmark, formerly ORCA - *gain data to help you grow*

- **Engage**

- Log into **Accelerate**, communicate with other owners
 - Share your knowledge and/or gain from others
- Listen to the podcasts
- Be part of the advocacy effort, share concerns, National Golf Day

- **Take Advantage**

- Use the NGCOA educational resources to your advantage
- Use your purchasing power in our SmartBuy program
- Contact us! Let our Business Services partners help evaluate your current back-office solutions for savings opportunities.



NGCOA

Thank you....

**Dave Barton, PGA
NGCOA Director of Programs
dbarton@ngcoa.org
843-471-2765**



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