

MID-ATLANTIC SPECIAL JOINT ISSUE GOLF BUSINESS



A publication of the
North Carolina Golf
Course Owners
Association Chapter



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

A Message from Our Presidents

Fall 2022

Greetings NGCOA members, partners and industry friends! As we work our way into the beautiful fall season, we still recognize the value of shared ideas in problem-solving. And it's in that spirit that the two Presidents of NGCOA's two large chapters, Mid-Atlantic (VA/MD/DC) and North Carolina have combined efforts in this newsletter.

Most clubs are either working on 2023 budgets now, or at least they will be soon. We cannot remember a time when there were so many uncertainties during budget season. First let's consider the COVID impact and where the industry stands at the moment. While working remote was a boost to golf, we are seeing that subside to a certain extent now. And we now face spiking inflation and lingering supply chain issues. We may already be in a recession, but consumer spending has been declining at a more modest pace than would be expected. Staffing has become a huge issue, as unemployment remains historically low. Despite all of this, you would have to say that our industry is still faring much better than most.

This is also the season to network and pick up some great information for your business. Our two regional conferences are in early November, and the National Conference is in January. First is NGCOA Mid-Atlantic's meeting at Independence GC in the Richmond area on November 2nd. It will feature great networking, education, a product showcase, annual awards, plus golf on the site of this year's Virginia State Open. [Click here for details and to register.](#)

The North Carolina GCOA event is on November 8-9, hosted by Pine Needles in Southern Pines. The first day features golf at Southern Pines CC with a reception following. The meeting on November 9th will be similar to the one above, with great speakers and a myriad of topics. The Pine Needles Conference Center hosts day two. Registration is available on www.ncgolf.org.

On the national stage, you are invited to join hundreds of your golf course business peers in Orlando, Florida for the NGCOA Golf Business Conference 2023, January 23-25, 2023. The Golf Business Conference is the industry's largest annual gathering of golf course owners, operators, general managers, and others who run golf course businesses — and also serves as NGCOA's annual meeting. GBC23 is once again co-located with the PGA Show; we encourage you to extend your time in Orlando so you can attend the 2023 PGA Show exhibits, activities and select education that is included with your GBC23 ticket. [Click here for details and registration.](#)

Here in the Mid-Atlantic, an international spotlight has shown on golf in our region, especially in North Carolina. Pine Needles Lodge hosted a fantastic US Women's Open, with great attendance and worldwide TV coverage. Next came the USGA's official groundbreaking of its new headquarters at Pinehurst. Shortly thereafter, Pinehurst hosted a new USGA event, the Adaptive Open, showcasing some amazing talent and displays of fortitude. And to cap it off, the World Golf Hall of Fame announced its move to Pinehurst, with USGA taking the management role. Last month, Quail Hollow hosted the Presidents Cup. Maryland and the DC metroplex got its own share of the international acclaim with Congressional hosting an exciting Women's PGA Championship to a worldwide audience.

This edition of our newsletter covers some great topics. For Mid-Atlantic we cover the Keswick renovation, McConnell Golf's new management agreement at the Pete Dye River Course, an update on the National Links Trust and more. For North Carolina we cover a banner year in Pinehurst and the Governor's visit to The Presidents Cup. On the national front, we take a look at hurricane assistance, the strong summer season and more.

On the Government Relations front, we take a look at two key issues – independent contractor status and also tax credits.

In closing, please know that your association is here for you. There is no better time to join forces with your fellow owners/operators to face new challenges. We are fortunate to have the support of a strong group of corporate partners who stand with us – thank you partners! Let's continue to do our best, so stay strong – we are all in this together!



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NGCOA Mid-Atlantic President



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National Links Trust Installs State-of-the-Art Toptracer Technology

Written by Michael Schwartz



The summer of 2020 marked the rebirth of Washington D.C. municipal golf courses, when National Links Trust signed a 50-year lease with the National Parks Service to restore and rehabilitate three historic facilities in the nation's capital: Rock Creek Park Golf, Langston Golf Course, and East Potomac Golf Links. In June, National Links Trust unveiled the installation of Toptracer Range in 35 bays at Langston Golf Course's driving range,

reinforcing its mission to make golf more entertaining, engaging, accessible, and affordable, while preserving the site's historic architecture.

In addition to Langston Golf Course, projects are planned at both East Potomac Golf Links and Rock Creek Park Golf. These facilities are an essential part of the local community and National Link Trust's vision is deeply rooted in positively impacting the local community through a number of community outreach and golf course restoration projects as they aim to return these courses to their rightful place as models of municipal excellence.

"Today is just one of many steps that we will take as we revitalize these three tradition-rich facilities here in Washington, D.C.," said National Links Trust Co-Founder Will Smith. "Our commitment to enhance the facilities for golfers of all skillsets and all backgrounds is unwavering. We recognize that this is a once-in-a-lifetime opportunity to preserve the past and we will ensure a bright and long-term future for these national treasures."

The launch event welcomed local area youth and senior programs who frequent Langston, located in Ward 5 in Washington, D.C., to be the first to audition Toptracer's transforming technology that delivers a fun, entertaining, gamification experience for golfers of all ages to the driving range. Joining executives from National Links Trust, Toptracer and Langston's golf and club management company Troon, were LPGA professional Emma Talley and Roger Steele, a golf influencer, who is helping to grow the game of golf and diversify the sport.

"We're proud to partner with National Links Trust and Troon to bring Toptracer technology to these three golf courses that are incredibly rich in history and architecture, with a true

commitment to make the game more accessible to the masses," said Ben Sharpe, Toptracer President. "Making golf more accessible and fun is what Toptracer is all about and we believe the experience will create deeper connections to the game for generations to come."

Toptracer will install its cutting-edge technology into on-site practice range facilities at each course to create the right range experience for golfers and non-golfers at all levels, ensuring a fun, engaging and data-driven experience. In June 2020, Troon partnered with National Links Trust to manage the operations for the three Washington, D.C. municipalities.

"We are happy to support National Links Trust and its vision to restore these municipalities to a place they deserve," said Troon Executive Vice President of Operations Matt Hurley.

Langston Golf Course opened on the banks of the Anacostia River in 1939 and is named after John Mercer Langston, the first Black American elected to the United States Congress from Virginia and the first dean of Howard University Law School. In the late 1970s, the course was managed by professional golfer Lee Elder.

To learn more about National Links Trust and its mission, visit www.nationallinkstrust.com.



NGCOA Holiday Online Auction

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



The holidays are coming up so please be prepared to consider supporting the NGCOA Holiday Auction with a donation this year (e.g., a foursome with carts). The association initiatives include education, through advocacy including legislative action on property taxes for golf courses, cost savings solutions, networking, business resources and much more.

All donors receive a link to their website off the page describing the item! Your generosity and support are crucial to the success of this important program!

Be on the lookout for the donation form and dates of the auction, coming soon. And as always, please share the auction link with friends and colleagues when it becomes available!

Keswick Hall completes renovation of Pete Dye-designed course, Full Cry

By Golf Course Industry Staff



Keswick Hall announced it has completed a renovation of its Pete Dye-designed course, Full Cry. Scot Sherman, ASGCA, guided the work for the Virginia resort.



The work on Full Cry joins hotel and amenities renovation headed by owners Molly and Robert Hardie in conjunction with global design firm Hart Howerton. Robert Hardie also worked closely with Sherman and his team on the improvements to Full Cry, which opened in 2014.

“Pete Dye always liked to tinker and improve his golf course creations, so it’s an honor we’re carrying on his incredible legacy here at Full Cry just as he would have done,” Robert Hardie said. “We are blessed to have one of Pete’s great golf course designs here at Keswick Hall for our members and guests to enjoy for decades to come.”

Using Dye’s vision for Full Cry as a layout for golfers of all abilities to enjoy the game, the course has new options off the tee on several holes, including the par-4 third, which now plays 275 yards from the forward tees and 355 yards from the back. With a wider fairway and a new series of progressively smaller bunkers nearing the green, the hole can be played on multiple levels of difficulty and is the epitome of strategic golf that Dye was long known for creating.

Additionally, a new tee box was added as well as the rebuild of the

“Sahara” greenside bunker of the par-3 seventh hole. Playing a forgiving 85 yards from the front tee and a daunting 193 yards from the back, the hole is a splendid example of Dye’s genius for visual intimidation. The redesign has made a classic hole even better.

New bunker complexes were additionally fashioned on both the par-4 13th and par-4 14th by adding two course characteristics Dye became world-famous for: pot bunkers and wooden planks forming bunker walls. Some of the best players in Virginia will be testing their games against the renovation as Full Cry will host the Virginia Mid-Amateur Championship Sept. 22-25.

“Scot is an expert on Pete Dye’s incredible lifetime of work, and we’re thrilled to have him help us make Full Cry even more exceptional,” said Keswick Hall club manager and director of golf Rob McNamara. “The work has exceeded our expectations and Full Cry has solidified its standing in the upper echelons of premier places to tee it up.”

McConnell Golf signs long-term management agreement with Pete Dye River Course of Virginia Tech

Raleigh-based McConnell Golf has agreed to a long-term leasing deal with the Virginia Tech Foundation, Inc. to lease the Pete Dye River Course of Virginia Tech in Radford, Virginia, expanding its portfolio of premier golf courses into the Mid-Atlantic region.

The unmistakable elements of design by legendary golf course architect Pete Dye, along with Virginia Tech's commitment to excellence and tradition are apparent from the moment you arrive at "The River." There is the distinctive look and feel of links golf in a unique setting, where the extraordinary clubhouse rests on a rock cliff 70 feet above the historic and pristine New River. With two and one-half miles of frontage, every hole at The River Course offers memorable views of the New River Valley.

The River Course hosted the 2011 NCAA Regional Championships and the 2016 Virginia State Amateur Championships and is widely considered one of the best and most challenging courses in the region. It is also the proud home of Virginia Tech and Radford University's golf teams. This layout has also been featured in multiple golf course rankings in recent years, including:

- No. 7 Golfers' Choice 2022: Best golf courses in Virginia
- No. 7 in GolfLink's 25 Best College Golf Courses in the U.S. for Student Golfers
- No. 10 in Virginia in Golfweek's Best Courses You Can Play 2022: State-by-state rankings for public-access layouts
- No. 14 in Golfweek's Best 2022: Top 40 Campus Courses in the United States

"This place has all the ambiance and qualities that make a golf course really good," said Dye, who passed away in early 2020 at the age of 94. "Here you've got the sound of the river up and down the whole golf course the entire time. The river and scenery are unbelievable."

Dye was inducted into the World Golf Hall of Fame in 2008. Among the hundreds of highly regarded Dye-designed golf courses around the world are The Stadium Course at TPC Sawgrass in Ponte Vedra, Fla., The Ocean Course on Kiawah Island, S.C., Harbour Town Golf Links on Hilton Head Island, S.C., and the Straits Course at Whistling Straits in Sheboygan, Wisc.

McConnell Golf is no stranger to Pete Dye courses, having had the master himself renovate his original design of The Cardinal in Greensboro, N.C., in 2006.

Founded in 2003, McConnell Golf is the largest owner of private clubs in the southeast. McConnell Golf's ownership collection — comprised of 14 golf courses, including 13 private courses and one semi-private course — includes Raleigh Country Club in Raleigh, N.C., the last design of fabled golf course architect Donald Ross, and another Ross design, Sedgefield Country Club in Greensboro, annual site of the PGA Tour's Wyndham Championship.

The latest addition to the Raleigh-based company's stable of premier golf courses and clubs is a homecoming of sorts for company founder and CEO John McConnell.

McConnell grew up on a farm about two hours south of The River Course in Abingdon, Virginia, where he and his brothers would hit rubber balls with homemade golf clubs into tuna cans that were used as cups. He played high school golf and continued to play casually as a student at Virginia Tech,



where he earned a Bachelor of Science in Finance prior to his career in software sales. McConnell remains an avid and supportive Hokie alumnus.

The Pete Dye River Course of Virginia Tech is McConnell Golf's second course in Virginia, joining The Water's Edge Country Club on Smith Mountain Lake outside Roanoke.

Bottled water company helping golf courses meet sustainability goals

By Golf Course Industry Staff



Golf courses across Virginia and the mid-Atlantic are finding new ways to innovate when it comes to sustainability practices on the course thanks in part to aluminum bottles. While most courses focus on water going into the ground, Virginia Artesian is helping golf courses think about water that goes into golfers.

Located in Hanover, Virginia, the father-and-son team behind the bottled water company is providing aluminum bottles to golf courses across the region. The aluminum bottles, which can be made with custom labels, are helping golf courses meet their environmental goals and boosting their bottom line.

"It's great to hear that our aluminum bottles are helping courses meet their sustainability goals," Virginia Artesian president Nick Brown (below, left) aid. "We love the impact it's having on courses and events throughout the mid-Atlantic and we fully embrace the golf community's support."

The company recently supplied water to the BMW Pro-Am tournament in

South Carolina, and their aluminum bottles are helping some golf courses with revenue as they are able to sell the aluminum bottles at a higher price point than traditional plastic bottles.

"We love the impact the bottles have had on our course," said Vince Zangardi of Kiskiack Golf Club in Williamsburg. "Switching to aluminum provided a great way to meet our sustainability goals, as well as provide our guests with a unique way to hydrate."

Zangardi says Kiskiack has made major leaps in recent years to be more environmentally friendly in ways that touch every aspect of the customer experience and go far beyond how the course is maintained. Along with the switch to aluminum bottles, they've made efforts to reduce their plastic use by switching to compostable food containers and replacing the traditional plastic bag and ice for beer with reusable coolers. The hardest switch to make though, was to aluminum bottles.

Zangardi says he conducted a long and extensive search to find an aluminum bottled water supplier for their course. That search proved to be mostly futile until he found Virginia Artesian as none of Zangardi's other suppliers could provide what the course was looking for. Frustration turned to joy on discovering the company's aluminum bottles and custom labels.

According to Virginia Artesian co-owner Steve Brown (below, right), the custom labels are popular among their clients.

"The custom labels help our clients with branding and marketing," Brown said. "It's wonderful that our clients can turn around and offer a custom, high-end experience to their own clients and guests."

As golf courses become increasingly concerned about sustainability, water use and environmental impact, companies like Virginia Artesian will be bubbling up to fill the market demand.

2022 NGCOA Mid-Atlantic Annual Meeting Wednesday, November 2nd, 2022

Independence Golf Club, Midlothian, VA

Presented By



Your Host



Mike Bennett, Head of
Commonwealth Golf Asset Mgt.

The NGCOA Mid-Atlantic Annual Meeting is slated for November 2nd at Independence Golf Club in Midlothian, VA. The meeting will be filled with education, awards, networking, golf, and food and beverages.

Kicking off the day is a networking breakfast, a great opportunity to connect with owners and industry folks. Host Mike Bennett will emcee,

beginning with a introduction of all guests. A short business meeting will follow, to elect the 2023 board.



600 Founders Bridge Blvd,
Midlothian, VA 23113

Rachel Carter, Director of Member Services from NGCOA, then leads off the education with an update from National. Nichole Inkel, Owner of Windy Hill Golf Club & Sports Complex, will cover "Growing Your Business Through Women's Golf." VGCSA Lobbyist, Robb Bohannon of Hunton Andrews Kurth, will provide an advocacy/government relations update. After the break, we will have a panel of owners led by Mike Hatch of Acumen Golf providing a Q&A discussion, always an "idea fest".

Mike Bennett has been the President of the NGCOA Middle Atlantic Chapter since 2008. He has been a member of the PGA of America since 1994 and holds Master Professional Status in Ownership and Leasing.

continued on next page

2022 NGCOA Mid-Atlantic Annual Meeting

Wednesday, November 2nd, 2022 *Continued*



Following education will be fast-paced presentations from NGCOA MA partners in our IGNITE product showcase. Then we will present the annual awards, consisting of Mid-Atlantic Golf Leader, Public Course, Private Club, and Environmental Stewardship. A networking lunch will take place after the annual meeting, then we will hit the course for the 2

Best Balls of 4 golf round. Stick around for post round drinks and networking to conclude the day.

Thanks to the excellent support of our sponsors, Brightview Maintenance, Revels Tractor and Finch Services (the John Deere distributors), the PGA Middle Atlantic Section, and other excellent companies, the annual meeting including golf will be a reasonable price. Registration is now open! [Click here to go to the event page for info and to register!](#)



2021 Award Winners – Damon DeVito, Adam Relan, Steven Ball, Brian Pizzimenti

Featured Speakers



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NGCOA



Nichole Inkel
Windy Hill GC & Sports Complex



Robb Bohannon
Hunton Andrews Kurth



Mike Hatch
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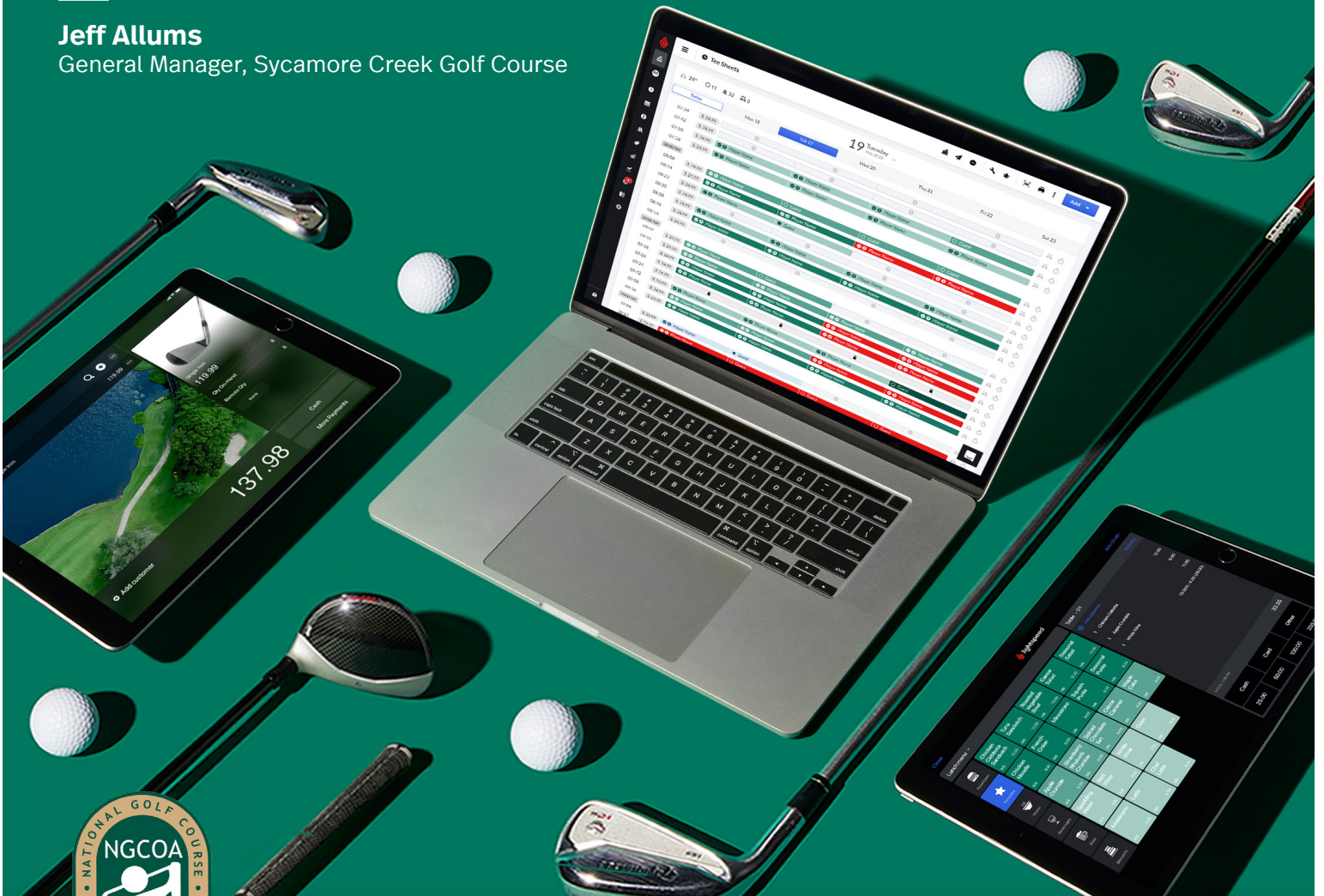
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North Carolina GCOA News

2022 North Carolina GCOA Annual Meeting November 8-9, 2022

Pine Needles Lodge & Golf Club - Southern Pines, NC

Presented By



NORTH
CAROLINA

The North Carolina GCOA Annual Meeting will be November 8-9, hosted by Pine Needles Lodge & Golf Club in Southern Pines, NC. The optional golf portion of the event is the first day (Tuesday) at Southern Pines CC, which was beautifully renovated by Pine Needles not long ago. After golf, there is a VIP reception to wrap up the first day. The Association's Annual Meeting, Education and Awards Presentations takes place on the second day in the Pine Needles Conference Center, adjacent to the offices of the Carolinas Golf Association.

The Annual Meeting commences on Wednesday, November 9 with registration and a networking breakfast starting at 8:00 a.m. Del Ratcliffe will welcome guests at 8:45 a.m. and start us off with introductions of attendees and a short business meeting. We will begin our education segment with Eric Kuester, Vice President of Pinehurst Resort, who will

share Pinehurst News along with "Marketing Tips Every Course Can Use." We will then hear from Janeen Driscoll, Director of USGA Brand Communications, with an update on "Big Things in North Carolina."



SOUTHERN PINES
Golf Club

Following the break, we will have Mark Poole from the NC Department of Commerce discuss "Business of Golf in North Carolina." Our government relations update will be given by David Ferrell and Chris Valauri, focusing on "Election Results and What They Mean" plus a "North Carolina Golf Council Report."

After education, we will present the annual awards, consisting of Golf Leader, Course of the Year, and Sustainability Leader. Guests will then

continued on next page

North Carolina GCOA News

2022 NGCOA Mid-Atlantic Annual Meeting

Wednesday, November 2nd, 2022 *Continued*

enjoy a networking lunch, followed by the Owners' Panel moderated by Del Ratcliffe and including a trio of the best businesspersons in the game (TBA). A fast-paced IGNITE segment will happen next, allowing our NC GCOA partners an opportunity to highlight relevant products. One of the presenters will be Rhett Graham of Wells Insurance, a prominent insurer of golf courses. Then one more business education presentation will follow, then we will adjourn. After the meeting, guests may tour the Carolinas Golf Association's Hall of History, which is adjacent to the Pine Needles Conference Center.

Thanks to the excellent support of our sponsors, Brightview Maintenance, PGA Carolinas section, Greenville Turf & Tractor, Lightspeed, Seven Jars Distillery, Sagacity Golf and other excellent companies, the annual meeting including golf will be a reasonable price. Registration is now open! Be on the lookout for registration emails or [click here](#) for more information and to sign up!



Overnight Lodging at Pine Needles Lodge will be provided at the preferred rate of \$150 per night + tax.

Reservations: Call 800-747-7272 and tell them you are with the North Carolina GCOA group

2020 Award Winners



Turner Revels
North Carolina Golf Leader



Pinehurst Resort
Club of the Year



Pinehurst No. 2 Course
Sustainability

Featured Speakers



Del Ratcliffe Ratcliffe
Golf Services



Giff Breed
Pros, Inc.



Janeen Driscoll
USGA



David Ferrell
USGA Counsel



Chris Valauri Valauri
Group Golf Mgt.



Rhett Graham
Wells Insurance

North Carolina GCOA News

No Resting on Laurels Around the Home of American Golf

By Brad King



Calling these “the best of times” around the Pinehurst, Southern Pines and Aberdeen area of North Carolina might seem like it’s saying a lot, but sometimes the shoe simply fits.

Just take a look at everything that is currently happening around the Home of American Golf.

[Pine Needles Lodge and Golf Club](#) recently celebrated its fourth U.S. Women’s Open and enjoyed rousing success, crowning another worthy champion in world No. 4-ranked Minjee Lee. The 26-year-old Australian joined her mentor, 2001 champion Karrie Webb, along with Hall of Famer Annika Sorenstam and Cristie Kerr on the Pine Needles Wall of Champions.

Soon after the final putt dropped at Pine Needles, thoughts around the Sandhills turned to the area’s next national championship, [the 2024 U.S. Open at Pinehurst No. 2](#). It will be one of five U.S. Open Championships in the area by 2047, including another back-to-back Men’s and Women’s U.S. Open at No. 2 in 2029. Oh, by the way, the USGA staged its inaugural U.S. Adaptive Open in July at Pinehurst No. 6 and the event will return next year as well.

All of which is part of the USGA’s historic move to establish its second home in Pinehurst. In an effort to expand its impact in golf and extend its mission to champion and advance the game, the USGA is in the midst of constructing “[Golf House Pinehurst](#),” a six-acre campus that will be completed by the end of 2023 and will include a new equipment-testing facility, innovation hub, museum and visitor center, and offices housing 50 full-time USGA staff members.

The USGA Experience will present an immersive view of golf and the USGA’s work to unify, showcase, govern and advance the game. Designed by Luci Creative, the Science of Golf and Championship galleries will feature interactive multimedia displays that incorporate augmented reality, interactive touch screens, sculptures and trophies. The USGA Golf Museum Special Exhibitions will uncover the organization’s deep collection of golf artifacts – the most comprehensive collection in the world.



The USGA’s Research and Test Center will be the only one of its kind in North America solely dedicated to testing golf balls and clubs for conformance to the Rules of Golf. At the USGA Shop, golfers will be able to purchase various products with the USGA championship logo of their choice as well as exhibit-related specialty items.

The USGA is also partnering with Pinehurst Resort to construct an outdoor testing pavilion and STEM education space near the resort’s main practice facility, including a mechanical golfer and ball launcher to demonstrate and evaluate golf ball aerodynamics.

“We love being a part of the Home of American Golf and bringing this vision to life,” said Mike Whan, CEO of the USGA.

Then came the even-more-recent news that [the World Golf Hall of Fame will relocate its physical presence](#) on display from St. Augustine, Florida, to Pinehurst. Building on their longstanding partnership and shared passion to elevate the stories of golf’s legends, the USGA and the World Golf Hall of Fame will create a new visitor experience at the USGA’s Golf House Pinehurst campus, opening in 2024.

Additionally, World Golf Hall of Fame induction ceremonies will be held in Pinehurst in 2024 and 2029, to coincide with the 124th U.S. Open on Pinehurst No. 2 (2024), and the return of back-to-back U.S. Women’s Open Presented by ProMedica and U.S. Open Championships, also on Course No. 2 (2029). The first-ever back-to-back U.S. Women’s Open and U.S. Open were contested in 2014.

“There’s no better connection to golf’s past, present and future than

continued on next page

North Carolina GCOA News

No Resting on Laurels Around the Home of American Golf

Continued



Pinehurst, and no organization that works harder than the USGA to preserve the history of this great game. We look forward to celebrating the greatest moments, and golf's greatest athletes, by including the World Golf Hall of Fame as an important part of our new Pinehurst home," Whan said. "Simply put, it just makes sense, and together with the Hall of Fame, we're more committed than ever to delivering experiences that build even deeper connections between golf fans and those who have truly led the way in this great game."

"For nearly 50 years, the Hall of Fame has honored the history and legacies of those who have made golf great," said Greg McLaughlin, CEO, World Golf Hall of Fame. "Much like the USGA, the Hall of Fame is committed to connecting with fans around the world to highlight the greatest moments and legends of the sport. This expanded partnership will create an exciting new opportunity in Pinehurst – where the Hall of Fame originated – to celebrate Hall of Fame members and their contributions to golf."

The World Golf Hall of Fame was founded in Pinehurst in 1974 and was operated by the resort's management company until 1983, when ownership was transferred to the PGA of America. It moved to St. Augustine in 1998.

Many of the most cherished items in the Hall of Fame's existing collection will be relocated to Pinehurst for the creation of a new Hall of Fame locker room, which will come to life on the second floor of the USGA Experience building. The result will be a seamless visitor journey from the USGA Experience galleries on the first floor to the second, showcasing the incredible talents of golf's many contributors and their lasting impact on the game.

Artifacts from Hall of Fame inductees to be displayed in Pinehurst include:

- Johnny Miller's clubs, ball and champion's gold medal from the 1973 U.S. Open at Oakmont, where he shot a then-record 63 in the final round



- Shirt worn by Annika Sorenstam in the first round of the 2003 Colonial, becoming the first woman to play in a PGA Tour event since 1945
- Compass, slide rule and bifocals used by Donald Ross
- Jack Nicklaus' MacGregor golf bag from the 1965 Masters
- Golf bag and clubs used by Lorena Ochoa to win the 2008 British Women's Open, her first major victory
- Spalding 2-wood used by Bob Jones
- Wedge used by Steve Ballesteros to win the 1979 Open Championship at Royal Lytham & St. Annes, his first of five major titles
- 1922 PGA Championship trophy and 1935 Masters champion plaque from Gene Sarazen, the first player to complete the professional career Grand Slam

"I'm confident (our) alignment with the USGA will further cement the long-term relevance and viability of the World Golf Hall of Fame, all while continuing to honor golf's most storied individuals and artifacts," said Jay Monahan, Commissioner of the PGA TOUR and Chairman, World Golf Foundation. "Both organizations are committed to prioritizing the preservation of golf history, which will serve fans well in the years to come."

Meanwhile, in other golf news around the Sandhills, the 2023 Atlantic Coast Conference Men's Championship will be contested at [The Country Club of North Carolina's](#) Dogwood Course, originally designed by Ellis Maples and Willard Byrd and considered one of the state's top five courses. CCNC has a long history of hosting elite golf championships, including the U.S. Amateur, U.S. Girls and Boys Junior Championships, Southern Amateur and North Carolina Amateur.

For fans of the latest in golf technology, [Talamore Resort](#) has recently debuted its [Toptracer Range](#). Talamore guests can experience interactive golf entertainment with the transformation of the Talamore's driving range into a facility powered by Toptracer Range technology. The technology uses high-speed cameras, coupled with sophisticated computer algorithms, to provide instantaneous ball tracking information to guests using the range.

continued on next page

North Carolina GCOA News

No Resting on Laurels Around the Home of American Golf

Continued



“There are so many different things you can do with it. You can play other courses including Pinehurst No. 2 or Pebble Beach, you can play Topgolf, you can do long drives, you can do closest to the pins,” said Talamore Golf Resort General Manager Matt Hausser. “We have so much repeat business, it’s nice for them to keep coming back and finding something else here. We have 10 bays, so 40 people can use Toptracer Range at one time. It will be open till dark and the halfway house is conveniently located for food and drinks.”

In addition, the entire Talamore practice range has been upgraded and a new, 15,000-square-foot putting course is being installed between the driving range and the 10th tee boxes that is expected to open in early fall.

Guests can warm up or practice on the putting course while waiting for Toptracer, or simply settling some bets after their round.

In other scuttlebutt around the Home of American Golf, the group that owns [Pines Needles](#), [Mid Pines Inn and Golf Club](#) and that recently renovated [Southern Pines Golf Club](#) are reportedly planning to build a similar type of large practice putting green, as well as a handful of new cottages at Southern Pines GC.

[Pinehurst Resort](#) has reportedly been planning to announce Pinehurst No. 10 at some point soon, while a new distillery and a new hotel are also on the drawing board for the area. In addition, the North Carolina DOT has recommended replacing the Pinehurst Traffic Circle with a traditional interchange, which is expected to smooth the flow of traffic around the area.

“This destination is always evolving, always building for the future,” said Phil Werz, president and CEO of the Pinehurst, Southern Pines Aberdeen Convention and Visitors Bureau. “We’re not a bucket list destination, we’re a place we want people to keep choosing because there’s something new to see and do every time they return.”

The best of times in the Home of American Golf? That time is now.

Governor Cooper Attends Presidents Cup at Quail Hollow Club, Highlights North Carolina’s Golf Industry

2022 Presidents Cup will have an economic impact of over \$175 million for the region

Today, Governor Roy Cooper attended The Presidents Cup golf tournament at Quail Hollow Club in Charlotte. This is the first time the tournament has ever been hosted in the Southeastern United States. The economic impact from the 2022 Presidents Cup will be over \$175 million for the region.

“North Carolina’s history and tradition in golf is second to none and it’s fitting that the first Presidents Cup to be held in the Southeastern United States is being played right here in Charlotte,” Governor Cooper said. “Hosting this prestigious event and others like it will benefit our economy and be a showcase to the world for Charlotte and all of North Carolina.”

The 2022 Presidents Cup is the largest in PGA TOUR history. This year’s event is experiencing record sales compared to previous Presidents Cups. On Wednesday, the Presidents Cup announced the 2022 event’s overall charitable contribution of \$2 million, with the majority directed to local Charlotte-based non-profit organizations, including the Charlotte Mayor’s Racial Equity Initiative, the Augustine Literacy Project, Charlotte Family Housing, NXT/CLT and Renaissance West Community.

The Presidents Cup is just the latest significant golf event being celebrated in North Carolina. In July, Governor Cooper, the US Golf Association and World Golf Hall of Fame announced the World Golf Hall of Fame will be moved to Pinehurst, investing \$25 million and bringing 50 full time USGA staff members to the area. The U.S. Open will return to Pinehurst in 2024,

and Pinehurst will host four more U.S. Open Championships between 2024 and 2047. In June, the 2022 U.S. Women’s Open was held at Pine Needles Lodge.



North Carolina is home to 520 golf courses, and golf is represented in nearly every county in the state. According to a 2017 study, golf generated \$2.3 billion in direct spending and a total economic impact of \$4.2 billion in North Carolina, including nearly 53,000 jobs and total wage income of \$1.3 billion.

The Presidents Cup began in 1994 at Robert Trent Jones Golf Club in Prince William County, Virginia. Held every two years, it is a competition between the U.S. team and international teams. The United States has won 11 of the 13 Presidents Cups. President Joe Biden is the Honorary Chairman of the 2022 Presidents Cup, and the event has a long-standing tradition of hosting world leaders.



North Carolina GCOA Industry Partners

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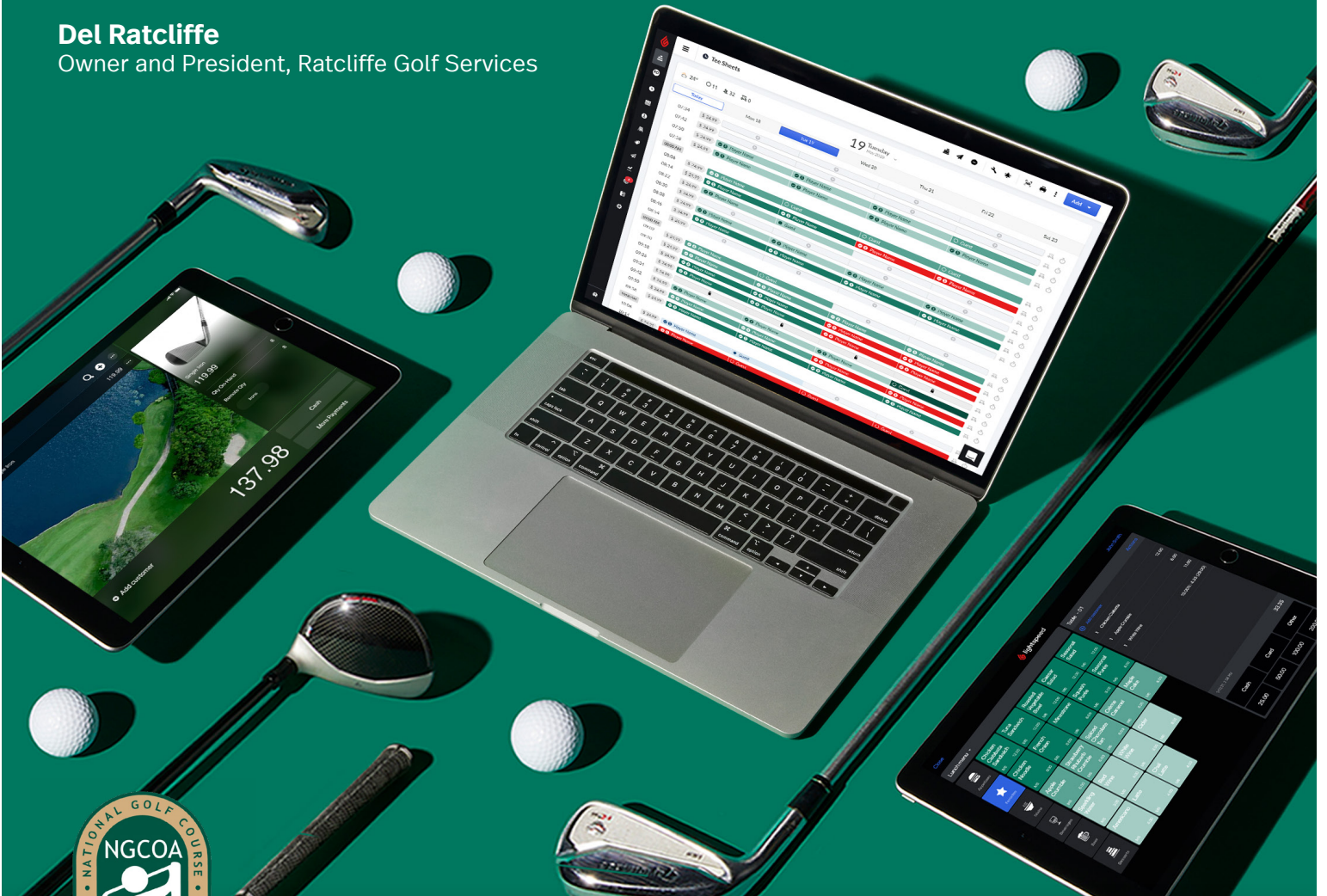
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"A lot of the steps we have taken and implemented very easily would not have been possible without the technology partner that we have with Lightspeed."

Del Ratcliffe
Owner and President, Ratcliffe Golf Services



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Strong Summer Rounds Bode Well for Demand

The page has officially turned on the summer of 2022.

The peak-season, summer months of June, July and August are disproportionately important for the golf industry, as those months tend to carry almost 1 1/2 times their weight in terms of the year's total rounds. It's a make-or-break period for most golf facilities.

This year, at a national level, all three of those critical months were up over the prior year between 3% and 4%, no small feat given that 2021 was a record summer.

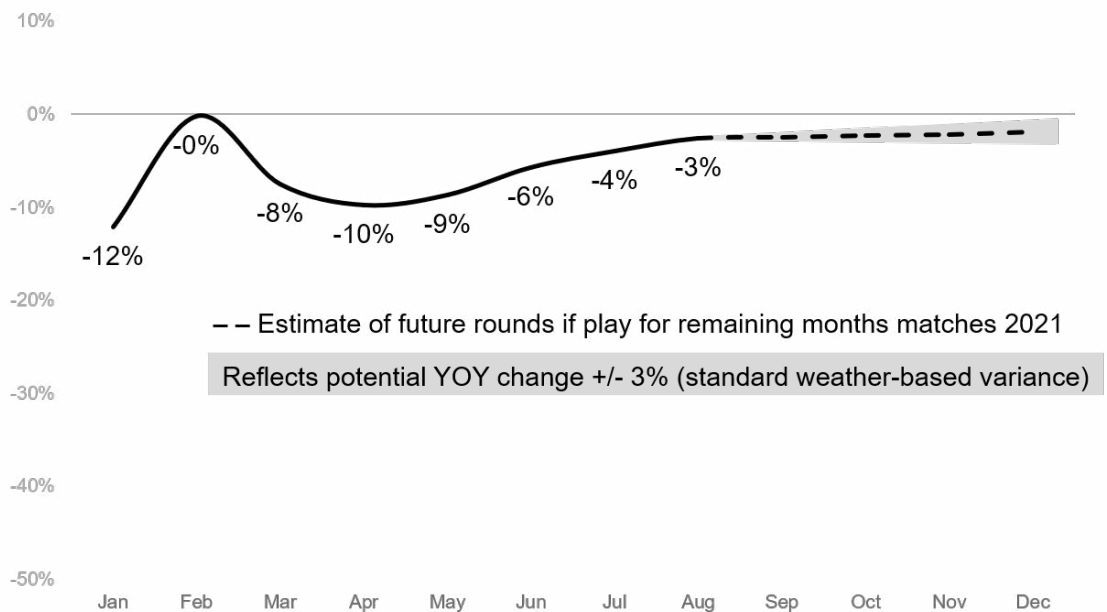
As a broader point of comparison, this year's June to August rounds total paced 14% ahead of the most recent three-year, pre-pandemic average (2017-19) for the same summer stretch.

When the summer was kicking off, we suggested the year's "slow start" – play was down 10% YOY through April – was likely more a reflection of unfavorable weather than softening demand. The [strong summer showing](#) should assuage concerns that golf engagement was slipping from the pandemic lift. In fact, summer play has helped the industry climb out of the sizeable hole Mother Nature dug for us earlier in the year. Through the end of August, we're now just [2.6% off the record-setting pace](#) of 2021.

These final four months of the year are not insignificant, accounting for just over 30% of annual play, although the month-to-month impacts won't be felt as acutely as during the summer months.

Still, if the weather remains favorable the rest of the way, we might only be off by about 2% at the end of the year. That's not bad considering where we were after April. And don't misinterpret being "down" a couple of percentage points as a negative — that's a normal weather-impact year. Chances are, we're still looking at one of the top three or four years for rounds ever on record.

Year-to-Date Change in U.S. Rounds Played (Month-by-month versus 2021)



Source: Golf Datatech (National Golf Foundation data support and analysis)

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NGF

Speaking of Mother Nature, in signing off this week, our thoughts are with all those affected by Hurricane Ian, one of the strongest storms to hit the U.S. mainland in years.



Joseph Beditz
NGF

Is Golf Recession Proof?

I once asked a wise economist if we were headed for a recession.

“We’re not in one, are we?” he responded, before pausing for dramatic effect.

“Then we’re headed for one.”

The golf business has weathered eight recessions over the past 50 years. And, once again, we’re headed for another. That is, if we aren’t already in one. The National Bureau of Economic Research (NBER), the official arbiter of recession status, has yet to declare the current stretch as such, even though this year started with two consecutive quarters of negative GDP growth.

Each time a recession looms, the question arises, “Is Golf Recession Proof?” Put simply: No, we’re not.

I was first asked this question in the late 1980s and it’s continued to crop up over the years, as this 1990 cover of “Golf Shop Operations” attests.

That said, we do have some things going for us. We enjoy a generally affluent customer base, 47% with household income above \$100,000. Unless the recession is broad and deep, consumers with this level of income generally keep on spending. On the other hand, 53% of U.S. golfers have a household income of \$99,000 or below. Many of these customers feel the pinch of a recession sooner and more acutely than more-affluent golfers.

Knowing another recession is inevitable, we were recently asked to share our advice with golf course operators who, for the most part, have enjoyed a notable bump in business the past few years.

The question: How do you prepare?

Our answer: Strengthen the customer experience.

NGF’s ongoing engagement with the most successful golf course operators and management companies reveals a common thread:

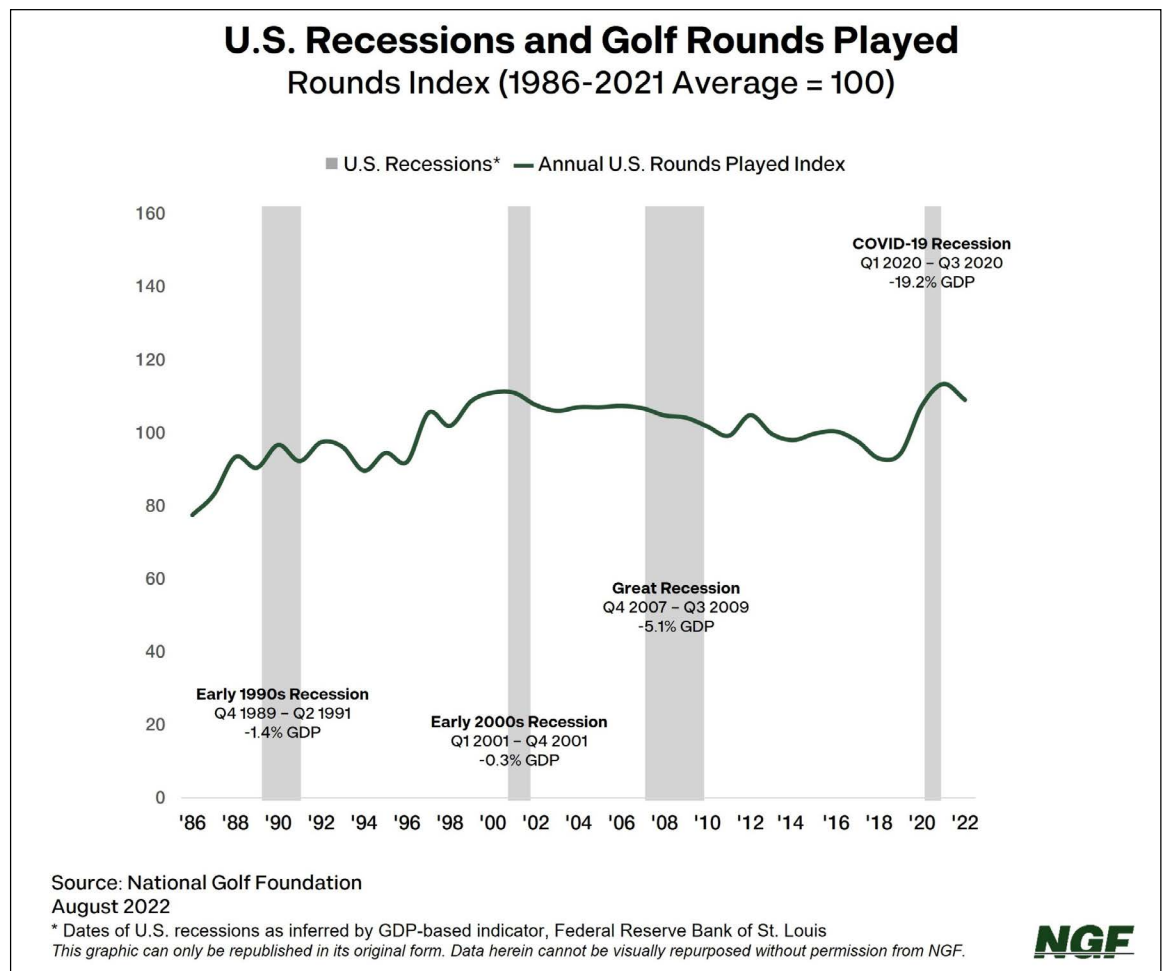
ambition to create consistently memorable experiences using a recipe that combines good people and good product. Particularly in the face of a looming recession, it’s about focusing less on hard-dollar initiatives and more on creating happy customers.

Improving the customer experience is neither a new nor novel idea, and yet for most businesses it remains exactly that: just an idea. Meanwhile, those who’ve made it part of their culture and strategies continue to outperform the competition. Think of companies like Apple and Chick-Fil-A, or businesses where “good people” help to elevate an otherwise undifferentiated product. Southwest Airlines, maybe?

There are a number of approaches to try to ensure the golf experience is a memorably positive one. You can find [eight of the best practices here](#).

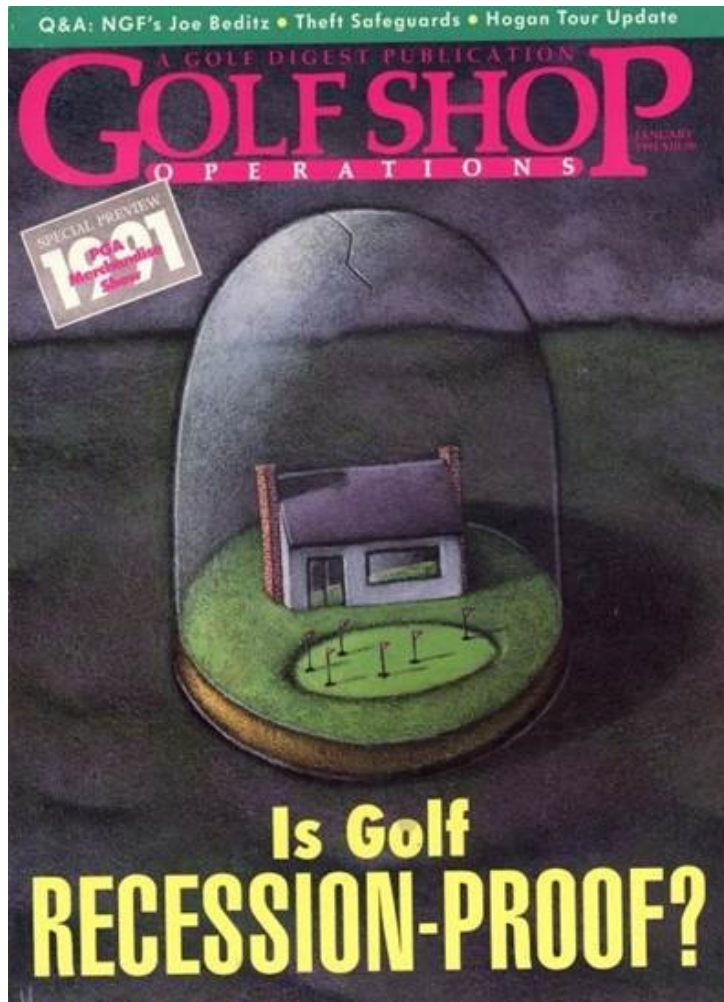
Here’s one idea. Send an anonymous friend in to “secret shop” your facility. Secret shopping is not being “sneaky,” it’s customer experience research. Great businesses do it regularly, and a few take it to an extreme, like those who appear on “Undercover Boss.” You’ll learn what kind of an experience you’re offering and whether you think

continues next page



Is Golf Recession Proof?

Continued



people will choose to play golf at your facility in the middle of a recession. You might be surprised what you discover – good or bad.

But you can't take steps to improve any shortcomings unless you know about them first. Mark Twain put it this way: "It's not what you don't know that kills you, it's what you know for sure that ain't true."

This advice isn't just for course operators, by the way, it's for all golf businesses. Secret shopping research is just one of the many projects undertaken by our NGF team. If we can help you, [let us know](#).



Joseph Beditz
NGF

Independent Contractor Update

By Ronnie Miles, NGCOA Senior Director of Advocacy



As reported in April, the Department of Labor rescinded the Trump administration's rule, which defines independent contractors vs. employees. After holding numerous listening sessions, on October 11th, the U.S. Department of Labor issued its [proposed rule](#), which focuses on classifying more workers as employees rather than independent contractors. The rule would 1) rescind the current independent contractor rule and 2) utilize a new "economic realities" test to determine if a worker is truly an independent contractor. This test includes factors such as investment, control, an opportunity for profit or loss, and whether the work is integral to the employer's business.

DOL is now seeking to give greater weight in the "control" factor to "scheduling, supervision, price-setting, and the ability to work for others. Here are 6 factors proposed to be included in their "economic realities test":

1. Opportunity for profit or loss depending on managerial skill.
2. Investments by the worker and the purported employer.
3. Degree of permanence of the working relationship.
4. Nature and degree of control over the performance of the work and the economic aspects of the working relationship.
5. The extent to which the work is an integral part of the purported employer's business.
6. Skill and initiative of the worker.

NGCOA and members of the American Golf Industry Coalition (AGIC) are reviewing the proposed rule and will offer industry comments before the November 28 deadline.

We welcome your input, thoughts, and comments on how you see the proposed rule impacting the relationship with your contractors. We would also ask you to share this correspondence with your independent contractors as we encourage their input. Feedback and comments can be emailed to me at rmiles@ngcoa.org

Tax Credit Program Helping Businesses to Hire

Finding new employees today is more challenging than any time in recent years. To attract new employees, businesses have to offer 20-30% higher wages than in 2019.

To help employers find new employees, the IRS released the reminder below, listing several employee groups that meet the criteria qualifying the employer to receive a tax credit if they hire an individual from one of these categories. This program, called the Work Opportunity Tax Credit (WOTC) is only one tool to help employers during this workforce recruitment process.

We reported on this program last year but wanted to remind owners and operators that the program remains in place until 2025. If you are currently recruiting for new staff, you still have time to qualify for these tax credits on your 2022 tax returns. Even if you don't qualify for this year's program, we recommend you consider this qualifying pool of candidates in your 2023 hiring plan.

If you are or have participated in this program, we would like to hear from you. Please repost on this posting, sharing your experience.

Here is the release from the IRS. If you are interested and have questions, email me at rmiles@ngcoa.org

IRS updates Information on tax credit helping businesses to hire certain categories of workers

The IRS today updated information on the Work Opportunity Tax Credit (WOTC), available to employers that hire designated categories of workers who face significant barriers to employment. For employers facing a tight job market, the WOTC may be able to help.

Today's updates include information on the pre-screening and certification process. To satisfy the requirement to pre-screen a job applicant, on or before the day a job offer is made, a pre-screening notice (Form 8850, Pre-Screening Notice and Certification Request for the Work Opportunity Credit) must be completed by the job applicant and the employer.

The Targeted Jobs Tax Credit (TJTC), which preceded WOTC, did not contain a pre-screening requirement. In enacting WOTC to replace the TJTC in 1996, Congress included the requirement that employers pre-screen job applicants before or on the same day the job offer is made. In doing so, Congress emphasized that the WOTC is designed to incentivize the hiring and employment of certain categories of workers.

After pre-screening a job applicant, the employer must then request certification by submitting Form 8850 to the appropriate state workforce agency no later than 28 days after the employee begins work. Other requirements and further details can be found in the

instructions PDF to Form 8850.

WOTC has 10 designated categories of workers. The 10 categories are:

- Qualified IV-A Temporary Assistance for Needy Families (TANF) recipients
- Certain veterans, including unemployed or disabled veterans
- The formerly incarcerated or those previously convicted of a felony
- Designated community residents living in Empowerment Zones or Rural Renewal Counties
- Vocational rehabilitation referrals
- Summer youth employees living in Empowerment Zones
- Food stamp (SNAP) recipients
- Supplemental Security Income (SSI) recipients
- Long-term family assistance recipients
- Qualified long-term unemployment recipients.

Although the credit generally is not available to tax-exempt organizations, a special provision allows them to claim the WOTC against the employer's share of Social Security tax for hiring qualified veterans. These organizations claim the credit on Form 5884-C, Work Opportunity Credit for Qualified Tax-Exempt Organizations Hiring Qualified Veterans. Visit the WOTC page on IRS.gov for more information.



Ronnie Miles
NGCOA Senior Director of Advocacy
Daniel Island SC
[843-471-2714]

Renowned Private Club Industry Leader Michael Leemhuis Joins ClubWorks as Chairman and Chief Executive Officer



ClubWorks, a premiere private club and high-end hospitality focused professional services platform, is excited to announce the addition of Michael Leemhuis, M.A. ED., CCM, CCE, PGA Master Professional, as Chairman and Chief Executive Officer (CEO).

Prior to joining ClubWorks, Mr. Leemhuis spent four years as the President of Ocean Reef Club in Key Largo, Fla., and more than 16 years as Chief Executive Officer at Congressional Country Club in Bethesda, Md., where he guided both Congressional Country Club and Ocean Reef Club to the #1 and #2 spots, respectively, in the Platinum Clubs of America ranking. In addition to his impressive track record within private clubs, Mr. Leemhuis continues to spend time, through his dedicated consulting firm (Leemhuis Consult, LLC), providing resort and management consulting services to some of the most recognized brands in the industry. Additionally, given Mr. Leemhuis' long history overseeing two premiere clubs, Mr. Leemhuis will play an instrumental role in supporting existing and potential clients through the design process for new and remodeled amenities.

As Chairman and Chief Executive Officer, Mr. Leemhuis will be responsible for chairing and overseeing the leadership team as well as contributing to the strategic vision and long-term success of the platform including identifying acquisitions, developing strategic partnerships, and expanding ClubWorks' service capabilities and client base globally.

"When the concept of ClubWorks was first presented to me six months ago, I was amazed that something as unique, but yet so simple, had not been thought of in our private club and high-end hospitality space. A company that provides owners and operators the ability to leverage critical individual, yet closely related industry services all from one high-end source. No doubt ClubWorks is going to revolutionize the way business is done in our industry. I am excited by the quality and commitment of the individual companies that make up ClubWorks, both now and into the future ... the very best of the best in our industry is what we are committed too. I am excited to be a part of this dynamic company and how it will positively impact our industry moving forward," commented Mr. Leemhuis.

Michael's addition bolsters ClubWork's executive leadership as he joins Henry Wallmeyer, who recently joined ClubWorks as President and Chief Operating Officer. "I am thrilled to work side-by-side with a true professional and industry icon like Michael as we build ClubWorks," says Wallmeyer. "I have had the great fortune of knowing Michael for more than 20 years and working with him in various capacities, and I look forward to us serving the private club community in our new roles."

"The bench of experienced and respected leadership continues to grow, we are honored to have Michael as part of the team and we could not be more excited about the future for ClubWorks," says Shaun McGruder, who leads the investment group behind ClubWorks. "More announcements will come soon, and we are truly excited to build a platform that will leave a lasting mark on the industry."

Mr. Leemhuis has begun his role and can be reached directly at mleemhuis@clubworks.com.

About ClubWorks

Formed in January 2022 but combining over 100+ years of history and operations, ClubWorks is a growing professional services platform dedicated to the private club and high-end hospitality industry that is building an esteemed "Network of Excellence" across a variety of service offerings. Through its subsidiaries, ClubWorks is focused on providing top-quality deliverables and a best-in-class experience to its growing base of global clients which includes private clubs, restaurants, high-end hospitality, and select high-end residential clients.

For more information on ClubWorks, please contact Henry Wallmeyer at hwallmeyer@clubworks.com or 202-400-1825.

National News

NGCOA Offers Assistance to Courses Affected by the Hurricane

NGCOA is creating this Accelerate post as a string or thread so that any golf course that was impacted by Ian and needs assistance can post here.

For those impacted, we recognize your journey to rebuild may be challenging and will require resources that may not be locally



Ronnie Miles
NGCOA Senior Director of Advocacy
[843-471-2714]

available for many. The NGCOA is ready to assist you by sharing your needs with our membership and industry partners, who may be able to aid in your efforts. Be aware that this support is not only limited to NGCOA members.

If you need assistance, [complete this form](#), and we will follow up and assess how we can best address your needs.

In addition to business needs, we know many of your staff may

also need assistance. The federal government has set up a special disaster assistance website at [DisasterAssistance.gov](https://www.disasterassistance.gov) to help individuals and businesses within the affected areas navigate their recovery journey. Most of these benefits are limited to areas federally designated as Designated Areas | [FEMA.gov](https://www.fema.gov).

For owners and operators not impacted by Ian, we ask you to consider offering your assistance. This might include the lending of equipment, labor, or other resources. Anything you can provide would be greatly appreciated.

If you can help in any way, [please click here to let us know](#).

When we receive requests for assistance from affected courses, we will connect you with owners or operators so you can coordinate your support. We will also work with our corporate partners to get the resources they need to reopen their facilities.

We ask everyone to follow this post for updates and requests for assistance. You also can email me at rmiles@ngcoa.org with questions or comments.



Lightspeed Appoints Former Google Executive as Chief Product & Technology Officer

Ryan Tabone joins Lightspeed to lead technology and product development as the Company continues to strengthen its leadership team



Ryan Tabone (CNW Group/Lightspeed Commerce Inc.)

Lightspeed Commerce Inc., the one-stop commerce platform for merchants around the world to simplify, scale, and create exceptional customer experiences, today announced that the Company has appointed Ryan Tabone as its Chief Product & Technology Officer.

“Ryan brings an impressive track record of tackling large-scale technology challenges while empowering product and technology teams to keep creativity and innovation at the heart of everything they do,” said JP Chauvet, CEO of Lightspeed. “The solutions Lightspeed provides are pivotal to the success of retailers and restaurateurs worldwide—and in today’s dynamic environment, they have never needed us more. Ryan will play a central role in ensuring the solutions we bring to market not only power their continued success but provide new resources to enable them to adapt to the unexpected.”

Tabone joins Lightspeed from Google, where he held a number of roles, among them being a founding member of the team that built Chromebook and most recently as the Vice President & General

Manager of Google Pay and Google Finance. He has also served as an advisor and executive in residence for Other Bets, including Wing, Intrinsic, and more.

“I’ve spent my career focused on solving problems to create fundamental shifts in industries for the benefit of businesses and consumers,” said Ryan Tabone, Lightspeed’s Chief Product and Technology Officer. “Small and medium-sized businesses, in particular, spend a significant amount of time focused on the infrastructure of running their business, which pulls them away from doing what they love – bringing unique value to their customers. Lightspeed, with its portfolio of products, is uniquely positioned to dramatically simplify the commerce stack for these merchants. I am extremely excited by the opportunity to enable businesses across the globe to more efficiently and effectively serve their customers, both online and in person, reducing the effort it takes to grow and run their business.”



Planning for weather conditions

Workboard updates and task re-re-re-assignments

Accurate budget forecasts
plus or minus half a penny

Maintenance schedule and equipment
assignment mayhem

Balancing irrigation costs with equipment
and labor costs

Year	Equipment	Quantity	Unit Cost	Total Cost	Labor	Total
2014	John Deere	7500A	2019-10-08	\$500.00	\$500	\$1,000
15	John Deere	7700A	2020-09-23	\$500	\$500	\$1,000
16	John Deere	7700A	2020-09-23	\$500	\$500	\$1,000

If it's on your mind, it's OnLink.

The John Deere OnLink Golf Course Management Solution can help you see your course more clearly than ever before. Maintenance schedules. Team assignments. Workboard updates. Cost projections. These all can now be viewed and managed in one place. What's on your mind? Link it with John Deere OnLink Golf Course Management Solutions today at JohnDeere.com/Golf.

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(800) 849-5469
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Greenville Turf & Tractor
(866) 485-8873
GreenvilleTurf.com

Six reasons it pays to be part of the NGCOA Community

The NGCOA exists to help our members be more successful. We fulfill our mission through a wide range of programs and services:



Legislative Leadership & Advocacy

- Protecting your interests, fighting for your business, and providing insights for better decision-making
- Dedicated Advocacy staff
- Online Advocacy Resource Center
- Legislative Resource Center
- We Are Golf and other initiatives



Conferences & Education

- Networking and innovative ideas to make you more successful; direct access to industry experts
- Golf Business Conference
- Accelerate online members-only portal
- Webinars, podcasts, whitepapers and reports



Networking & Connection Platforms

- Network of owner and operator peers who can help you solve problems and grow your business
- Member Directory
- Accelerate online members-only portal
- Affiliate Dual Membership (if applicable)



Business Resources

- Exclusive information and tools that can improve your business
- Benchmark by Sagacity Golf (golf performance benchmarking)
- Golf Business magazine
- GMS reviews portal
- NGCOA Buyers Guide



Purchasing Programs

- Significant savings on products and services that improve your business AND your bottom line
- Smart Buy Marketplace
- NGCOA Insurance Services
- 401(k) Retirement Plans
- HR & Payroll Services



More Membership Perks

- Additional benefits to get even more value from your membership
- Special Member pricing for NGCOA events, materials, resources and more
- Free event admission to select PGA and LPGA events

NGCOA-Approved Experts for Your Back Office

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



Insurance Offerings from the BSBG Group It's Simple... We Know Golf

- Both property/casualty and employee benefits offerings
- Nationwide coverage
- Industry specific expertise
- Aggressive cost savings innovation

Contact Matt Brost at
mbrost@bsbdgroup.com or 512-233-9925



Telehealth, Prescriptions and Mental Health Services

- 24/7 access to a "Best in Class" Doctor, Mental Health and Crisis Care Counselors
- NO Co-Pays for General Medicine Appointments
- Up to 85% Off Prescriptions at over 50k Pharmacies
- Expert 2nd Medical Opinion Access

Contact Mark Freeland at
mfreeland@givevirtualcare.com or 505-228-9379



401(k) Retirement Plans from Lincoln Financial

- Competitive and comprehensive 401(k) plans
- Competitive/reduced administrative costs based on economy of scale
- Enhanced employment package with quality benefits
- Peace of mind with reduced liability

Contact Todd Turner at
Todd.Turner@commonwealthfg.com
or 843-884-4545 ext. 33



PCI Compliance Services & Credit Card Processing

- Complimentary PCI Compliance Services for 12 Months
- 70% Off Continued Compliance Services Annually (after Free Year)
- No-Cost, No-Obligation Account Review, Analysis and Quote
- 24/7 Business Concierge
- Next-Day Funding

Contact Trevor Bastien at trevor@100group.com or
P: 616-607-0071 / C: 616-350-1601



Executive Search Services from PGA Career Services

- ExecuSearch professional search services
- Complimentary and fee-based hiring and job search assistance to employers
- 25+ Career Consultants across the country

Contact Scott Kmiec at
skmiec@pgahq.com or 1-800-314-2713

START
\$AVING
NOW



NGCOA

Smart Buy Marketplace

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



Golf Cars & Utility Vehicles

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



Golf Market Research Center (GMRC) Data

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



PCI Compliance Services & Credit Card Processing

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



Beverage Supplier

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



Golf Simulators

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



Golf Event Organization

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



Television Programming

Up to 60% savings on programming.



Career Services

10% discount for ExecuSearch services.



Food and Beverage

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



Irrigation Solutions

1.5% rebate on Rain Bird Golf irrigation products.



Media

Save more than 50% on an annual GGP/Biz subscription and enjoy access to original, insightful, and premium quality golf business journalism.



Hospitality Training and Resources

FREE access to 6 online lessons and a 20% discount on annual subscription services.



Employee Retention Tax Credit (ERTC) Consultation

Consultation, calculation, and IRS filing for the ERTC program for 2020 and 2021.



Player Reward Program

Members receive an 80% discount on the one-time set-up and license fee.



Golf Course Optimization and Pace Management Software

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



Virtual Medical Services

Members receive 10% off the cost of Give Virtual Care Group Memberships (groups of 10 or more).



New and Used Turf Maintenance Equipment

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



401(k) Program

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



Agronomy Services

5% rebate on Green section Consulting Services, GPS Technology Service and Deacon Application.



Insurance

Comprehensive employee benefits (health, dental, vision, life and disability), and property casualty insurance at competitive rates.

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



2022 Rebate for NGCOA Members



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



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

NGCOA MEMBER WITHOUT A PEPSICO ACCOUNT?

- **To participate**, contact Kelly Bisbey, National Account Sales Manager at kelly.bisbey@pepsico.com or 813.361.9583
- **Rebates** mailed twice annually (March and September)

NOT YET AN NGCOA MEMBER?

- **Join NGCOA** today at <https://www.ngcoa.org/join>
- **Become eligible** for Pepsi product rebates and take advantage of this money saving benefit to receive rebates twice annually (March and September)
- **To participate**, contact Kelly Bisbey, National Account Sales Manager at kelly.bisbey@pepsico.com or 813.361.9583

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

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

2022 Rain Bird Rebate for NGCOA Members



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

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

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

RAIN BIRD

 **NGCOA**

ALREADY AN NGCOA MEMBER?

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

NOT YET AN NGCOA MEMBER?

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

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

*Paid to the member golf course and based on the final selling/award price and is for NGCOA member courses that purchase Rain Bird Golf Products in 2022. Golf Products include the following categories, as identified in the Rain Bird Golf Catalog located on the Rain Bird website at www.rainbird.com/golf/support: Golf Central Control, Advanced Control Technologies, Golf Field Control Systems, Gear Driven Rotors, Golf Valves, and Golf Pumps and Filtration.

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

2022 Toro Rebate for NGCOA Members



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

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

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



ALREADY AN NGCOA MEMBER?

- **1% REBATE** on NEW Equipment Purchase/Lease **
- **0.5% REBATE** on USED Equipment Purchase/Lease **
- Existing courses converting from a competitive brand
- Initial purchases for newly constructed courses
- **To claim your rebate** go to <https://www.ngcoa.org/info-centers/smart-buy/agronomy>

NOT YET AN NGCOA MEMBER?

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

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

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

Great Incentives When You Convert or Renew Your Golf Car Fleet



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

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

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

ALREADY AN NGCOA MEMBER?

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

NOT YET AN NGCOA MEMBER?

- **Convert** your fleet to Yamaha golf cars and receive one year of NGCOA membership FREE, and one FREE registration for NGCOA’s Golf Business Conference—a combined \$1,175+ value
- OR
- **Renew** your current Yamaha contract and receive one year of NGCOA membership FREE— a \$375+ value

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

NGCOA members who **joined prior to 03/31/19** receive the rebate payment following the **Yamaha contract date**.
After 04/01/18, new NGCOA members joining with a **1-year membership** receive the rebate payment following their **2nd year renewal**.
After 04/01/18, new NGCOA members joining with a **2-year membership** receive the rebate payment following the **Yamaha contract date**.
*Rebates are processed quarterly.



GOLF COURSE MAINTENANCE EXPERTS - YOUR PARTNER FOR SUCCESS

BrightView Golf Maintenance is the leading golf maintenance partner for clubs across the country. Our expertise, scale and tried and tested processes can seamlessly transition your club to improved course conditions and lower costs.



To Learn More About How BrightView Golf Maintenance Can Help Your Course Contact:

Erik Larsen

Business Development Executive, South
(904) 631-7480

Erik.Larsen@brightview.com

Ron Stepanek

Business Development Executive, Northeast
(267) 804-5473

Ron.Stepanek@brightview.com

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