

# MID-ATLANTIC GOLF BUSINESS

## *A Message from Our President*

Summer 2019

Year over year, the golf industry has rebounded, and that eases some anxiety. A lot has to do with an improved weather pattern, but there are other signs of a downtrend reversal.

First, we note the resuscitation of Royal New Kent and Brickshire in full operation. Perhaps aided by the return of horseracing and a new gambling parlor in the region, it still is significant news.

And then consider the renovation of two significant properties, Stonehouse GC in Toano and Poplar Grove in Amherst. Both projects are going well, with huge improvements.

Then in Richmond, two non-traditional golf facilities are nearing opening – Drive Shack to the west and TopGolf in central Richmond. The skyline of major roads is forever changed by the high netting, which is a constant promotional element for these facilities.

Did you notice the proactive stance of our industry organizations, both nationally and regionally? National Golf Day took place in Washington, DC on May 1, and a record number of Congressional meetings were staged to showcase the many positives of our industry, while dispelling common myths that can be a hindrance.

The Mid-Atlantic Golf Council, which includes NGCOA MA as a member, staged Virginia Golf Day on May 25th at Kingsmill Resort in Williamsburg, in concert with the LPGA event. Governor Ralph Northam signed a special proclamation celebrating golf's positive influence on Virginia's economy, tourism, economic impact, environmental stewardship and more! Fans received "Virginia is for Golf Lovers" autograph balls, and The Golf Channel acknowledged it in a live international broadcast.

Then earlier this month, Women's Golf Day was celebrated globally. It is designed to engage current women golfers and to recruit more. Suzy Whaley, the first woman President of the PGA of America, helped promote it. The celebration was so big that June was declared Women's Golf Month!

And recently, some industry leaders were honored. Patrick King of Army Navy CC in Arlington won a national CMAA award. And David Pillsbury of ClubCorp and Cathy Harbin of Pine Ridge GC joined the national NGCOA board.

Looking ahead, our Board has a strategic planning meeting on July 16th, as we strive to serve you better. Then in August, the NGCOA will present a Technology Forum as part of the PGA Fashion & Demo Show in Las Vegas. This further leverages the new relationship with the PGA of America, which includes an alliance between our conference and the PGA Merchandise Show next January. Finally, please save the date for our Annual Meeting at Woodmont Country Club in Rockville, MD on September 25th. It promises to be a splendid event you won't want to miss!

Inside our newsletter, you will find some information on some of the NGCOA member services, including Smart Buy. If you aren't a member yet, [click here](#) for our membership brochure.

Now a word about our Corporate Partners. We now have 26 companies supporting our organization, and their support allows us to serve you better. Up to Par Management and Tagmarshal are our top two partners. Companies like Performance Food Group, Yamaha Golf Cars and Acumen Golf have been with us since Day One. Please visit our Partner listing in this newsletter and support the companies that support you! [Click here](#) for our Partner brochure.

I am honored to serve as your President, and I am pleased to serve on a board with some of the sharpest minds in the region (check them out on our board page). They are here to grow the game and serve our member clubs, and they do it pro bono! So please join us as a member, and help us grow the game and share operating successes for the betterment of our industry in the region!



**Mike Bennett**

NGCOA Mid-Atlantic President



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

# 2019 NCGOA Mid-Atlantic Board of Directors

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MID-ATLANTIC

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# NGCOA-MA Industry Partners

Please patronize these vendors who support our association

## Diamond Partner

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- **Up to Par Management** (golf course management)  
Sean Taylor • 540-464-4654 • [sean.taylor@uptoparmanagement.com](mailto:sean.taylor@uptoparmanagement.com) • [www.uptoparmanagement.com](http://www.uptoparmanagement.com)

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Tim Crumrine • 804-262-088 • [tcrumrine@peeblesgolfcars.com](mailto:tcrumrine@peeblesgolfcars.com) • [www.peeblesgolfcars.com](http://www.peeblesgolfcars.com)
- **Textron Golf** (turf equipment)  
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Joe Burdess • 804-418-5657 • [jburdess@textron.com](mailto:jburdess@textron.com)

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# Golf Industry Comes Together for 12th Annual National Golf Day

*Event Brings Stories of Positive Economic and Community Impact to Washington D.C*

(WASHINGTON, D.C.) – Golf industry leaders participated in a record-high 244 meetings with members of Congress representing 41 states to discuss the game's economic, social and environmental contributions to the United States during today's 12th annual [National Golf Day](#) on Capitol Hill.

Coordinated by a coalition of the game's leading associations and industry partners under the banner of [WE ARE GOLF](#), National Golf Day brings together more than 300 industry leaders from across the U.S. to support the game's \$84.1 billion economy, nearly \$4 billion annual charitable impact, close to 15,000 diverse businesses and two million jobs impacted.

National Golf Day, May 1, 2019: Record-High 244 Meetings with Members of Congress from 41 States Showcase the Game's Value & Importance Across U.S.

"The game of golf is growing and evolving, and it is important that we come together collectively in Washington to share stories of impact the game is having on business and communities across the United States," said Greg McLaughlin, CEO of World Golf Foundation, the organization that coordinates WE ARE GOLF activities. "From athletes from every corner of the world competing each week on the PGA TOUR and LPGA, to global



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## ***Record-High 244 Meetings with Members of Congress from 41 States Showcase the Game's Value & Importance Across U.S.***

companies investing billions of dollars in and around the sport, to healthy participation in traditional and emerging ways, the game of golf is a strong and vibrant part of American culture."

"We are here to educate our elected officials that the golf industry is made up of many small businesses that contribute to our national economy," said Jay Karen, CEO of National Golf Course Owners Association and Chair of the WE ARE GOLF Board. "The importance of fair and good taxation policies is paramount to the success of our businesses."

"Sports have always been an important part of American culture, and in my hometown of Augusta, Georgia, golf is at the heart of our town's traditions and identity," said Rep. Rick Allen (R-GA). "On National Golf Day, we renew our commitment to ensure Americans not only play the game for decades to come, but also ensure golf's economic, social and charitable impacts are effectively communicated and protected."

"So many golf courses in the US, including courses in my district, are public facilities operating as small, locally owned businesses," said Rep. Bill Keating (D-MA). "National Golf Day highlights the industry's

importance to American society, including business, recreation, hospitality and tourism. Anything that brings people together is great, and golf brings people together."

On Tuesday, April 30, the third-annual Community Service Project featured more than 200 participants demonstrating the industry's commitment to collaboration on beautifying and preserving historical landmarks between the Lincoln Memorial and Washington Monument. Golf industry leaders, coordinated by Golf Course Superintendents Association of America, volunteered to lay sod, rake, edge, overseed, aerate, mow, mulch, brush walkways and spruce gravel pathways across 17 projects along the National Mall. The four hours of work saved the U.S. National Park Service nearly four months of labor costs.

Numerous golf courses and industry businesses are celebrating and recognizing National Golf Day in their own communities through activities and special offers. Included is Topgolf, which is offering [complimentary group golf instruction](#) lessons at 50 locations across the U.S.

To join the social media conversation, use #NationalGolfDay and tag @wearegolf on Facebook, Twitter and Instagram to support the industry as well as share why golf is more than a game to you.

For more information about National Golf Day, [click here](#).

### **About World Golf Foundation**

The mission of the World Golf Foundation is to unite the golf industry in support of initiatives that enhance the growth of and provide access to the game of golf worldwide, while preserving golf's traditional values and passing them on to others. Its board is comprised of European Tour, LPGA, The Masters, PGA of America, PGA TOUR, R&A and USGA. World Golf Foundation oversees the collaborative industry initiative, We Are Golf, as well as World Golf Hall of Fame.

More information: [www.wearegolf.org](http://www.wearegolf.org).



# Annual Golf Business Conference to be Co-Located with PGA Merchandise Show Beginning in 2020 *by Jay Karen*

The National Golf Course Owners Association, the PGA of America and PGA Golf Exhibitions have announced a multi-year, strategic alliance to co-locate the annual Golf Business Conference with the PGA Merchandise Show in Orlando, beginning in 2020.

The Golf Business Conference, hosted by NGCOA for over thirty years, is the industry's largest meeting specifically for golf course owners and operators. The event typically has nearly forty classes and workshops on the most critical areas of golf course operations, a casual golf outing for attendees and sponsors to network, and an awards banquet to recognize some of the most significant contributors to the golf industry. With PGA Golf Exhibitions' operational assistance, the conference will be held at the Orange County Convention Center Monday through Wednesday, Jan. 20-22, 2020. Information about the Golf Business Conference and details of this year's program can be found at [golfbusinessconference.com](http://golfbusinessconference.com).

"We are pleased to bring the Golf Business Conference to Orlando, a popular destination among golf course operators and vendor partners, during PGA Show Week, one of the biggest weeks of the year for the golf industry," said NGCOA Chief Executive Officer, Jay Karen, CAE. "NGCOA members will experience significant value in the new site and location for our event programming and we look forward to working with PGA Golf Exhibitions and the PGA of America to enhance the conference."

During the Golf Business Conference, the NGCOA will continue to offer a variety of sponsorship opportunities for vendors. For vendors exhibiting at the PGA Merchandise Show, the 2020 Golf Business Conference schedule will allow course owners and operators ample time to explore the PGA Show Floor on Wednesday before the conference concludes, as well as all day Thursday and



Jay Karen



Friday. Vendors of all kinds will have many options to see course owners and operators.

"PGA Golf Exhibitions is pleased to work with the NGCOA on this valuable opportunity to further collaborate with owners and operators during PGA Show Week," said PGA Golf Exhibitions Event Vice President Marc Simon. "We look forward to the opportunity to welcome even more NGCOA members to connect face-to-face with leaders from all aspects of the industry to drive forward the business of golf and grow the sport."

"The PGA of America is excited that the new proximity of the NGCOA's Golf Business Conference--beginning with next year's PGA Merchandise Show--will create special collaboration opportunities for PGA Members to discover, learn and share best practices with golf course owners and operators," said PGA President Suzy Whaley, PGA/LPGA. "For example, the alignment will lead to enhanced opportunities for PGA Professionals to access career-specific education topics that are important to course owners, as well as opportunities for owners to learn about the programs and initiatives that are important to our nearly 29,000 PGA Professionals."

The NGCOA will remain a partner of the Golf Industry Show (GIS) along with the Golf Course Superintendents Association of America (GCSAA) GCBA, ASGCA, NGF and USGA. NGCOA will continue to host its semi-annual gathering of the Top Agronomic Officers at the GIS



## SAVE THE DATE!

**NGCOA MA Annual Meeting**  
**Wednesday, September 25th, 2019**  
**Woodmont Country Club**

*Host of the 2020 U.S. Women's Amateur Championship*

#### Event Features

- Networking Breakfast
- Education
- Association Business Meeting / Elections
- Awards
- Golf Outing



**Woodmont Country Club**  
**1201 Rockville Pike**  
**Rockville, MD 20852**  
**301.424.7200**

<https://www.woodmontcc.com/>

# Chronogolf by Lightspeed: Taking on the Industry

Today we are so excited to tell the world that we are joining the ranks of world-class technology company Lightspeed POS Inc. (TSX:LSPD). With its robust point of sale (POS) platform powering retailers and restaurateurs globally in over 49,000 customer locations worldwide, Lightspeed is a natural partner, and we wholeheartedly believe this acquisition will further our objective to provide the best and most complete software solution in the golf industry.

## To Our Valued Customers: We're Only Getting Better

We cannot thank you enough for the trust you have placed in us over the years. Our goal has always been to provide the best service and technology in the industry, and that will never change. Moving forward, we are 100% committed to offering the same outstanding customer support, remaining open to your input, and delivering cutting edge features. Everyone you know from our amazing team is staying on board, and your Chronogolf experience is only going to get better.



This acquisition is about truly aligning with an industry leader to take our product to the next level. As we more deeply integrate into [Lightspeed Retail](#), [Lightspeed Restaurant](#), [Lightspeed eCom](#), [Lightspeed Accounting](#), and [Lightspeed Payments](#), our management solution becomes even more ideally positioned to service the community of golf courses worldwide.

Demo the Chronogolf product today!

**Kurt Albertson**

602-770-8763 [kalbertson@chronogolf.com](mailto:kalbertson@chronogolf.com)

## Pillsbury and Harbin Join NGCOA Board; Barton Hired as Director of Programs

The National Golf Course Owners Association is pleased to announce industry leaders David Pillsbury and Cathy Harbin as new members of the NGCOA Board of Directors, and David Barton as the association's new Director of Programs.

"The experience and passion for industry success that David and Cathy bring to NGCOA's Board of Directors is second to none," said Jay Karen, NGCOA CEO. "The association, and in turn, our owner and operator members, will benefit from their vision and leadership. We're also very fortunate to have hired Dave Barton, who brings years of golf course management, partner relations and military experience to our team."

David Pillsbury is CEO of ClubCorp, the largest owner operator of private golf and country clubs in the country, and manager of more than 200 golf and country clubs, business, sports and alumni clubs across the globe. He has held numerous leadership roles in the golf industry over the past 30 years, including Co-CEO at American Golf Corporation, General Manager of Nike Golf, President of PGA TOUR Golf Course Properties Tournament Players Clubs, President of PGA TOUR Championship Management, and Executive Vice President of PGA TOUR Tournament Business Affairs.

Cathy Harbin is the owner of Pine Ridge Golf Course and President of OnCourse Operations. She has held a Class A PGA of America membership since 1992 and a PGA Master Professional status since 2000, and is also a member of the LPGA and CMAA. In addition to 20 years of experience in golf course operations, she served as Executive Director of Golf 20/20, and lead the successful launch of Get Golf Ready, and served as Vice President of Public

Golf, Golf Academy and Programming for ClubCorp. This excellence in golf leadership led her to be named by Golf Inc. magazine as one of the Most Admired Golf Course Operators, Golf News magazine as Woman of the Year, and United Athletes Foundation as Athlete of the Year.



**David Pillsbury**



**Cathy Harbin**

Dave Barton, PGA, will fill the newly-created position of Director of Programs. In this role, Dave will direct and execute NGCOA's strategically-important initiatives, including legacy programs, such as Smart Buy and NGCOA's research projects, and new initiatives to be launched later this year. A retired U.S. Naval officer, flight instructor, helo pilot, enlisted aircrew, and rescue swimmer, Dave's most recent role was with Raspberry Golf Management (RGM) where he served as Pennsylvania Regional Manager. While in Northern Virginia, he was also a multi-year instructor with the Salute Military Golf Association, a national non-profit providing golf instruction to post 9/11 wounded war veterans.

**"Management and Repayment of Debt" a Joint Education event of CMAA, NGCOA MA and VGCSA - Joe Abely, speaker**

**Willow Oaks CC, Richmond, VA • 9:00 a.m., Monday, August 12th**

**Thank you sponsors Textron Golf, TSP Pumps and IGM!**

[Click Here to Register](#)

# Army Navy's Patrick King Recognized for Excellence in Club Management *by Rob Thomas*



*The General Manager/Chief Operating Officer from the Army Navy Country Club in Arlington, Va., was recognized as The James H. Brewer Award winner at the Annual Awards Dinner at the Nashville City Club.*

McMahon Group, Inc., the St. Louis-based consulting firm, and *Club & Resort Business* have announced the recipients of the Excellence in Club Management (ECM) Awards, established in 1997 by the McMahon Group and co-sponsored since 2005 by *C&RB*.

The annual awards are selected through nominations submitted on behalf of qualified candidates by other parties. Award recipients are selected solely on the basis of their achievements at the club they currently manage; "lifetime achievements" are not considered.

A Selection Committee comprised of a peer group of club managers conducts the judging for the ECM Awards; the McMahon Group, *C&RB* and the National Club Association are not involved in the selection of the winners. The Selection Committee for the 2018 Awards was chaired by Jeffrey Kreaflle, CCM, General Manager/COO of Congressional Country Club, Bethesda, MD.

All of the winners were honored at the Excellence in Club Management Awards Dinner at the Nashville (Tenn.) City Club on in conjunction with the 2019 World Conference of the Club Management Association of America.

***Here is a summary of the nomination that earned ECM recognition for Patrick King:***

Country/Golf Clubs with 600 or More Full-Privilege Members  
(The James H. Brewer Award)

**Patrick King, CCM, CCE, ECM**

General Manager/Chief Operating Officer

Army Navy Country Club

Arlington, VA.

As detailed in the cover story of the March 2018 issue of *Club & Resort Business* ("Carrying Out Successful Missions at Army Navy CC), Patrick King was selected to be Army Navy CC's new GM/COO in 2012, after an unexpected resignation of his predecessor for health reasons. Not surprisingly, because King is an accomplished distance runner, he hit the ground running to lead one of the largest country clubs in the U.S., with over 7,100 members, through a period of tremendous growth that included completion of over \$115 million in capital projects and ascension to Platinum Club status. Army Navy CC's tennis program also earned special recognition from the United States Tennis Association, through its Facility of the Year award.

"While Mr. King did not serve in the military, he exudes the outstanding leadership qualities of our predominantly active-duty and retired military members," wrote Capt. John C. Tuck, USNR (ret.), the Chairman of Army Navy CC's Board of Governors, in nominating King for Excellence in Club Management recognition. "His motto is 'Good Enough Never Is'... and his work shows it. And his well-rounded background as a touring golf pro, combined with a degree in Hospitality, serves us well, as he directs an organization with so many moving parts and constituents."



*Coming to you from the John Deere Studio*



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Sponsored by Yamaha



In each Golf Business Podcast episode, NGCOA will bring you, from the John Deere Studio, three segments of original, curated, informative content to help your golf course business thrive and grow:

- Inside Golf Business — leading golf course owners, operators and industry experts will discuss the latest issues facing the industry;
- Owner to Owner — top owners will discuss what's on everyone's radar; and
- House Chat — NGCOA CEO Jay Karen, the staff and other industry experts share current news from within the association.

This podcast is supported by Yamaha Golf Cars, the Official Golf Car Partner of NGCOA.

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# NGCOA Technology Forum Heads Programming Enhancements for PGA Fashion & Demo Experience

*Technology Forum and new networking events added; PGA Demo Experience at Topgolf moved to Wednesday evening*

Reed Exhibitions and the PGA of America announce a new schedule of events and new programming for the PGA Fashion & Demo Experience, Aug. 13-14, 2019, at the Venetian Hotel and Topgolf Las Vegas.

Event enhancements include complimentary technology panel sessions presented in partnership with the National Golf Course Owners Association (NGCOA) and the PGA of America and new professional networking events at the close of each day, including the popular PGA Demo Experience at Topgolf Las Vegas, now on Wednesday evening, Aug. 14. Merchandise sourcing, equipment and technology testing, a live fashion show and comprehensive education conference return to build a multifaceted business gathering.

"We are pleased to work with the PGA of America, the NGCOA, Topgolf and our exhibiting companies to offer these enhancements to drive industry business through additional buyer and exhibitor networking opportunities and enhanced sourcing and education programs," said PGA Golf Exhibitions Event Vice President Marc Simon. "The compact schedule and event programming, focusing on fashion, technology, innovation and demo experiences, in the tremendous setting of Las



**PGA**  
FASHION & DEMO  
EXPERIENCE

Vegas, will provide participating industry leaders with an enjoyable, efficient schedule to immediately enrich their careers and business."

PGA/LPGA Professionals, golf retailers and industry professionals may pre-register for the PGA Vegas Fashion & Demo Experience at [www.PGALasVegas.com](http://www.PGALasVegas.com).

About the PGA Fashion & Demo Experience

The PGA Fashion & Demo Experience, Aug. 13-14, 2019, in Las Vegas, is an annual merchandise sourcing, product testing, industry networking and professional education event, exclusively for golf industry professionals. Event details and registration are available at [PGALasVegas.com](http://PGALasVegas.com).

## 2019 PGA FASHION & DEMO EXPERIENCE – EVENT SCHEDULE

### MONDAY, AUG. 12

- WELCOME RECEPTION – VENETIAN HOTEL, 6 P.M. – 8 P.M.

### TUESDAY, AUG. 13

- SHOW FLOOR EXHIBITS – VENETIAN HOTEL, SHOW FLOOR OPEN 8:30 A.M. – 6 P.M.
- EDUCATION CONFERENCE – VENETIAN HOTEL, 7:30 A.M. – 12:15 P.M.
- TECHNOLOGY FORUM, PRESENTED BY THE NGCOA – SHOW FLOOR STAGE, 1 P.M. AND 4 P.M.
- FASHION SHOW & NETWORKING EVENT – TAO/VENETIAN, 6 P.M. – 8 P.M.

### WEDNESDAY, AUG. 14

- SHOW FLOOR EXHIBITS – VENETIAN HOTEL, SHOW FLOOR OPEN 8:30 A.M. – 3 P.M.
- EDUCATION CONFERENCE – VENETIAN HOTEL, 7:30 A.M. – 1:30 P.M.
- TECHNOLOGY FORUM, PRESENTED BY THE PGA OF AMERICA – SHOW FLOOR STAGE, 11 A.M.
- PGA DEMO EXPERIENCE & CLOSING RECEPTION – TOPGOLF LAS VEGAS, 4 P.M. – 8 P.M.



MID-ATLANTIC

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# NGF's 2019 Participation Report *by National Golf Foundation*

*On-Course Participation Climbs for First Time in 14 Years as Off-Course Jumps Almost 10%*

The ways in which people are playing golf and engaging with the game continue to evolve. To reflect this, the NGF several years ago expanded its definition of participation, part of an ongoing effort to more accurately measure golf's overall consumer base — both on and off the golf course.

[NGF Members: Click Here to Download the 2019 Participation Report](#)

Participation in traditional green-grass golf has held steady in recent years, finding a new support level of approximately 24 million. In 2018, the number of people ages 6-and-up who played at least one round of golf on a golf course increased incrementally to 24.2 million. While this rise from 23.8 million in 2017 falls within the margin of error for the NGF's national surveys, it is the first measured increase in 14 years.

Off-course participation, meanwhile, increased by almost 10% in 2018, with an estimated 23 million people hitting golf balls with clubs at golf-entertainment venues like Topgolf and Drive Shack, at standalone ranges, and using indoor simulators. Despite the increasing popularity of golf entertainment facilities, the majority of off-course participation (12 million) still occurs at golf ranges, whether its on-course golfers honing their skills or beginners learning the game.

When combining those who played on a golf course with the 9.3 million others who played exclusively off-course, golf's overall participant base has climbed to 33.5 million. This is a gain of 1.4 million participants from 2017, a 4% increase mostly driven by off-course gains.

For the traditional game, perhaps the most critical metric is the stable pool of roughly 20 million dedicated golfers. This group, estimated at 19.5 million Americans in 2018, accounts for 95% of all rounds-played and spending, and therefore is vital to golf businesses and those who make a living in the industry. Dedicated golfers represent 81% of those who play.

The industry continues to see encouraging signs when it comes to newcomers and interest in playing among non-golfers. An estimated 2.6 million beginners played on a golf course for the first time in 2018, a figure at or near historical highs. There are also 14.7 million non-golfers who say they're "very" interested in playing golf. Almost half of this latent demand pool is comprised of former golfers with some experience, but who haven't played on a course within the past year. The rest are people who have never played before on a course.

While the total on-course participation count rose slightly, rounds-played declined 4.8% year-over-year to an estimated 434 million rounds in 2018. This drop was attributable in part to weather conditions unfavorable for golf, which is the nation's top outdoor, pay-to-play



*There were 12 million people who hit golf balls at standalone driving ranges last year.*



*Golfers at Mansion Ridge Golf Club in New York. (Photo courtesy of Troon Golf)*

participation sport. According to the National Oceanic and Atmospheric Association, 2018 was the third-wettest year nationally dating back to 1895.

## The Face of Golf

When looking at golf's participant base as a whole, the average golfer is a 46-year-old male with a household income of more than \$100,000 who plays approximately 18 rounds per year. Yet the game is becoming increasingly diverse.

Women represent almost one-quarter of participants, 5.7 million in total. This includes almost one million (900,000) girls between the ages of 6 and 17. Females also represent a disproportionately higher percentage of beginners (31%), juniors (36%) and off-course participants (44%) than they do in the overall golf population (23%). There were 2.5 million junior golfers in the U.S. in 2018, down slightly from the past two years but remaining in the

recent 2.5 million to 3 million range. More than one-third of today's juniors are girls compared to 15% in 2000.

Additionally, almost one-quarter of juniors are now non-Caucasian while just 6% were minority participants 20 years ago. Non-Caucasians continue to represent between 4 million and 5 million golfers overall, with an estimated 4.3 million on-course participants in 2018, the same as the prior year. At 18% of all golfers, this is less than the one-third, non-Caucasian makeup of the overall U.S. population.

The most significant recent on-course growth can be found in the 65-and-over category. An estimated 4.2 million "Baby Boomers" played golf in 2018, up from 3.6 million in 2017. It's also noteworthy that 15% of beginners in 2018 were over the age of 50, the largest percentage in 10 years and a sign that more Boomers may become committed golfers.

As for young adults — one of the most coveted demographics for the industry's future growth — this participant base remains stable at 6.1 million. Those in the 18-to-34 age group represent 25% of traditional golfers and, even more significantly, 44% of off-course only participants.

Looking ahead, the challenge for golf remains the same as recent years: providing more playing opportunities for those who express an interest in the game — potentially through non-traditional formats and offerings — and successfully converting more beginners into committed participants.

[Beginners](#), [Engagement](#), [Junior Golf](#), [Latent Demand](#), [Off-course Participation](#), [Participation](#), [Women](#)





## Innisbrook Celebrates Women's Golf Day with over 100 Ladies of Tampa Bay

PALM HARBOR, FL., June 5, 2019 - Innisbrook A Salamander Resort hosted over 100 ladies from the surrounding Tampa Bay area in recognition and celebration of Women's Golf Day, June 4, 2019. Women's Golf Day is celebrated in over 52 countries worldwide, creating an international community dedicated to engaging, empowering and supporting women through golf. Created by women and men, this special day is designed for women to enjoy golf and learn the skills that last a lifetime, bringing so many benefits to women both personally and professionally.

The resort also proudly partnered with Clemmie C. Perry, the Executive Director of the Women of Color Golf organization who were instrumental in the promotion of the event.

Women's Golf Day at Innisbrook was a 4-hour event that began with an introduction to golf with the resort's Director of Instruction, Dawn Mercer, and the resort's team of golf professionals. Participants were given professional instruction in all areas of the game including full swing, pitching and chipping, and putting. Women's Golf Day guests (who attended complimentary) then enjoyed a wine and cheese reception for networking, samples of culinary delights prepared by Innisbrook's Executive Chef Thomas McKinney-Stehr, a special event-only sale on golf merchandise, and sample spa services from the professional staff at Innisbrook's extraordinary Salamander Spa. Guests also left with several special dining and spa discounts to come back and enjoy the resort as a special guest.

Innisbrook Owner Sheila C. Johnson commented, "We couldn't be prouder to host this special event in celebration of women worldwide and especially in Tampa Bay.

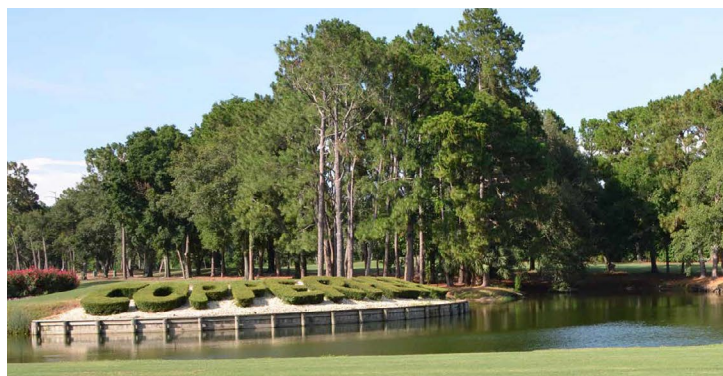
As owner of Innisbrook, and one of the favorite golf courses the PGA TOUR players love to play, it's only fitting that we should lead the Tampa Bay area in supporting the game of golf and the betterment of women who might enjoy playing the game. My hope is that this event is the start of something exceptionally positive for each of our guests."

Women of Color Golf Executive Director, Clemmie Perry, also shared,

"We are extremely honored to work with Innisbrook and the Salamander Resorts team to promote [Women's Golf Day](#), and to help bring a culturally diverse group of women to the golf course, for a 4-hour golf experience. Golf is more than a game. Through golf we strengthen our community relations, create broader social network's and empower women and girls with confidence to learn new things."

### About Innisbrook: a Salamander Golf & Spa Resort

Operated by Salamander Hotels & Resorts and owned by Sheila C. Johnson, Innisbrook is situated on 900 wooded acres of rolling hills in the St. Petersburg/Clearwater area on Florida's Gulf Coast and is located just 30 minutes from Tampa International Airport. The resort features 72 holes of championship golf, spacious guest suites and rooms, four restaurants and three bars, the Innisbrook Golf Institute, 11 tennis courts, the luxury Salamander Spa, six heated swimming pool complexes, a nature preserve, and three conference halls with 100,000 square feet of indoor and outdoor meeting space. Innisbrook hosts the annual Valspar Championship at its famed Copperhead Course.



For additional information call 727.942.2000 or visit [www.Innisbrookgolfresort.com](http://www.Innisbrookgolfresort.com).



# Youth on Course Opens Registration for 2019 Hundred Hole Hike

## *Top Fundraisers Rewarded with Dream Golf Getaways*

(PEBBLE BEACH, Calif.) – Youth on Course – the non-profit organization providing young people with subsidized golf, college scholarships, caddie programs and paid internships – announces open registration for the fourth annual Hundred Hole Hike.

Participants nationwide will be challenged to complete more than five rounds of golf in one day and secure donations aimed at increasing affordability and accessibility for youth interested in the game. This year's event rewards top performers with dream getaways, including stay-and-play packages at Pinehurst Resort & Country Club and Pebble Beach Golf Links.

"The Hundred Hole Hike is a remarkably challenging event that brings together golfers from around the country to work toward a common goal to help youth," says Jeff Clark, Youth on Course Chief Development Officer. "The Hikers are accomplishing a major feat for themselves and raising money to create access to the game for youth."

Golf associations from the Carolinas, Colorado, Iowa, Philadelphia and South Dakota will join Northern California, Georgia, Minnesota and Utah who were involved last year. With nine AGA's already committed to hosting a group of hikers locally, 100% of contributions will be used to provide \$5 or less green fees for more than 50,000 youth across 29 states and Canada.

The national Hike date is set for September 30th with statewide hikes differing over the summer to accommodate course availability. Take the challenge and [register today](#). Those unable to join the hike may still pledge any amount and support a team of your choice here: <https://www.crowdrise.com/o/en/campaign/hundred-hole-hike>



*Youth on Course offers inexpensive playing opportunities for kids.*



*Youth on Course provides caddie opportunities for kids*

The Hundred Hole Hike evolved from a 2012 event created by Jim Colton and has experienced exponential year-over-year growth since its implementation by YOC in 2016. The 2018 Hike attracted 61 golfers from seven states and fundraised \$297,505. This represents a 325% increase from 2017, with 24 golfers from three states collecting \$91,506. Its inaugural year drew six golfers and raised \$15,000.

Operating in every U.S. region, Youth on Course has more than 50,000 active members. Since 2006, juniors have played more than 10 million holes and 795,000 rounds while the organization has helped generate more than \$5.2 million in tee-time revenue reimbursed back to individual golf courses. In addition to subsidized rounds, Youth on Course also facilitates paid internships, a caddie program and nationwide scholarships. They have awarded 223 students with college scholarships totaling more than \$1.4 million in financial support. The current Youth on Course scholarship retention rate is ninety-four percent, with 80 students already graduated.

[YouthOnCourse.org](https://YouthOnCourse.org) | Facebook | Instagram | LinkedIn | Twitter

More information: 831.625.4653.



# Regional News

## Virginia Celebrates “Virginia Golf Day” on Saturday, May 25 at LPGA Pure Silk Championship

In an effort to celebrate golf and the many things the sport contributes to the Commonwealth of Virginia, Governor Ralph S. Northam declared Saturday, May 25 as “Virginia Golf Day.” The date coincided with the third round of the LPGA’s Pure Silk Championship at Kingsmill Resort, the largest attended day of the event.

There are many reasons to celebrate golf in Virginia, including its economic impact, environmental stewardship, health benefits, its role in tourism promotion, and much more. It is a game for everyone, played throughout a lifetime, and its popularity is gaining. Here are key points Governor Northam has recognized about Virginia’s golf industry:

- Virginia has a rich history as a golf destination, with its first course established in 1892 at the historic Omni Homestead Resort in Hot Springs.
- Virginia boasts more than 320 golf facilities across the Commonwealth, making golf a key industry contributing to the vitality of Virginia’s economy.

- Virginia’s golf industry supports \$2.5 billion in economic output, along with nearly 30,000 jobs and \$733.4 million in wage income.

- Virginia golf courses follow best management practices and utilize a written nutrient management plan to ensure environmental stewardship.

- Golf brings visitors to the state, spurs new residential construction, generates retail sales, and creates demand for a myriad of goods and services.

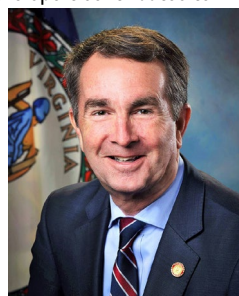
- Golf tournaments held in Virginia that are televised internationally help showcase our state to the world and encourage people to visit.

- Golf provides physical and social benefits to players of all ages and promotes good character in younger players through mentoring.

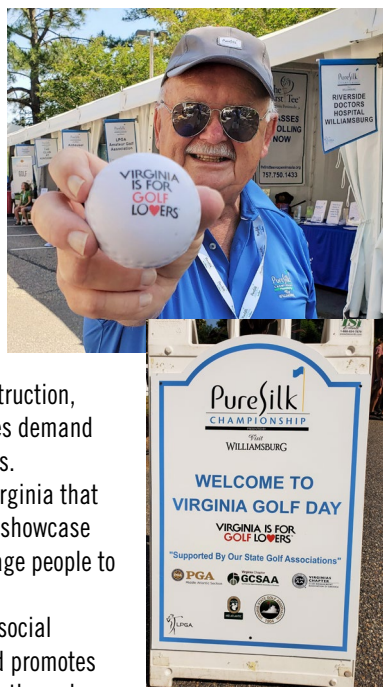
- Golf has the support of numerous allied associations who are committed to the promotion, growth and education of the game and who serve and share invaluable resources in every community.

- Golf continues to benefit the economy, quality of life, and culture of Virginia.

As part of the celebration, 1,200 fans at Kingsmill on Saturday received a “Virginia is for Golf Lovers” souvenir ball, perfect for getting autographs of all the top players. The Kingsmill event is known for its friendly access to players for post-round autographs.



**Governor  
Ralph S. Northam**



## Golfer Registration Now Open for 2019 World’s Largest Golf Outing

*Ninth Annual Nationwide Public Event to Benefit Military Charities*

World’s Largest Golf Outing (WLGO) – the single largest charity golf tournament to be held on **Monday, August 5** – is now open for golfers to register.

The [World’s Largest Golf Outing](#) has officially opened golfer registration to individual and team players. WLGO is an annual national golf fundraiser conceived by Peter Hill, Billy Casper Golf’s chief executive officer. Since the WLGO’s inception in 2011, more than 62,000 men, women, juniors and seniors have played in 34 states to raise \$4.1 million for military charities.



Fisher House Foundation is this year’s selected charity for the fourth consecutive year. For over 25 years, Fisher House has provided a “home away from home” for families of patients receiving medical care at major military and VA medical centers. The 82 Fisher Houses across the United States, United Kingdom and Germany offer free, temporary lodging to military and veterans’ families during medical crises and the healing process.

“Billy Casper Golf’s continuous support for Fisher House while simultaneously growing the game of golf is truly inspiring,” says Dave Coker, president of Fisher House Foundation. “We could not be more excited for another fantastic year with the WLGO and we appreciate every golfer who signs up to be a part of this worthy cause.”

[Golfer registration](#) is now open nationwide at participating public and private facilities. Donations are included in the registration fees. No USGA handicap is needed and players can sign up to play as a single, twosome or foursome.

Need a place to play? [Golf course registration](#) is also open nationwide to any public or private facility. There is no sign-up fee to participate in the WLGO. Golf courses can host an event or sign up a team to play at any participating locations.

Donations can be made at <https://www.worldslargestgolfouting.com/donate> or by calling 703.940.3600. Come together to make a difference!

### About Billy Casper Golf

One of the largest privately-owned golf course management companies in the U.S., Billy Casper Golf owns and operates over 150 properties in 29 states. Headquartered in Reston, Va. with regional offices across America, BCG has 30 years of results-driven expertise. The company specializes in full-service course management as well as assistance in specific segments of the golf business, including course and property maintenance, staffing and training, career growth, clubhouse operations, food and beverage, merchandising, golf instruction, marketing and public relations, special events and financial management.

BCG continues to evolve the golf experience through customized solutions and innovative programs like the annual World’s Largest Golf Outing, a national golf fundraiser conceived by BCG Chairman and CEO, Peter Hill.

More information: [www.billycaspergolf.com](http://www.billycaspergolf.com), 703.761.1444

# Regional News

## Poplar Grove Golf Club Completes Phase I of Planned Renovations

*Course Makeover Finished,  
Facility Upgrades Continue*



[Poplar Grove Golf Club](#) – Sam Snead’s final course design located in the rolling hills of beautiful southern Virginia – has completed Phase I of its \$3 million renovation project, including re-built bunkers, cleared trees, updated drainage, remodeled practice areas and brand new comfort station



Improvements continue to be made on the property in Phase II, as the historic Manor House is in the midst of a restoration, including the addition of several member exclusive lounge areas, a luxury bar, 100-seat indoor/outdoor dining space and accommodations for special overnight guests. The edifice, built in 1773 and original to the property, will serve as a classic, country-side venue for weddings and events.

“As our extensive renovations wrap up, we welcome players from all over to come experience the new Poplar Grove with us,” says Jacob Mast, head golf professional of Poplar Grove. “The design elements inserted by Sam Snead years ago and built upon by Ed Carton, combined with the upgrades made for convenience and aesthetic purposes, will be relished by our members for years to come.”

Additionally, Poplar Grove has partnered with Sweet Briar College to introduce exclusive stay-and-play packages for visitors looking for overnight accommodations.

As Tiger Woods’ quest to surpass Sam Snead’s record of 82 PGA TOUR wins continues, golfers across the Mid-Atlantic can treat themselves to the style of course Slammin’ Sammy preferred. Poplar Grove features strategically placed bunkers with a variety of green sizes and elevated tee boxes on 15 of its 18 holes allowing players to execute demanding shots without being overly penal.

## Reston National Golf Course sold to pair of Baltimore developers

By [Michael Neibauer](#) – Associate Editor, [Washington Business Journal](#)

Reston National Golf Course, the subject of a four-year legal battle over the potential for the site’s residential redevelopment, has been sold to a pair of developers who, at this time, say they don’t plan to change anything.

Weller Development Co. and War Horse Cities, both of Baltimore, have closed on the 168-acre Sunrise Valley Drive property, Weller said in a statement. RN Golf LLC, a partnership of [Northwestern Mutual Life Insurance](#) and [Billy Casper Golf](#), was the seller. The LLC put the course on the market in 2017. Terms were not disclosed, however, a source familiar with the deal put the sale price at \$23.75 million.

Mark Anstine, executive managing director of land services with Newmark Knight Frank, represented the seller.

“Billy Casper Golf has been retained to continue managing the golf course with no set plans for the property beyond that at this time,” Marc Weller, founding partner of Weller Development, said in a statement. “Both Weller Development and War Horse are focused on building relationships and working with the communities we serve and we look forward to being part of the Reston community for years to come.”

War Horse is led by [Scott Plank](#), the former [Under Armour](#) (NYSE: UAA) executive and brother of [Kevin Plank](#), Under Armour’s founder.



**Reston National’s 168-acre course has been sold.**

Building relationships will be key moving forward if the new ownership plans to pursue anything other than open space for the 18-hole Reston National, a public course open for nearly a half century. Rescue Reston, a group formed in 2012 to oppose any new development on area golf courses and open spaces, has already declared war. On Facebook, the group posted: “You bought a golf course and you own a golf course. Period. Indeed, the war is on.”

### HIRING IN OPERATIONS MANAGEMENT

This battle has been fought before.

In 2012, the previous Reston National owner asked Fairfax County whether the golf course could be used for anything other than golf or open space. It was told no, not without a comprehensive plan amendment, at which point the subsidiary of Northwestern Mutual turned to the county’s Board of Zoning Appeals. The BZA ruled in RN Golf’s favor, but that decision was appealed to the Fairfax County Circuit Court, which overturned it.

In 2016, lawyers for RN Golf opted not to continue the fight at the Virginia Supreme Court, though it did say it “may choose to pursue

*continued on next page*



# Regional News

## Reston National *continued from previous page*



available redevelopment options in the future.” The course was placed on the market a year later.

Reston National, 11875 Sunrise Valley Drive, stretches nearly from Metro’s Wiehle-Reston East station to the Reston Town Center station, scheduled to open in 2020. Given its size and Silver Line corridor location, the course offers some of the most prime, developable property in all of Northern Virginia. But its long history as open space and the sheer volume of new development nearby — Tishman Speyer’s Reston Crossing, Brookfield Properties’ Halley Rise, Comstock’s Reston Station, Boston Properties’ Reston Gateway, just to name four — has led many Reston residents to draw a line of opposition.

### Reston Development

Major projects are coming to Reston, all near Reston National Golf Course. Here’s a taste.

On its website, Weller says it “partners with visionary investors to



create large and small-scale development projects with the potential to transform cities.” Notably, Weller is the lead developer at Port Covington, a 235-acre project in Baltimore that is expected to house a future Under Armour campus.

The Reston National deal follows the 2017 sale of Hidden Creek Country Club, a 164-acre golf course on the north side of the Dulles Toll Road near Wiehle Avenue. It too, may be redeveloped, a plan that is drawing some opposition from the larger Reston community.

## ‘Prized possession’ local golf course reopens after 18-month hiatus

*By Michael Schwartz*

Under new ownership and after more than \$2 million in repairs and upgrades, a once-shuttered golf course in New Kent County is back in business.

Royal New Kent Golf Club reopened March 29, with golfers paying to play the grounds for the first time since previous owner Traditional Golf left it for dead in late 2017.



*Royal New Kent Golf Club has reopened. (Photos by Michael Schwartz)*

The 280-acre property has been revived in the last nine months by South Carolina-based Wingfield Golf, which along with a group of investors, including some locals, purchased the course last summer for \$1.1 million.

“She’s a-christened,” said Wingfield CEO Barton Tuck, adding that about 60 players showed up the first day the course reopened and 90 the second day.

“That was probably as much as we could expect because we didn’t do much advertising,” he said. “But word of mouth will spread.” It took truckloads of sand, sod and dirt to bring the Royal New Kent back up to par with its original design by the late Mike Strantz, an increasingly well-known course architect who designed only seven courses before his death at 50.

### Many fixes needed

In addition to a sprucing up after the course had become overgrown in the last 18 months, course upgrades include changing the greens from bent grass to Champion Bermuda grass, a new fleet of carts, fixing up the clubhouse and redoing 105 sand traps with the help of 2,300 tons of sand.

“That’s a lot of sand,” Tuck said.

Tuck, whose company also owns the nearby Club at Viniterra, said the biggest cost overrun was related to fixing 190 inlets, which are essentially sinkholes that had developed around parts of the course’s irrigation and drainage system. Remedying those cost \$200,000.

The total tab for Royal New Kent’s revival thus far has run to about \$2.1 million, Tuck said, financed with equity from investors and a loan from C&F Bank. Newly hired golf course superintendent Mathieu LeCompte, who came over from Fords Colony Country Club, oversaw much of the renovations.

The effort was centered on bringing the course back up to the standards of Strantz’s design, a difficult layout inspired by his time spent at Royal County Down Golf Club in Northern Ireland. That included

*continued on next page*



# Regional News

## Royal New Kent *continued from previous page*

bringing back a group called Land Innovations, which shaped the course for Strantz when it was being built in the mid-1990s.

Tuck said he also reached out to Strantz's widow, who had kept many of her late husband's sketches of Royal New Kent, some of which now are framed in the course's clubhouse.

"It's still hard. It's an Irish golf course," Tuck said. "That's what (Strantz) designed."

General Manager Chip Sullivan, a former PGA Tour member and veteran club pro who came over from King Carter Golf Course in Irvington, said he is tasked with reminding the golf world of what Royal New Kent was when it first opened to much fanfare 22 years ago.

"The challenge is to first of all give the customers a great experience and understand what a prized possession this is," said Sullivan, who also had stints at the Jack Nicklaus-designed Castlewoods Country Club in Mississippi and Ashley Plantation Country Club in Roanoke.

"It hadn't been in the best shape and (the previous owners) gave the course away at a low price (per round). We're trying to offer an experience that's on a national level, not a county level. I think that's a tricky endeavor at first because it's always just been considered one of the courses around town at \$40. People around town don't realize what they have in their backyard.

"Getting back to that prestige is our goal."

Fees under \$100

Daily fees at the course range from \$55-\$75 on weekdays and \$75-\$95 on weekends, with discounts for seniors, the military and first



*Royal New Kent was one of the last courses that Mike Strantz designed.*



*The course design was inspired by Royal County Down Golf Club in Ireland.*



*The course is known for its difficulty and its bunkers.*

responders. Sullivan said they've budgeted for 15,000 rounds in the first year.

Willie Downs, one of the local investors in Royal New Kent, said while they hope to drive business from players between Richmond and Hampton Roads, they're betting that Strantz's following will bring players who are on golf excursions from further afield.

"Our target is the interstate customer on their way to Pinehurst and Tobacco Road golf clubs in North Carolina,"

Downs said.

He added that the soon-to-reopen Colonial Downs racetrack, which sits just up the road and also has been closed, also should help drive traffic to the course.

Royal New Kent does have plenty of competition, including from within a few miles. It was one of three local courses left in a state of uncertainty in late 2017 by Traditional Golf. The others were Stonehouse and Brickshire, both of which have found new owners. Brickshire, which remained open, was purchased by its surrounding neighborhood association for

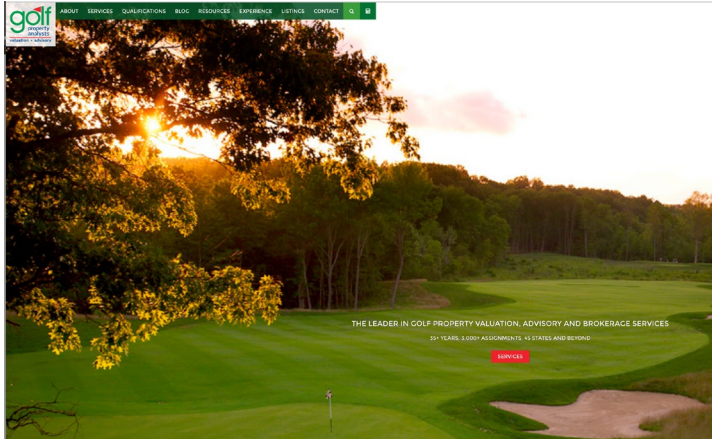
\$2 million. Stonehouse, like Royal New Kent, was left closed and unkempt for months before finding a local buyer that spent \$800,000 in December 2018.

On putting his latest investment in play, Tuck, whose company now owns eight golf courses, said Royal New Kent has what it needs to succeed. The rest is up to him and his operators.

"If it doesn't work now it'll be because we screwed it up," he said.

## Golf & Club Real Estate Tax Assessments Confusion

By Larry Hirsch



With all the recent publicity surrounding proposed legislation in New York allowing towns in New York the option of assessing golf and club properties based on their highest and best use, I thought I'd share some observations to alleviate some of the confusion in other states.

There are some who view golf properties in general, and private clubs in particular as properties of such special use that they perceive that they rarely sell and never make money. Neither statement is true. However, those who believe this theory (including some tax court judges) advocate the use of the cost approach in these valuations which could not be more flawed. Golf properties do sell and many are profitable. Using proper appraisal techniques that are reflective of the market can solve most of these issues.

Unlike New York, most (if not all) other states currently assess all real estate based on highest and best use. Highest and best use is defined as: The most probable use of a property which is physically possible, appropriately justified, legally permissible, financially feasible, and which results in the highest value of the property being valued. In some cases, the golf property may represent highest and best use, in others it may be an alternative use. Thus, what may happen in New York is unlikely to happen in other states. In many other states, there are programs that enable golf properties to enjoy preferential assessments, but they're all different. In order to clear up the confusion and highlight some options, the following list might help for those courses not otherwise restricted but seeking property tax relief:

**Conservation Easements**

**Down-Zoning**

**Transferable Development Rights**

**Legislative Relief**

**Specific Rules**

**Allocation**

[Read More](#)

## Yamaha Creates First-ever Factory Matte Finish for Fleet Cars

"We have always set the industry standard. We were the first to develop Electronic Fuel Injection technology in a golf car, the first to make a golf car with fully independent, four-wheel suspension, and the first to create a gas-powered car that is almost as quiet as an electric car so it's only natural that we continue that legacy by bringing the first-ever, factory matte finish to a fleet car," said Tom McDonald, President of Yamaha Golf-Car Company.



Yamaha's new matte colors marry the growing low- or non-gloss paint trend in the automotive industry with the popularity of customizing vehicles in the golf car industry. By bringing the first-ever, factory matte finish option to fleet cars, courses will have the chance to give their customers a unique experience with Yamaha's legendary quality that's globally known for setting the standard.

For more information, visit [yamahagolfcar.com](http://yamahagolfcar.com).

### About Yamaha Golf-Car Company

The Yamaha Golf-Car Company builds from the 60-plus-year legacy of the Yamaha brand to manufacture the most innovatively engineered and highest quality golf, utility, and personal transportation vehicles in the world. That legacy propelled Yamaha Golf Car to be the first to develop Electronic Fuel Injection technology in a golf car (producing the best gas mileage and smallest carbon footprint); the first (and only) golf car with fully independent, four-wheel suspension (producing the smoothest golf car ride); and the first gas-powered car that is almost as quiet as an electric car. For more on how Yamaha continues to set the standard, visit [yamahagolfcar.com](http://yamahagolfcar.com).

# Partner News

## Virginia Golf Courses for Sale



### Confidential Listing

Northern VA 18-hole public course. Breathtaking views throughout the course. A must see!



### Skyland Lakes Golf Club Fancy Gap

Well-maintained golf club and 18-hole golf course nestled in the beautiful Blue Ridge Parkway on the Virginia-North Carolina border!!



### The Waterfront Country Club Moneta

Smith Mountain Lake's first country club community. 750 acres and 8.5 miles of shoreline.



### The Westlake G&CC Hardy

The Westlake is cut out of the woods and a green that sits by one of Smith Mountain Lake's many peaceful coves and inlets.



### Water's Edge Country Club Penhook

712 acres of beautiful scenery!! This unique income-producing investment opportunity is nestled along 13.5 miles of beautiful Smith Mountain Lake shoreline.

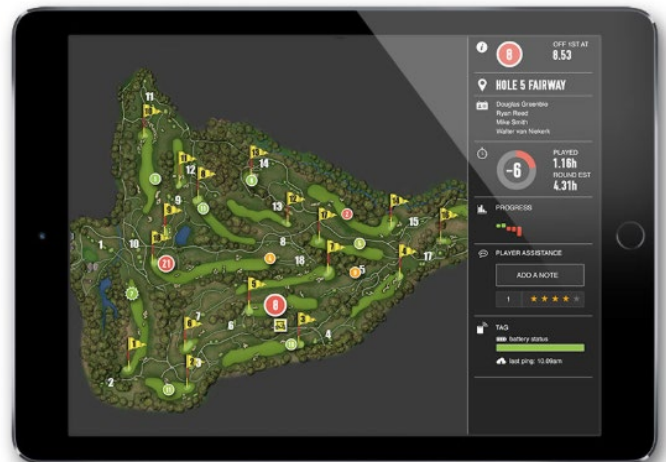
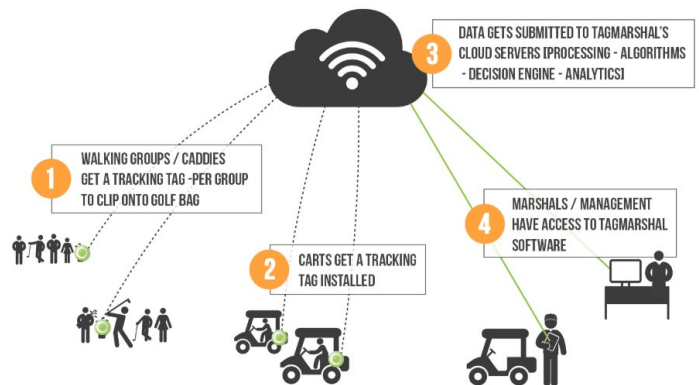
## New NGCOA MA Partner Can Improve Pace of Play and More

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## NGCOA Smart Buy Marketplace

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



### Golf Cars & Utility Vehicles

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



### Business Credit Card

No annual fee with unlimited 2% cash back.



### Human Resources & Payroll

Up to 50% on HR and payroll costs.



### Television Programming

Up to 60% savings on programming.



### 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.



### Alternative Golf

15% discount on lowest pricing available at FlingGolf.com.



### Pre-Owned Turf Equipment

Discounts on tiered pricing plus 120-day extended warranty (normally 90-day).



### Automotive Vehicle Manufacturer

Significant factory direct fleet discounts on 2019 GM products.



### Golf Simulators

5% discount off MSRP.



### 401(k) Program

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



### Insurance

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



### Performance Reporting & Benchmarking

30%-50% discount on all reporting packages.



### Beverage Supplier

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



### Customer Experience Solution

Free survey tool and 55% off Players 1st's top-tier Combined Package.



### Irrigation Solutions

1.5% rebate on Rain Bird Golf irrigation products.



### New and Used Turf Maintenance Equipment

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

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

