

NORTH CAROLINA GOLF BUSINESS

President's Message

March 2019

When you are at a gathering of folks you don't know, what do you talk about? The weather, of course. Well unfortunately that topic remains pervasive among golf course owners and operators. And save a couple of short-term exceptions, our weather could not be worse. Again we are way ahead on precipitation and we can't catch a break to capture much revenue. You would think that roulette ball would land on a black number after 10 straight red numbers!

As golf course owners and operators, it is critical that we have a business and political climate that is fair and balanced in allowing us to operate our courses. Today's political landscape is challenging to say the least, and our goal is to make sure that our elected officials are informed about our industry, so they can make good decisions when they involve the business that is our livelihood. Golf not only supports us and our families, it is crucial to our fellow workers, employees and millions of Americans that enjoy the fun and healthy experience of golf. To this end, I will be traveling on May 1 of this year with our Executive Director David Norman to Washington, DC for National Golf Day. We will join a group of hundreds of members of the golf community in our continuing effort to provide relevant information to the members of Congress that form the backbone of our governing process.

But as we lament, it's time to make our own luck. And we are getting a big assist from the USGA to keep golf in North Carolina out in front of the news media and golfers starting this year. Two events will be televised nationally – the 2nd US Senior Women's Open at Pine Needles in May and the US Amateur at Pinehurst No. 2 in August. In addition, Old Chatham GC in the Durham area hosts the US Senior Amateur later in August. In subsequent years, the US Junior heads to The Country Club of North Carolina in 2021, then the US Women's Open to Pine Needles in 2022 and the US Open returns to Pinehurst No. 2 in 2024.

And once again, there were some true superstars in our business, who triumph despite strong headwinds last season. These leaders are celebrated in our awards article. Kudos to North Carolina Golf Leader Ron Schmid, PGA, Course of the Year Sedgfield Country Club led by Beverly Marler, and Sustainability Leader Bald Head Island Club, led by superintendent Adam Bachmeier.

And reporting from a national perspective, the Golf Business Conference in San Diego was excellent. David Feherty was honored and spoke. There were great speakers and excellent education. And they announced a new alliance with the PGA of America – henceforth, our conference will be paired with the PGA Merchandise Show, the largest gathering in the industry. This has a lot of potential.

Looking ahead, the National Golf Day festivities take place on April 30 – May 1 on Capitol Hill. Our Government Relations man Ronnie Miles will lead the contingent – you are invited – [click here for details](#). This important event helps legislators better understand the golf industry and its importance to our economy, our environment and our health.

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

Now a word about our Corporate Partners. We now have 15 companies supporting our organization, and their support allows us to serve you better. John Deere distributors Revels Tractor and Greenville Turf & Tractor combined to be our first Diamond Partners. I was pleased to support the association with my family company Seven Jars Distillery also at the Diamond Level. Please visit our Partner listing in this newsletter and support the companies that support you!

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!



A publication of the
North Carolina Golf
Course Owners
Association Chapter

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3rd Annual Community Service Project Set for April 30 Ahead of National Golf Day

Golf Course Superintendents, Industry Leaders Facilitate National Mall Enhancements

(ST. AUGUSTINE, Fla.) – [WE ARE GOLF](#) – a coalition of the game's leading associations and industry partners – will host the third annual Community Service Project on Tuesday, April 30 from 8 a.m. to 12 p.m. EST in advance of National Golf Day with activities focused on beautification and preservation between the Lincoln Memorial and Washington Monument.

"We are proud to continue the Community Service Project in celebration of National Golf Day, which saves the National Park Service nearly four months of labor costs," says Steve Mona, Executive Director of WE ARE GOLF. "The opportunity to enhance Washington, D.C. for the third consecutive year is one of the many examples of the golf industry's steadfast dedication to the environment."

In coordination with the National Park Service Grounds Management Staff, the areas of concentration will include the Washington Monument, Lincoln Memorial Reflecting Pool and Martin Luther King, Jr., Lincoln and Vietnam Veterans memorials. Services will include sodding, planting, aerating, seeding, mowing and mulching. All participants will be divided into teams, with each one assigned a team captain to oversee the tasks.



"Caring for the grounds in our nation's capital has become our favorite annual tradition," says Rhett Evans, CEO of the Golf Course Superintendents Association of America. "National Golf Day is a special opportunity to advocate for the game we all love."

The 12th annual National Golf Day will be held Wednesday, May 1 and celebrate the game's \$84.1 billion economy, \$4 billion annual charitable impact and many environmental and fitness benefits. Industry leaders will meet with Members of Congress, the Executive Branch and federal agencies to discuss golf's 15,000-plus diverse businesses, two million jobs impacted, tax revenue creation and tourism value.

To join the conversation, visit the WE ARE GOLF [social media hub](#). Use #NationalGolfDay and @wearegolf on Facebook, Twitter and Instagram to show your support for the golf industry.

For more information on the Community Service Project, click [here](#).

About WE ARE GOLF

WE ARE GOLF, created in 2010, is an industry coalition that communicates the economic, charitable and environmental impact of golf, as well the health and wellness benefits of the game and the affordability and accessibility of golf, to Members of Congress, the Executive Branch and regulatory agencies. The goal of WE ARE GOLF is to ensure that laws and regulations that impact the golf industry are fair and appropriate to an industry that generates \$84.1 billion in economic impact annually, impacts close to two million American jobs and generates nearly \$4 billion in charitable giving each year. For more information, please visit www.wearegolf.org.

NGCOA Members Now Get Significant Savings with NGCOA Insurance Services

Medical, Property & Casualty, and Flood Mitigation Services

NGCOA is pleased to announce [NGCOA Insurance Services](#), its newest member offering under a corporate partnership agreement with Holmes Murphy and Flood Risk America.

This partnership makes comprehensive insurance services affordable and available to golf courses of all sizes. NGCOA member golf courses and their employees will have access to best rates on:

- Medical & Pharmacy: (includes Dental, Vision, Life and Disability insurance). NGCOA members can save an average of 10% on their healthcare and pharmacy spend.
- Property & Casualty Insurance: NGCOA members eligible for captive solutions can earn an average 30% of premium, less for guaranteed cost plans.
- Flood Mitigation Services: NGCOA members receive a detailed flood risk assessment, 24/7 flood monitoring, and 24/7 flood mitigation and defense.

"The majority of our member courses are small and medium-sized businesses, which are often challenged to find comprehensive and well-priced benefits and insurance for their employees and their properties," said Jay Karen, Chief Executive Officer of NGCOA. "With the purchasing power of more than 3,500 member courses, our insurance partners are perfectly positioned to deliver great value for all our member courses - no matter the size." [Read the official announcement here.](#)



Annual Golf Business Conference to be Co-Located With PGA Merchandise Show Beginning in 2020

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 can be found at 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 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.

The NGCOA will remain a partner of the Golf Industry Show (GIS) along with the Golf Course Superintendents Association of America (GCSAA) GCBAA, ASGCA, NGF and USGA. NGCOA will continue to host its semi-annual gathering of the Top Agronomic Officers at the GIS. For more information and to register for the 2019 GIS, which takes place Feb. 2-7 in San Diego, please visit golfindustryshow.com. The NGCOA plans to continue hosting the Golf Business TechCon and other new concept events each fall in the central and western areas of the United States.

Women's Golf Day 2019 — REGISTER NOW!

Women's Golf Day 2018 hailed a huge success after thousands of women take part in WGD events around the globe

Since 2016 over **900 locations in 52 countries** have Engaged, Empowered & Supported women and girls playing golf around the globe by hosting a Women's Golf Day event. Think Global — Act Local. [Register your location to host a WGD event on JUNE 4, 2019](#). Here are some key advantages to being an official WGD location:

- Placement on our homepage interactive map for at least 12 months
- Unique and editable profile page on our website
- Digital marketing toolkit that includes social media materials, posters, graphics, and more
- Multimedia coverage including TV, magazine, newspaper, blogs & others
- Access to golf-industry offers and opportunities such as seminars, webcasts, etc
- Providing new customers in your area with a perfect way to get into golf
- Ability to be geo-located from anywhere in the world
- Other benefits including discounted merchandise and more

You will also be recognized as an official participant in a growing movement that inspires women and girls to learn the skills that last a lifetime and join their voices for a greater cause that affects people around the world. **#WGDinspires**

Events for Women's Golf Day have been held in over 50 countries and every time zone spanning the globe! We are one of the fast-growing grassroots movements in modern golf and want to work with you to help engage, empower, and support women around the world. [Contact us](#) to learn more about how we can work together and bring more women into golf in your area!



Elisa Gaudet, WGD Founder, talks to Lauren Thompson from Golf Channel's Morning Drive about how community has been at the heart of the success of Women's Golf Day and how easy it is for locations and women can get involved.

Chronogolf Publishes Free Social Media Planning Template

Chronogolf has published a free template package titled "The Golf Operator's Social Media Marketing Plan." The free planner is available for download on the company's website.

The free templates are designed to help golf course operators simplify the planning of their social media marketing strategy. The practical guide walks users through setting up their Facebook, Instagram, Yelp, and Google My Business pages. The package also includes a posting calendar to help users organize their posting schedule.

The template also gives valuable insights into actionable strategies for each platform. Golf course managers will be able to analyze and benchmark their own marketing efforts and create an in-depth plan that's tailored for their audience.

The planning template includes:

- Facebook and Instagram strategy overview,
- A guide to goal-setting for Facebook and Instagram
- SWOT analysis for each platform
- An action plan template to start and carry out your strategy
- Detailed guides for setting up Yelp and Google My Business profiles
- A Facebook and Instagram post calendar template



Of the new template package, Marketing Manager Arnaud Jolois said, "Traditional marketing channels are becoming outdated and give a poor return on investment, social media is a great way to build relationships with golfers at low cost, bringing in much higher profits." He added, "Having a detailed and in-depth plan is essential when it comes to social media marketing. Without proper planning, golf course operators are taking a shot

in the dark, and risk wasting their time while damaging their brand image. The ability to navigate through social media platforms and make your posts stand out from the competition is so valuable to the modern golf course."

The template can be found here: <https://hubs.ly/H0gFCfJ0>

About Chronogolf

Chronogolf provides innovative cloud-based software and marketing solutions to golf courses ranging from online booking, electronic tee-sheet, member management, tournaments management, customer loyalty and point of sale solutions for pro shops, snack bars and restaurants. Over 600 golf courses trust Chronogolf as their software provider across the world. Chronogolf's headquarters are in Montreal, with offices in Vancouver, Lyon, Phoenix and Richmond.

Visit <https://pro.chronogolf.com/> for more information.



Each issue of Mid-Atlantic Golf Business will feature The Chronogolf Blog, bringing you the latest strategies and tactics to help you succeed at your course. This is the inaugural issue.

How to Craft the Perfect Menu for Your Golf Course Restaurant

Posted by [Alex Lavoie](#)

Are you worried that your clubhouse restaurant isn't getting as many reservations as it could? You may be losing diners because your menu just isn't up to par with the Applebee's down the street.

The good news is that golf courses are blessed with consistent traffic and loyal customers, some of whom have been members for years, know your business and what you offer intimately. A quick refresh could quickly bring back customers and get people talking about the delicious food your kitchen serves.

Your menu is key to your restaurant's success. You will need a well-balanced strategy for design and meal selection. Design usually takes a good eye [or the help of free templates](#). Meal selection can be aided by organizing offerings into a menu matrix.



Get FREE Menu Templates

[Click here to view the full article](#)

Golf Course Owners You May Be Eligible to Share in \$6B Class Action Settlement

If your golf course accepted credit cards anytime between Jan. 1, 2004 and Nov. 28, 2012 you may be eligible to share in the \$6 billion class action settlement against Visa U.S.A. Inc. ("Visa") and MasterCard International Incorporated ("MasterCard").

On Jan. 24, 2019, the U.S. District Court of New York granted preliminary approval to the settlement filed on Sept. 18, 2018 in the case "PAYMENT CARD INTERCHANGE FEE AND MERCHANT DISCOUNT ANTITRUST LITIGATION." The order is available [HERE](#). While this case has lingered in the courts since 2012, it finally appears to be coming to a close.

After an initial filing in 2009, on Nov. 27, 2012, the U.S. District Court, Eastern District of New York approved the [class action lawsuit](#) settlement finding that Visa and MasterCard, separately and together with banks, violated antitrust laws and caused merchants to pay excessive fees for accepting their credit and debit cards.

On Dec. 13, 2013, the U.S. District Court, Eastern District of New York, issued final approval of the settlement. However, this decision was appealed by many of the merchants, which felt that the lower court limited that settlement to only two classes of merchants.

Then on Sept. 28, 2015 the U.S. Court of Appeals for the Second Circuit heard the arguments, and on [June 30, 2016 it reversed the approval of the settlement](#). It concluded, "Numerous objectors and opt out plaintiffs argue that this class action was improperly certified and that the settlement was unreasonable and inadequate. We conclude that the class plaintiffs were inadequately represented in violation of Rule 23(a) (4) and the Due Process Clause. Accordingly, we vacate the district court's certification of this class action and reverse the approval of the settlement."

The court found the companies violated antitrust laws by:

- Agreeing to set, apply and enforce rules about merchant fees (called default fees or interchange fees)
- Limiting what merchants could do to encourage customers to use other forms of payments, for example, charging customers an extra fee or offering discounts when using cash or checks, and
- Continuing this behavior even after Visa and MasterCard changed corporate structures.

Under the settlement, Visa, MasterCard and the banks agreed to make payments in two settlement funds:

- First is a "cash fund," a \$6.5 billion fund that will pay valid claims of merchants that accepted Visa or MasterCard credit or debit cards at any time between Jan. 1, 2004 and Nov. 28, 2012.
- The second is an "interchange fund," estimated to be approximately \$1.2 billion that will be paid based on a portion of the interchange fees attributable to certain merchants that accept Visa or MasterCard for an eight-month "interchange period."

So, where does this leave our members who did not file their claim? After reaching out to a number of you, it was apparent either they did not receive the public notice in 2014 or they just ignored it. We have reached out to the court-appointed managing agency for the settlement (Payment Card Settlement group) as well as the lead attorney representing the merchants (Berger & Montague PC) and learned our members may still be able to participate in the settlement.

The courts have again selected [Payment Card Settlement](#) group to manage the claim process. Their website will include the final approved application forms along with filing information.

If you are interested in participating, here is some of the information you will need to submit with your claim (this is based on previous settlement, subject to change pending final appeal):

- Amount of interchange fees paid from Jan. 1, 2004 - Nov. 28, 2012
- Merchant default interchange rate you were charged
- Sales volume interchange rate used (to extent known, broken down by network brand, credit card and debit card type)
- Merchant category codes used to process sales transactions

Your merchant processor may be able to assist you with pulling this information together. The NGCOA will continue to follow this lawsuit and ensure its members are afforded the opportunity to participate in this settlement process.

NGCOA members may recall in 2013, NGCOA [released an article](#) regarding this class action lawsuit and warned members of the many predators who were offering their assistance (for a fee) with collecting your share. While the offers vary, in essence they promise to intercede in any claims process in order to maximize the recovery golf courses will receive, in return for a significant portion of that recovery. NGCOA recommends owners review the free assistance offered by the court appointed Payment Card Interchange Settlement organization before paying a third-party collection agent.



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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.

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

The NGCOA Announces Annual Awards Winners

Each year, the NGCOA recognizes the most outstanding members of the past year, and the individuals and organizations that have helped preserve the tradition of the game while embracing the challenges and opportunities of the golf business.

“This year we are honoring some golf industry giants,” said Jay Karen, NGCOA’s Chief Executive Officer. “In addition, we are excited to recognize some unsung people who have done giant things for golf. The awards ceremony is always NGCOA’s finest hour of the year.”

Award of Merit: Designated for long-term and significant contributions to the game of golf.

- David Feherty

National Course of the Year Award: Recognizes a golf course that epitomizes exceptional course quality and management excellence, makes important contributions to its communities and the game, and is a model of operations to its peers. The following members were selected as the regional Course of the Year winners (from which the national Course of the Year is chosen):

- Great Horse (Hampden, MA) in the Northeast Region
- Meadowlands Golf Club (Calabash, NC) in the South Region
- Applewood Golf Course (Golden, CO) in the West Region
- The Heather at Boyne Highlands (Harbor Springs, MI) in the Midwest Region

From the regional winners, the **NGCOA Board of Directors** selected **The Heather at Boyne Highlands** as the **2019 National Course of the Year** recipient.

Champion Award: Bestowed upon individuals or entities which have succeeded in working on behalf of a group of owners – locally, regionally, nationally or internationally – and have garnered significant victory for our members.

- Maryland Coalition of Concerned Clubs (MCCC)

Don Rossi Award: Given for significant and long-lasting contribution to the NGCOA.

- Kathy Aznavorian – President, Fox Hills Golf & Banquet Center

Player Development Award: Bestowed upon a course, entity or individual, which has implemented true and tested player development programs, providing effective return-on-investment and an overall welcoming atmosphere for new golfers of all ages.

- Bandon Dunes (Bandon, OR)
- PGA of America for PGA Jr. League

Jemsek Award for Golf Course Excellence: Honors the world’s top golf courses, which are widely known for superior quality, having hosted major amateur and professional tournaments and for being venues to which golfers travel from far and wide.

- East Lake Golf Club (Atlanta, GA)



NGCOA President Dick Stuntz (L) and CEO Jay Karen (R) flank honoree David Feherty



South Region Winner Sheila McLamb of Meadowlands GC in NC is congratulated by Dick Stuntz (L) and Jay Karen (R)



Woodmont CC GM Brian Pizzamenti accepts the Champion Award on behalf of the Maryland Coalition of Concerned Clubs from Jay Karen (L) and Dick Stuntz (R)

North Carolina GCOA Industry Partners

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Click [here](#) for program information, and learn how we can help grow your business!



Schmid, Sedgefield CC, Bald Head Island Club Honored

2018 North Carolina Golf Course Owners Association Awards

The 1st Annual North Carolina GCOA Awards were presented at the Association's annual meeting at Pine Needles Lodge on Wednesday, October 3, 2019. **Former Carolinas PGA Executive Director Ron Schmid** was honored with the **North Carolina Golf Leader Award** "in recognition of a leadership in the golf industry in North Carolina as evidenced by long-term service to the industry." **Sedgefield Country Club in Greensboro** received the **Course of the Year Award**, in recognition of "outstanding business success over the past year." **Bald Head Island Club** received the **Sustainability Award** in recognition of "the ability to incorporate sustainability and environmental stewardship into operating practices."

North Carolina Golf Leader Award

In recognition of a leadership in the golf industry in North Carolina as evidenced by long-term service to the industry, Ron Schmid, PGA of Greensboro has been named the 2018 North Carolina Golf Leader. Schmid formerly served as Executive Director of the Carolinas PGA.

Ron was first elected to PGA membership in July 1975, while working at Duke University Golf Club – a place he called home for more than a decade. He served as the Women's Golf Coach, Head Golf Professional, and later, as the Executive Director of the school's athletic fundraising organization. He guided Duke to its first NCAA tournament appearance in 1983 and then to its first Women's Golf ACC Championship in 1984. He led Duke to six

tournament wins in his time as coach. He was selected by the Collegiate Golf Coaches Association as the Regional Golf Coach of the Year in 1984. Coaching, recruiting, and teaching young golfers is one of the best ways to promote the game of golf and Ron did just that throughout his career.

It wasn't until 1999 that Ron began his life-changing, 16-year role as Executive Director of the Carolinas PGA Section – a position he assumed both at the Myrtle Beach, SC and Greensboro, NC offices. Ron was pivotal in the relocation of the Carolinas PGA Section Office to Greensboro and develop a beautiful, new headquarters at Bryan Park GC.

During his time at the Section, Ron not only made a commitment to the PGA's largest section but to many worthy organizations as well. This includes Play Golf America, Patriot Golf Day and the Folds of Honor Foundation, The First Tee, Adaptive Golf, and Drive, Chip and Putt – a program he still volunteers with at the Section level even after his retirement in 2015. While at the Section, Ron was also a member of several committees: Executive Director, Play Golf America, Scholarship, Communications, Awards and Honors, Hall of Fame, Finance, Education, Code of Ethics, and Sponsors.



Ron Schmid, PGA Receives the Golf Leader Award from Del Ratcliffe

Adding to these accolades are also supplemental awards and achievements that Ron has earned over the years including, The President's Council Award on Growing the Game from 2005-2007, leading the Carolinas PGA Section to win a National Herb Graffis Award in 2007, launching the Section's Merchandise Show, and on top of that, being a chief supporter for the Folds of Honor Foundation, of which he helped the Section to garner over \$3 million in donations over nine years. Ron was inducted into the CPGA Hall of Fame in 2016.

Schmid remarked, "This really caught me off guard, having been out of the business for two and a half years." Ironically, Schmid was on the way to teach at the First Tee, when the call came in.

"I have always admired Ron for his leadership and dedication to the game," said NC GCOA President Del Ratcliffe, PGA. "It's great to honor someone who really made a difference."

Course of the Year Award

Sedgefield Country Club has been named the 2018 "Course of the Year" by the North Carolina GCOA. This award was presented to Beverly Marler of McConnell Golf, in recognition of outstanding business success over the past year – in reality, it was a matter of achieving redemption.

Sedgefield CC gets annual exposure to millions of golfers nationwide during the Wyndham Championship, one of the PGA Tour's longest running events. This year, like many other courses in NC, extensive winterkill

seriously damaged the golf course, with its all-bermuda grassing. Could they recover and showcase a beautiful course on TV?

Yes they did, and it's an interesting story!

Sedgefield superintendent Chad Cromer explained the extreme winter weather conditions that ultimately threatened the viability of their PGA Tour event, as well as the ability to provide excellent playing conditions for the members. "The worst damage came in January, when we experienced single digit temperatures and sub-freezing conditions for nine days straight," he said. "It was a 100-year record, but we did not know the extent of the damage until March."

As spring approached, the stakeholders assembled for a meeting – the management, the owner, the staff and the PGA Tour. They needed a plan for long-term success for their Champion bermuda course. There was 20,000 square feet of damaged greens, yet only 2,700 square feet of a nursery – they considered all options.

Would sod be the answer? Cromer was reticent – he just wasn't certain the grass from a sod farm would be the perfect match. In addition, the timing was bad – the sod was not ready for harvesting. He also worried



Beverly Marler of Sedgefield CC is congratulated by Del Ratcliffe

continued on next page



Sub-freezing conditions necessitated heroic efforts to repair the Champion bermuda course

about sod seams, which he experienced when he was at Trump National Doral. He simply did not want to see scars.

So Cromer offered a novel idea to the stakeholders – a tedious process of sowing 2” plugs of Champion 2” apart – a mammoth effort indeed. It took roughly 135,000 plugs, 2,000 man hours and over 3.5 weeks to complete the project, as the weather started to warm in May. Cromer compared it to a “hair transplant.” The end result was full turf coverage, no sod seams, no issues with grain growing the wrong way, and the integrity of the stand of Champion bermuda was not compromised. Marler, who has a dual role as club GM and Triad Regional Director for McConnell, noted that initially there was some skepticism from a few club members, but they were generally supportive. And with it certainly helped that McConnell offers members reciprocal privileges among its 12 top private clubs, and the club’s sister course (“Pete Dye”) is only 15 minutes away. And Director of Golf Rocky Brooks, PGA and his staff went the extra mile to arrange member golf, including road trips with the professional staff. Opening Day on June 3rd was a big success. Marler and Brooks recall the amazement of club members at how much work and recovery had taken place in such a short time. The course continued to improve as August approached.

The end result was no scars and ultimately full coverage. When it came time for The Wyndham Championship, the PGA Tour communicated the project to the players, who were most appreciative. CBS announcer Dottie Pepper described the whole process to a national television audience. It was an amazing tale of redemption, with a lot at stake. Sedgfield showed beautifully during the broadcast.

Sustainability Leader

The North Carolina GCOA's Sustainability Award recognizes the ability to incorporate sustainability and environmental stewardship into operating practices. Bald Head Island Club is the 2018 honoree.

In a barrier island location, Bald Head Island Club coexists with nature. The club focuses on preservation and is a member of the Audubon Cooperative Sanctuary. Through the BHI Conservancy, the natural state of the island will continue to perpetuity. Now the club is dealing with the aftermath of the hurricane, with an eye toward sustainability.

BHIC superintendent Adam Bachmeier is the key man standing among a great team of club employees who pay close attention to environmental stewardship on a daily basis. He points out some of the very basics, such as using native grasses and vegetative practices as buffers around the

course's natural lagoons. A renovation in 2009-10 specifically targeted these areas, and monitoring water is a high priority in his operation. They are able to use reclaimed and treated water from the Village Utility Department as irrigation water.

The club regained certification in the Audubon Cooperative Sanctuary Program by installing a 24/7 web cam to for live observation of an osprey nest via an online link, carried by the Conservancy. The camera itself was solar powered, a totally self-sufficient system.

Bachmeier also made note of a new bulkhead landscape native area on hole #16, where they used sea oats and beach grasses, plus milkweed and wildflowers to form a pollinator bed, which attracts Monarch butterflies.

The whole club is committed to nature preservation, so if you hit your ball off beyond cart paths, you will not find easy going – instead you will face true nature – no pruned trees or branches, a native area for wildlife. Only sparingly might you see a pine straw area near a cart



Bald Head Island Club received the North Carolina GCOA's Sustainability Award

path. They maintain a minimalist mentality regarding cutting or pruning any vegetation on the island, which demonstrates BHIC's emphasis on preserving the natural forests on the island.

More recently the club has been focused on re-opening, following the flooding from the aftermath of Hurricane Florence. It was estimated that 44-48” of rain fell in a three-day period. And of course they were already on pace for their wettest year on record.

During the recovery, the club has remained steadfast to its commitment to sustainable practices and environmental stewardship. Bachmeier's team worked in cooperation with, and under the guidance of, The Village of Bald Head and the Public Safety Department, which act as the Emergency Operations Center (EOC). BHIC's role was to help pump water towards outfalls the EOC had set up, using the irrigation system and mobile pumps they own. The Village of Bald Head Island worked with the state to permit discharging the water off island. Duke Energy has been a good partner in the process. It's a team effort of the club, commercial entities and state agencies to recover. Only recently have residents been given access to the island, to assess the effects on their property.

Bachmeier acknowledges the team effort of the staff, led by GM Robert Norton. He also cites his two assistants, Aaron Bazonski and Tyler Brown, as playing critical roles in the quest to regain normalcy. Solitude Lake Management company has also been a key contributor. But most important perhaps is the attitude of the members, who revel in the commitment to a natural environment.

Regional News

Mandell Designs Braemar GC in Edina, MN

On May 15th this year, the City of Edina, Minnesota will officially unveil its new eighteen-hole Braemar Golf Course on the site of its old twenty-seven hole layout. Braemar is the first new eighteen-hole municipal golf course to be built in the state of Minnesota since 2003. [Rich Mandell](#), a North Carolina GCOA Partner, is the architect.

The new Braemar golf course has already been awarded an ASGCA Design Excellence Award highlighting not just the golf architecture of the course but the environmental successes achieved there as well, another example of how golf and nature work so well together. Please enjoy this digital tour of the new Braemar Golf Course. Visit the Blog on our website at: <https://www.golf-architecture.com/blog> to see aerial flyovers.

CARD OF THE COURSE

HOLE	TYPE	PAR	LENGTH	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18
1	Par 3	3	150	15	15	15	15	15	15	15	15	15	15	15	15	15	15	15	15	15	15
2	Par 4	4	250	20	20	20	20	20	20	20	20	20	20	20	20	20	20	20	20	20	20
3	Par 5	5	350	25	25	25	25	25	25	25	25	25	25	25	25	25	25	25	25	25	25
4	Par 4	4	250	20	20	20	20	20	20	20	20	20	20	20	20	20	20	20	20	20	20
5	Par 3	3	150	15	15	15	15	15	15	15	15	15	15	15	15	15	15	15	15	15	15
6	Par 4	4	250	20	20	20	20	20	20	20	20	20	20	20	20	20	20	20	20	20	20
7	Par 5	5	350	25	25	25	25	25	25	25	25	25	25	25	25	25	25	25	25	25	25
8	Par 4	4	250	20	20	20	20	20	20	20	20	20	20	20	20	20	20	20	20	20	20
9	Par 3	3	150	15	15	15	15	15	15	15	15	15	15	15	15	15	15	15	15	15	15
10	Par 4	4	250	20	20	20	20	20	20	20	20	20	20	20	20	20	20	20	20	20	20
11	Par 5	5	350	25	25	25	25	25	25	25	25	25	25	25	25	25	25	25	25	25	25
12	Par 4	4	250	20	20	20	20	20	20	20	20	20	20	20	20	20	20	20	20	20	20
13	Par 3	3	150	15	15	15	15	15	15	15	15	15	15	15	15	15	15	15	15	15	15
14	Par 4	4	250	20	20	20	20	20	20	20	20	20	20	20	20	20	20	20	20	20	20
15	Par 5	5	350	25	25	25	25	25	25	25	25	25	25	25	25	25	25	25	25	25	25
16	Par 4	4	250	20	20	20	20	20	20	20	20	20	20	20	20	20	20	20	20	20	20
17	Par 3	3	150	15	15	15	15	15	15	15	15	15	15	15	15	15	15	15	15	15	15
18	Par 4	4	250	20	20	20	20	20	20	20	20	20	20	20	20	20	20	20	20	20	20

BRAEMAR GOLF COURSE
CITY OF EDINA, MINNESOTA

THE BRAND NEW CITY OF EDINA, MINNESOTA'S BRAEMAR GOLF COURSE IS AN AMBITIOUS AND CHALLENGING PROJECT. THE SITE WAS ONCE A FORMER TWENTY-SEVEN HOLE GOLF COURSE. THE NEW EIGHTEEN-HOLE COURSE WILL BE A CHALLENGE FOR THE NATURAL, CONSERVING THE COUNTRY OF THE OLD COURSE, AND PROVIDING A VARIETY OF OPENING FOR THE NEW COURSE.

GOLF ARCHITECT RICHARD MANDELL, NOTED AS ONE OF THE "NEWEST IN THE GAME", PROVIDED A NEW DESIGN FOR THE COURSE. THE COURSE WILL BE A CHALLENGE FOR THE NATURAL, CONSERVING THE COUNTRY OF THE OLD COURSE, AND PROVIDING A VARIETY OF OPENING FOR THE NEW COURSE.

REMARKS: THE NEW COURSE WILL BE A CHALLENGE FOR THE NATURAL, CONSERVING THE COUNTRY OF THE OLD COURSE, AND PROVIDING A VARIETY OF OPENING FOR THE NEW COURSE.

COMMUNITY BENEFITS AT BRAEMAR GOLF COURSE:

- REDUCTION IN OVERALL GOLF COURSE FOOTPRINT OF 22.40 ACRES. ORIGINAL 27 HOLES ENCOMPASSED 195.20 ACRES. THE NEW 18-HOLE GOLF COURSE WILL ENCOMPASS 172.80 ACRES.
- 9.44 ACRES OF FORMER GOLF COURSE ARE SET ASIDE FOR A MULTIPLE-USE AREA IN THE NORTHEAST CORNER OF THE SITE.
- 4.17 ACRES OF EXISTING WETLANDS WERE IDENTIFIED ON THE PROPERTY WHICH WILL BE LEFT AS A 7.58-ACRE AREA SET ASIDE FOR ENVIRONMENTAL EDUCATION.
- 6.50 ACRES OF EXISTING WETLANDS.
- CREATION OF 32.11 ACRES OF WETLAND BUFFER, A 60% INCREASE OVER THE REGULATED MINIMUM.
- 23.88 ACRES OF ONE-BRANCH REFORESTATION AREA WILL BE REFORESTED TO INCLUDE RED OAK, RED CHALK, AND NORTHERN PIN OAK. TOTAL THE CANOPY OF THE REFORESTATION WILL BE 12.35 ACRES IN THE 48-HOUR TOTAL SITE (13.67% WETLANDS). UPON COMPLETION OF THE PROJECT, 116.23 ACRES OF THE 48-HOUR TOTAL SITE (24.1% WETLANDS).
- A MULTIPLE-USE ARCHITECTURE FIELD WILL BE ADJACENT TO THE CLUBHOUSE FOR NON-GOLF EVENTS SUCH AS BOWLS, BALL, OR WEDDINGS.
- 1.02 ACRES OF WALKING TRAILS SURROUNDING THE GOLF COURSE.
- 5.10 ACRES OF CROSS-COUNTRY SKI TRAILS SURROUNDING THE GOLF COURSE.

RICHARD MANDELL GOLF ARCHITECTURE
2208 Millbrook Road
Pinehurst, North Carolina 28747
(919) 251-3111
www.golf-architecture.com
richmand@golf-architecture.com

Meadowlands Golf Club Named Golf Course of the Year in Myrtle Beach

The Myrtle Beach Area Golf Course Owners Association (MBAGCOA) has awarded [Meadowlands Golf Club](#) with its prestigious 2018 Golf Course of the Year award. The criteria used by the MBAGCOA in its selection process are; design and course conditions, customer service, contribution to the game of golf and contribution by the owners to the community. "We are honored to have been selected as Golf Course of the Year for 2018. It

means a great deal to our club to be recognized by our peers," says Brad Thomson, General Manager.

Meadowlands enjoys a well-deserved reputation as one of the Grand Strand's best maintained golf courses. In addition to excellent playing conditions, the club has been recognized as a Top 100 Women-Friendly Golf Course by Golf for Women Magazine, and a Top Ten Best New Course by North Carolina Magazine. The Meadowlands staff creates a welcoming and inviting atmosphere for every guest throughout the entire golf experience. Thomson adds: "All of our team members, from ownership to our front-line staff are dedicated to providing the best golf experience and service levels in the Myrtle Beach area."

Owned by the McLamb family, Meadowlands sets the standard for community involvement and outreach programs. From land donations to the First Tee of Brunswick County, to its Junior Golf Exchange and Kids Play Free



20th Anniversary
Meadowlands
Golf Club
Est. 1997

programs, the club is committed to growth of the game efforts. In addition, the McLamb family has been actively involved with Brunswick Community College, establishing and endowing a scholarship program. The course also supports a unique golf club donation program for service men and women at nearby Ft. Bragg as well as being a dedicated supporter of Canine Angels which trains rescue dogs to become service dogs for disabled veterans.

Through its partnership with East Coast Golf

Management (ECGM), Meadowlands offers outstanding stay and play golf package opportunities in Myrtle Beach. "Meadowlands is a must-play on any trip to the Myrtle Beach area. The course is always in excellent condition and the experience is among the best in the area. Local and vacationing golfers always rank Meadowlands among our best courses in Myrtle Beach" – Mike Buccerone, President of ECGM.

About Meadowlands Golf Club

Located in Calabash, N.C., Meadowlands is just minutes away from popular beach activities across the Brunswick Islands and the Grand Strand. For more information or to book your next Myrtle Beach golf experience, call (910) 287-7529 or visit www.MeadowlandsGolf.com



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GOLF



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EDUCATION



AWARDS

The U.S. Amateur Returns to Pinehurst in 2019

AUGUST 12-18, 2019

Pinehurst has been home to amateur golf since the early years of its founding, serving as the home to the longest consecutively running amateur championships in the United States, the North & South Amateur. It is at Pinehurst where Richard Tufts penned the “Creed of the Amateur,” wherein he writes, “Amateurism, after all, must be the backbone of all sport— golf or otherwise.

The U.S. Amateur returns to Pinehurst in 2019 for the third time, and the first since 2008. Pinehurst has been the stage of Labron Harris’ triumph in 1962, and in 2008, Danny Lee romped to victory, becoming the youngest player to win the Amateur at the time.

Pinehurst No. 2 and Pinehurst No. 4 will serve as the companion courses for the 2019 National Championship.



2018 U.S. Amateur Champion Viktor Hovland is already looking forward to coming to Pinehurst for the 2019 U.S. Amateur.

[PURCHASE 2019 U.S. AMATEUR TICKETS HERE](#)

2021 U.S. Junior Amateur Headed to CC of North Carolina

JULY 19-24, 2021

For the third time since it opened in 1963, The Country Club of North Carolina, in the Village of Pinehurst, N.C., will host a USGA championship. The 36-hole facility has been chosen to host the 74th U.S. Junior Amateur Championship from July 19-24, 2021.

The Country Club of North Carolina also will become the 16th site to have hosted both the U.S. Junior Amateur and U.S. Girls’ Junior. Although the U.S. Girls’ Junior has been conducted in North Carolina, this will be the first U.S. Junior Amateur held in the Tar Heel State.

As announced in 2017, the USGA will change the format of the U.S. Junior Amateur Championship, beginning in 2020. The field will be expanded from 156 players to a final size to be determined, and two courses will be used for the 36-hole, stroke-play portion of the championship. The Country Club of North Carolina’s Dogwood Course will serve as the host site for both stroke play and match play, while the club’s Cardinal Course will be the stroke-play co-host.

“The Country Club of North Carolina and amateur golf have a long-standing relationship and the USGA is appreciative of this continued and passionate commitment,” said Stuart Francis, USGA Championship Committee chairman. “The U.S. Junior Amateur is junior golf’s most prestigious championship and we look forward to identifying a champion for the first time in the state of North Carolina in 2021.”

The Country Club of North Carolina (CCNC) is a member-owned, 2,000-acre facility that includes longleaf pines and three lakes. A certified member of the Audubon Cooperative Sanctuary Program since 2003, the club is located less than one mile from Pinehurst Resort and Country Club, the site of three U.S. Open Championships, with another to come in 2024 as well as the 2019 U.S. Amateur. The Dogwood Course was



The 2021 U.S. Junior Amateur at The Country Club of North Carolina will be the third USGA championship conducted at the facility. (CCNC)

designed by Ellis Maples and Willard Byrd and renovated by Kris Spence in 2016. The Cardinal Course, originally designed by Byrd and Robert Trent Jones Sr., was renovated by Arthur Hills, from 1999-2002.

“The Country Club of North Carolina is honored to host the 2021 U.S. Junior Amateur Championship and to be among the prestigious clubs to host this wonderful event,” said Tom Beddow, club president. “CCNC has a great history and tradition of supporting amateur golf and we have the experience, infrastructure and a committed staff and group of volunteers who will help make this a memorable championship.”

The 2021 U.S. Junior Amateur will be the 34th USGA championship in North Carolina. In 2019, the Tar Heel State will host the U.S. Amateur (Pinehurst Resort), U.S. Senior Women’s Open (Pine Needles Lodge & Golf Club) and U.S. Senior Amateur (Old Chatham Golf Club).

Pine Needles to Host 2019 U.S. Senior Women's Open

May 16-19, 2019

Pine Needles will host the 2019 U.S. Senior Women's Open from May 16-19. Designed by Donald Ross and opened in 1928, the course was most recently renovated in 2004 by John Fought, who oversaw the restoration of greens and bunkers to their original forms with the aid of vintage aerial photos.

This will be the sixth USGA championship contested at Pine Needles and the first since the 2007 U.S. Women's Open, won by Cristie Kerr. The club, owned by women's golf advocate, instructor and former LPGA Tour player Peggy Kirk Bell, also hosted the 1996 and 2001 U.S. Women's Opens, won by Annika Sorenstam and Karrie Webb, respectively. Additionally, the 1989 U.S. Girls' Junior and 1991 U.S. Senior Women's Amateur championships were contested at Pine Needles.

"On behalf of the Bell family and our entire community, Pine Needles is thrilled the USGA has accepted our invitation to host the 2019 U.S. Senior Women's Open Championship," said Kelly Miller, president of Pine Needles. "Having hosted three previous U.S. Women's Opens, we look forward to seeing some familiar faces and welcoming all competitors to this new USGA championship. I'm confident our Donald



This will be the sixth USGA championship contested at Pine Needles and the first since the 2007 U.S. Women's Open

Ross-designed course will identify another great champion."

This will be the 32nd USGA championship contested in North Carolina.

[Click here for ticket information.](#)

Old Chatham Golf Club to host 2019 US Senior Amateur

AUGUST 24-29, 2019

Old Chatham Golf Club in Durham hosts the 2019 U.S. Senior Amateur on August 24-29.

"It has been part of our mission to support amateur golf since our founding in 2001, and on behalf of our membership, we are excited to welcome these distinguished competitors," club president Allen Wilson said in a statement released by the USGA on Monday.

The club, cut out of 400 acres of protected pine woodlands on the northeast shore of Jordan Lake, was founded 16 years ago by a group of North Carolina businessmen including former USGA president Jim Hyler and former University of North Carolina basketball coach Dean Smith.

The club has previously hosted several USGA amateur qualifiers and the 2009 N.C. Amateur. Course designer Rees Jones completed a course renovation project in 2012 that replaced 45,000 acres of expensive, water-intensive turfgrass with native fescue.



Old Chatham Golf Club is a 7,234 yard, 18-hole championship course set in 400 acres of protected woodlands in a section of the Triangle's rolling hills northeast of Jordan Lake.

NEWS AND OBSERVER FILE PHOTO RALEIGH

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