



James J. Keegan
Seminar: “The Winning Playbook”

The headwinds are strong in the industry. Oversupply, variable weather, inconsistent adoption of technology, parse benchmarks, a time crunched culture and accelerating expenses for labor, benefits, water, fertilizer, etc. make managing a golf course today a tremendous challenge? What is a golf course management team to do?

Attend the Wisconsin PGA Winter Meeting and gain fabulous new insights and perspectives about to how create value for golfers on a foundation that ensures the financial potential of your golf course is optimized.

A simple-to-implement 7 step process developed by Golf Convergence will be presented. It was implemented during the past year by 16 leading golf course operators who manage 50 golf courses including Pelican Hills, Edinburgh – USA, Brackenridge Park and Crystal Mountain. The study was as an integral part of a doctoral dissertation by the Director of the PGA Professional Golf Management Program at Clemson University. The findings were just published in the “The Business of Golf – Why? How? What?” to which you will be offered a 50% discount for the book upon attending.

You will learn that:

Lesson #1 - You are working too hard on the wrong things that make little difference.

Lesson #2 - There are six key measurements that accurately forecast the potential of your facility. If you do not know those numbers, any success you have is purely luck.

Lesson #3 - You can measure whether you are over- or under-performing the weather. You can also obtain weather forecasts 11 months in advance that are 83% accurate with respect to precipitation and 89% accurate with respect to weather. Do you know where you can secure this valuable information for as little as \$300?

Lesson #4 - The template-based websites you have created and your current use of technology have little value in producing incremental revenue. We learn why.

Lesson #5 - Do you know the financial results of your competitors? The value of obtaining competitive benchmarks will be shown.

Lesson #6 - The vast majority of golf courses can only cover operational expenses. Few generate the cash flow required to fund capital expenditures without debt or capital assessments. You will learn how to avoid those pitfalls that place you in the "death spiral."

Lesson #7 - Typical golf course operators manage with "illusory superiority" thinking that their customers are loyal when they are not. The session will explain why secret shopping and precisely measuring the value you create in the golf experience offered is essential.

Lesson #8 - Stealing customers from your competitors and from third party tee time providers is easy. There is a simple trick that you can implement tomorrow - if you attend the Wisconsin PGA Winter Meeting on _____.