



**Golf Convergence**  
**Business of Golf University**  
A RESOURCE FOR GOLF INDUSTRY  
PERSONNEL SEEKING EXCELLENCE

The Fall Webinar Series  
2014  
The Final Frontier

# Why? How? What?

The Final Frontier

Ensuring 2015 Create Value for Golfers  
On a Foundation that Optimizes  
the Financial Performance of your Facility

October 30, 2014



J.J. Keegan, Managing Principal

**During the course  
of this presentation...**

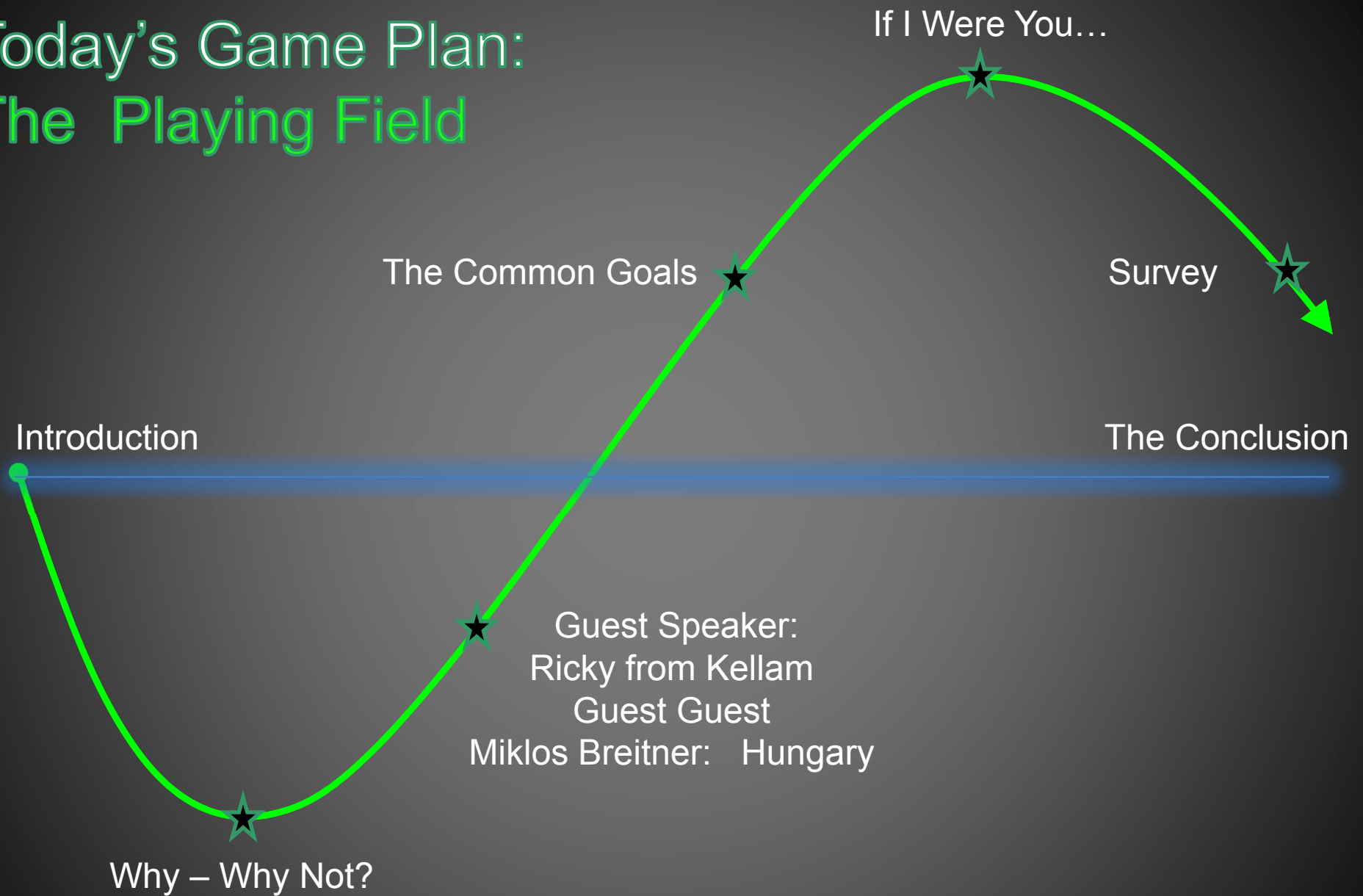




# The Golf Convergence Business of Golf University September, 2014

Date	Start Time	Class: 60 Minutes
September 4, 2014	11:30 EDT – 8:30 PDT	Introduction to Why? How? What?
September 11, 2014	11:30 EDT – 8:30 PDT	Step 1 – Geographic Local Market Analysis
September 18, 2014	11:30 EDT – 8:30 PDT	Step 2 – Weather Playable Days
September 25, 2014	11:30 EDT – 8:30 PDT	Step 3 – Technology
October 2, 2014	11:30 EDT – 8:30 PDT	Step 4 – Financial Benchmarking and Financial Modeling
October 9, 2014	11:30 EDT – 8:30 PDT	Step 5 – The Golf Course: A Living Organism
October 16, 2014	11:30 EDT – 8:30 PDT	Step 6 – The Assembly Line of Golf
October 23, 2014	11:30 EDT – 8:30 PDT	Step 7 – Customer Loyalty and Preferences
October 30, 2014	11:30 EDT – 8:30 PDT	The WIN™ Formula

# Today's Game Plan: The Playing Field

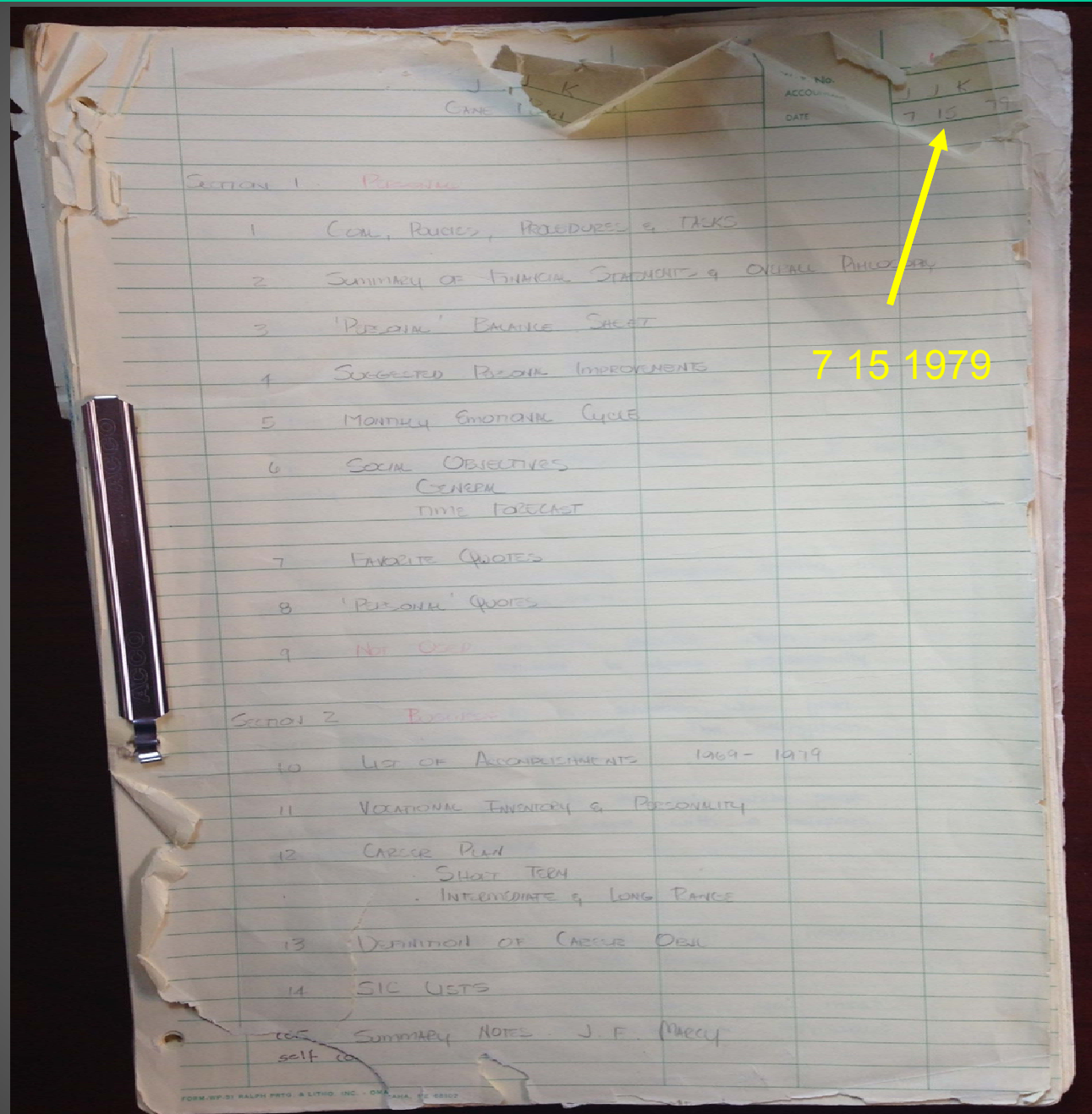


# The Beginning of the Journey

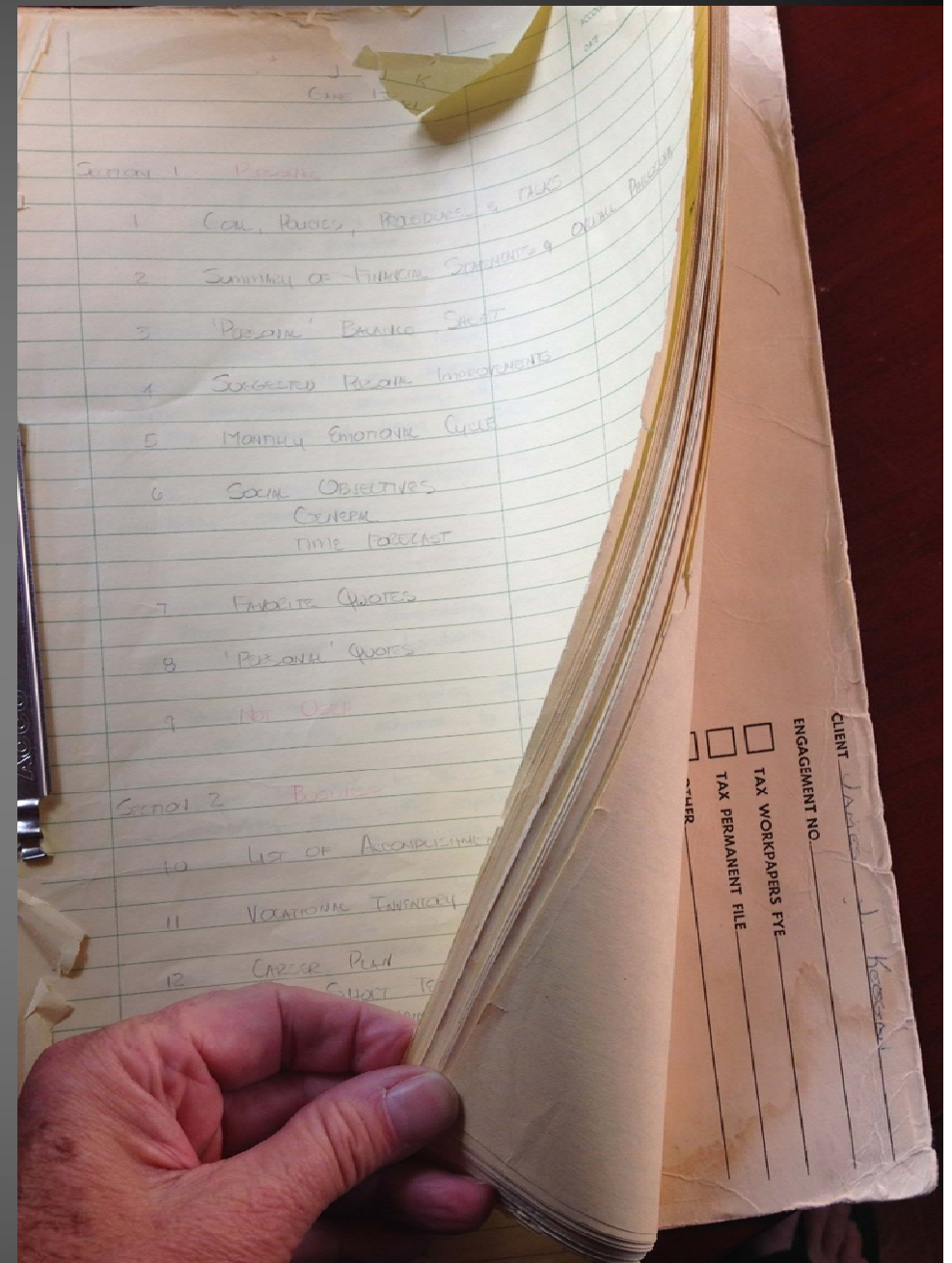


He who rejects  
change is the  
architect of decay.

Harold Wilson



Growth is the only evidence of life.  
~John Henry Newman  
*Apologia pro vita sua*, 1864





To dare is to lose one's footing momentarily. To not dare is to lose oneself  
. ~Søren Kierkegaard

- Rebuilt PC
- Read How the World See You (Hogshead) and incorporated throughout public messages. Also read Fascinate by Hogshead.
- Evaluating Adobe Connect versus Gotowebinar.
- Rebuilt our entire web site (90% completed) and email templates (3)

## WELCOME AND CONGRATULATIONS:

You arrived at the home of creating value for your golfers on a foundation that optimizes the financial potential of your facility. We recommend:



**Business of Golf: What Are You Thinking?** A Basic Primer to learn about golf operations



**Business of Golf: Why? How? What?** For Seasoned Professionals looking to create a strategic plan



**Winter Webinar Series:** 9 classes to create 2015 strategic plan



**Operational tools:** Get immediate insights on your daily operation



**Free Content**  
Coming November 15, 2014



### Step 5: Operational - Facilities Review

A golf course is a living organism that is constantly changing. There are two constants: the equipment that is required to properly maintain a course and the replacement life cycle. Comparing the available equipment to industry standards and identifying deferred capital benchmarks provides valuable information. [More...](#)

More...

< 01 02 03 04 05 06 07 08 09 10 > Pause



About 4 hours ago

Why does it take major companies like Best Buy 10 days to unsubscribe you from their email? Should it be instantaneo...  
<http://t.co/MdQQ0Bheim>



About 1 day ago

Each day an average customer is exposed to more than 2,900 messages, will pay attention to 52, and remember just four...  
<http://t.co/M93q0A6Jjz>

**Optimize the financial potential of your golf course:**

[Start Now](#)

### The Business of Golf : Why? How? What?



Written for Seasoned Golf Industry Professionals

**\$199.95**

Our strategic consulting practice is based on the philosophy of "listen, learn, help and lead."

Like the game of golf, the business of golf requires many areas of expertise. At Golf Convergence, we help golf courses create a strategic vision, determine the tactical resources required and guide in the

### The Business of Golf : What Are You Thinking?



Written for Golfers, Professional Golf Management Students and Golf Industry Personnel

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- Upgrade bandwidth from 25/5 to 50/10 (speedtest.Comcast.net)

# Speed Test from XFINITY®

## → Getting Started

Use Speed Test from XFINITY® to measure your internet connection speed with servers around the country.

What must be installed to use XFINITY Speed Test?

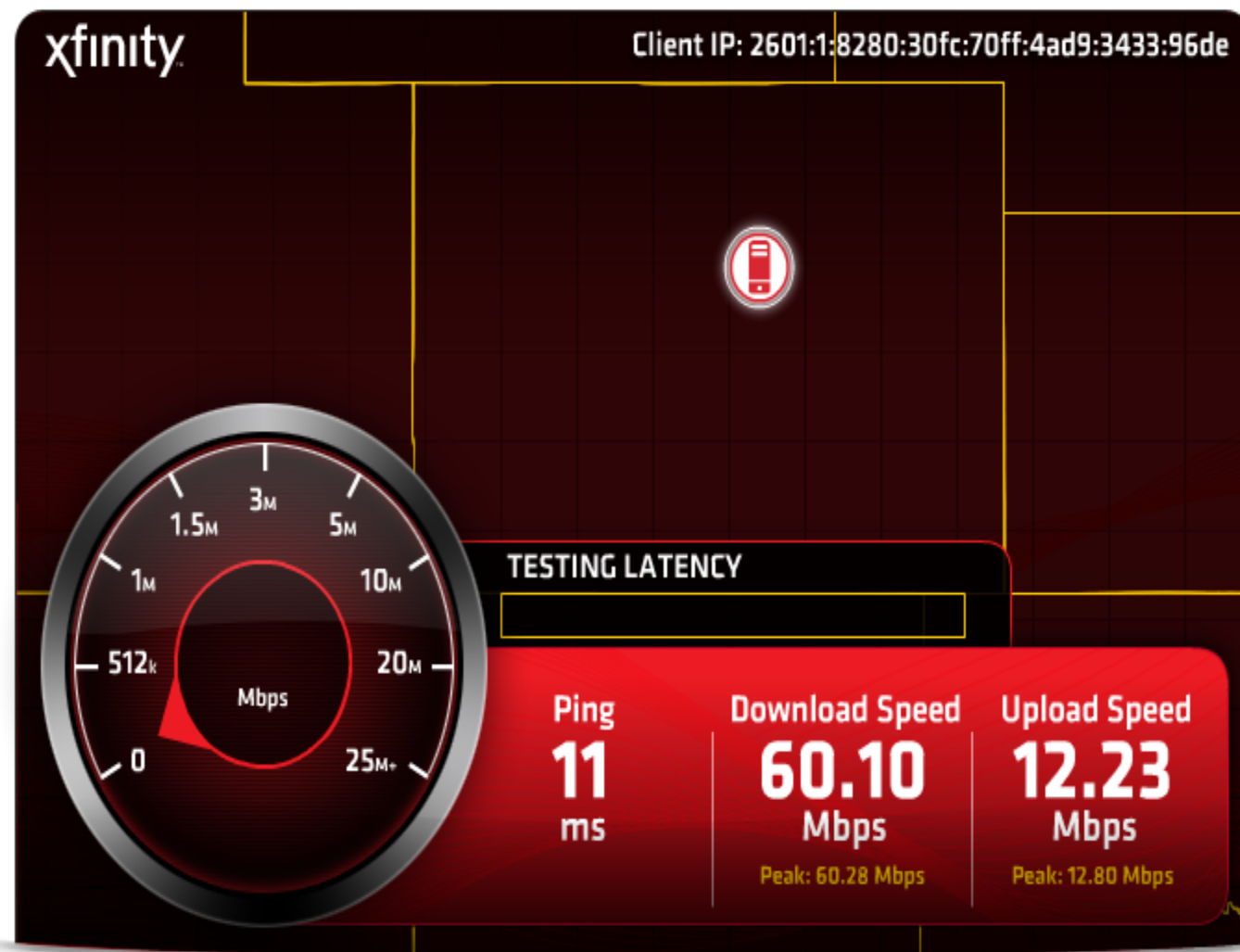
How do I get the most accurate speed test results?

What is the best way to use XFINITY Speed Test?

How does XFINITY Speed Test work?

## → My Results

## → Speed Factors



OOKLA™

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- 2004 News Archive

Explore  
the fascinating science  
behind the game

SCIENCE OF  
golf

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# USGA, Industry Partners Spark Dialogue at Public Golf Forum

By Dan Scofield, USGA  
October 6, 2014

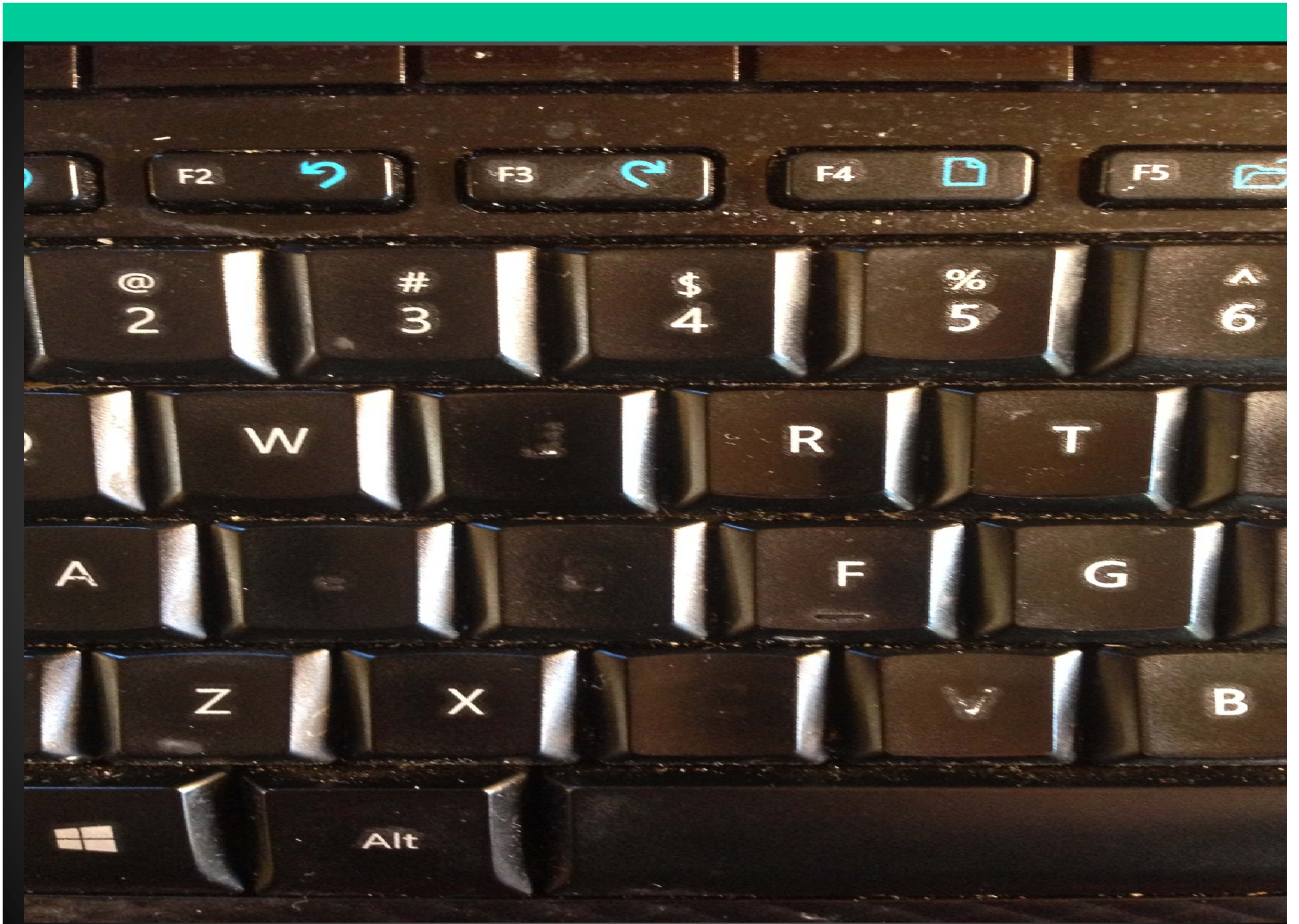


The USGA's Dave Oatis (third from right) shared ideas for golf's long-term sustainability at September's Public Golf Forum at Bethpage State Park, along with the Metropolitan Golf Association's Kevin Kline (left), the PGA of America's Jonathan Gold (second from right) and author Jim Keegan. (Barry Sloan/MGA)

FARMINGDALE, N.Y. – The USGA, as part of its continuing efforts to advance the long-term viability of the game, participated in a Public Golf Forum hosted by the Metropolitan (N.Y.) Golf Association on

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- 9 Webinars
- Two speaking engagements (New York & Charlotte)
- New microphone and keyboard
- Stop drinking SVL and lost 9.62 pounds (off the 24.3 desired - 😊)





Doctoral Dissertation

DID YOU  
KNOW



# RICK LUCAS, PGA, DIRECTOR OF PROFESSIONAL GOLF MANAGEMENT – CLEMSON UNIVERSITY



Rick Lucas, Director of the PGM Program at Clemson University, received his Bachelor of Science Degree in Business Administration at Old Dominion University and his MBA at Virginia Commonwealth University.

Currently, he is working on his doctorate in Career and Technology Education. Mr. Lucas has over 20 years experience in the golf industry with extensive knowledge in management of golf programs and operations.

His positions in the golf industry have included: assistant professional, teaching coordinator, head golf professional, and general manager at both public and private facilities. Some career highlights include scoring in the top 5% in Business School I & II and winning the Philadelphia Assistant Association's Southern Championship.



# Dissertation Title

- Empirical study of the effectiveness, reliability, relevancy, and development of a **golf management system** and tools designed to **educate golf course managers** towards completing strategic, tactical, and operational plans **to improve the financial performance of golf facilities.**

# Methods

Pre test (survey) Instrument will be used to determine beginning knowledge of each golf facility manager

Post test (survey) Instrument to determine knowledge change

# Golf Business Monitor

The purpose of this blog is to discuss the business side of the golf industry, including golf architecture, golf course management and marketing, golf tourism, golf and health, golf equipment trends.

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10/22/2014

## Connection between net promoter score and golf club membership retention

No matter how we look at it, golf club operation/business is a service. As such our interest is to measure the performance and satisfaction to attract new golfers and members, but also to retain existing ones.



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DID YOU  
**KNOW**

Why

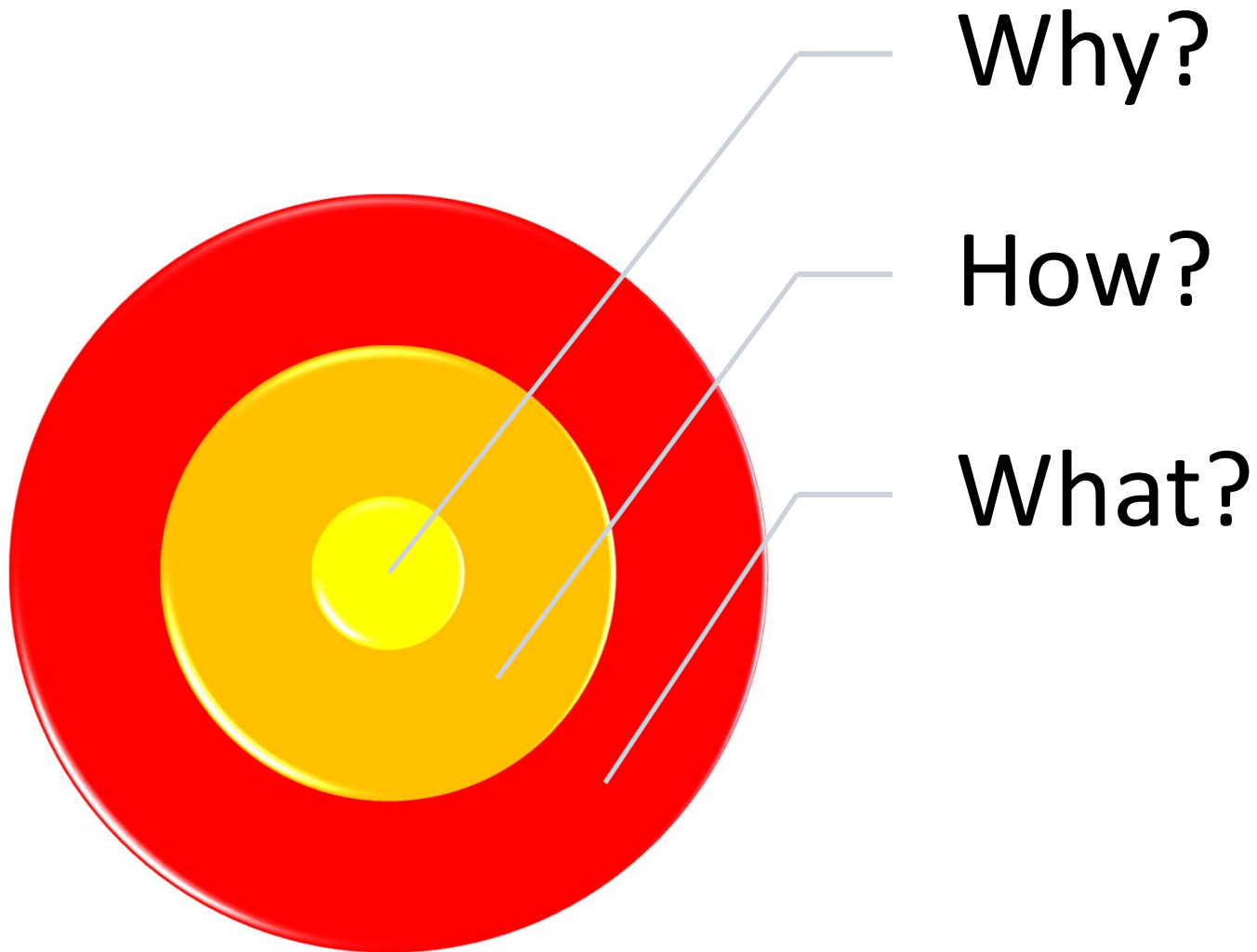


**Why** did you do this?

**How** are you going to benefit?

**What** did you learn?

The Golden Circle of Communication™  
Simon Sinek





# Common Elements

- Develop “Why” Statements regarding entertainment value
- Segment Database, through installation of proper technology platform, to create loyalty
- Implement Dynamic Pricing

# Distinctive Elements

## Alamo City

Branding:  
Brackenridge,  
Rollercoaster, The  
Battlefield,  
The Pit, Riverwalk or  
Lazy River, Spurs  
Corral

Simplify Pricing

Raise Rates (few  
comparable priced  
alternatives exist)  
with small bump in  
amenities (token for  
range balls).

# Distinctive Elements

Alamo City	Fort Worth
Branding: Brackenridge, Rollercoaster, The Battlefield, The Pit, Riverwalk or Lazy River, Spurs Corral	Close Sycamore Creek
Simplify Pricing	Establish high-end daily championship course: "The Frog Pond" designed by Kite/Leonard/Mahan/ Wadkins/
Raise Rates (few comparable priced alternatives exist) with small bump in amenities (token for range balls).	Leverage survey data

# Distinctive Elements

Alamo City	Fort Worth	Virginia Beach
Branding: Brackenridge, Rollercoaster, The Battlefield, The Pit, Riverwalk or Lazy River, Spurs Corral	Close Sycamore Creek	Curtis Strange/Vinny Giles: capital campaign to renovate Bow Creek by raising green fees per course put into capital development with published master plan
Simplify Pricing	Establish high-end daily championship course: "The Frog Pond" designed by Kite/Leonard/Mahan/ Wadkins/	Implement loyalty program
Raise Rates (few comparable priced alternatives exist) with small bump in amenities (token for range balls).	Leverage survey data	Raise Rates

# Distinctive Elements

Alamo City	Fort Worth	Virginia Beach	Golf Club at Trilogy
Branding: Brackenridge, Rollercoaster, The Battlefield, The Pit, Riverwalk or Lazy River, Spurs Corral	Close Sycamore Creek	Curtis Strange/Vinny Giles: capital campaign to renovate Bow Creek by raising green fees per course put into capital development with published master plan	CCN&R
Simplify Pricing	Establish high-end daily championship course: "The Frog Pond" designed by Kite/Leonard/Mahan/Wadkins/	Implement loyalty program	Mission Statement promoted
Raise Rates (few comparable priced alternatives exist) with small bump in amenities (token for range balls).	Leverage survey data	Raise Rates	Marketing: What is 20 miles – to play the best?

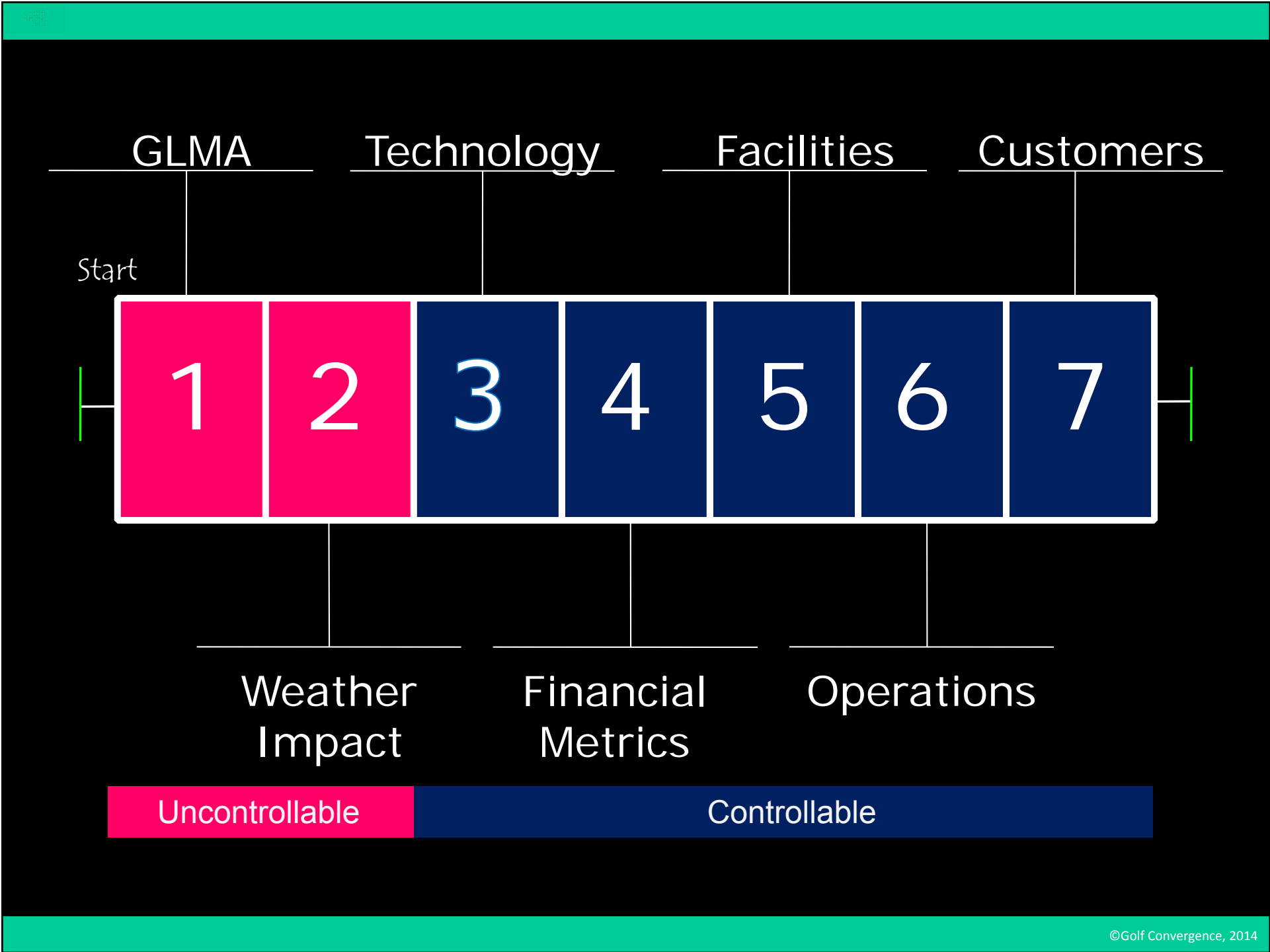
# Distinctive Elements

Alamo City	Fort Worth	Virginia Beach	Golf Club at Trilogy	North Star
Branding: Brackenridge, Rollercoaster, The Battlefield, The Pit, Riverwalk or Lazy River, Spurs Corral	Close Sycamore Creek	Curtis Strange/Vinny Giles: capital campaign to renovate Bow Creek by raising green fees per course put into capital development with published master plan	CCN&R	Feature "Frontier Adventure" - permafrost, wildlife, the rugged west, Alaska outdoors – the edge of where no person has gone to play golf
Simplify Pricing	Establish high-end daily championship course: "The Frog Pond" designed by Kite/Leonard/Mahan/Wadkins/	Implement loyalty program	Mission Statement promoted	Web Site overhaul with social media adoption to automate marketing process
Raise Rates (few comparable priced alternatives exist) with small bump in amenities (token for range balls).	Leverage survey data	Raise Rates	Marketing: What is 20 miles – to play the best?	Raise season passes, lower daily 18 hole rate \$2

The Golf Convergence WIN™ Formula

**DID YOU  
KNOW**







**Believe**

Office DEPOT

SIMONSINEK



00:20.10



## The “Golden Circle: WHY - HOW - WHAT.”

Every single company and organization on the planet knows WHAT they do. They are easily able to describe their products and services.

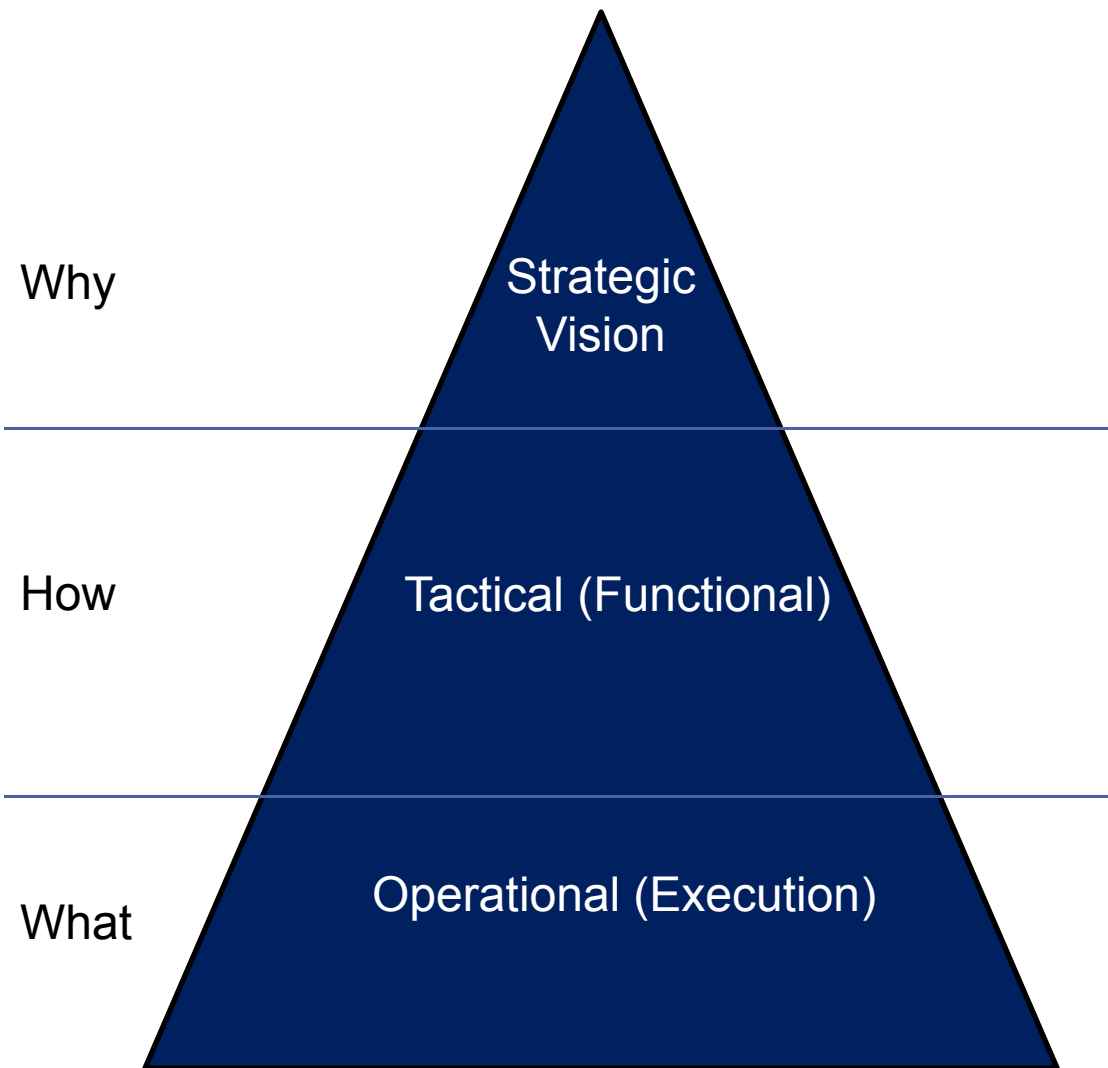
Some companies are able to explain HOW they are different — their unique selling position.

Few companies are able to clearly articulate WHY.

He concluded that the most successful companies communicate from the inside out. All other companies communicate from the outside in.

People don't buy WHAT you do; they buy WHY you do it.

# A Strategic Plan



## A municipal or daily fee course:

Option 1: “We deliver a convenient and affordable recreational experience for those who play just for fun.”

The subtle message here is that frequent customers who act as though this is their private club should sense the equality in the message and perhaps play elsewhere if they don't want to encounter beginners. And conversely, beginners and many women might feel more welcome reading this “why.”

Option 2: “We are here to provide a cauldron to allow you to learn how good you are at the game of golf and how you much you appreciate the traditions of the game.”

This would be appropriate wording for a course with a slope rating greater than 140. The subtle message here is to bring your game, and that this is not the facility for rank amateurs who don't appreciate the challenges golf offers and the traditions so respected in golf that shape the culture of the game.

An aerial photograph of a golf course. In the foreground, a large, circular green is visible with a pattern of concentric circles and lines. To the right, a fairway leads up a slight incline. In the background, a calm lake reflects the sky and surrounding trees. The scene is captured from a high angle, showing the layout of the course and the natural surroundings.

Come experience the serenity of Virginia Beach's finest resort golf course, Red Wing Lake. Just moments from the tranquil Atlantic Ocean, we offer a haven from the daily grind of life. Our course layout, with wide fairways, has become one of the best places to golf in Virginia Beach.

## Resort:

Option 1: “We offer an oasis from the daily hassle of life, a place to restore your soul.”

The subtle message is that this is a vacation hideaway where you can decompress and focus on what is important in your life.

Option 2: “Every day we provide the opportunity to form new friendships, strengthen old friendships, and add to family bonds.”

The subtle message is that this is a comfortable, friendly environment that encourages social interaction.

## Golf Convergence: Why

“Our passion and purpose is to think differently, to change the status quo regarding the business of golf.

Every day we strive to improve the profitability of our clients’ golf courses.”



## Golf Convergence: How

“Precise execution of 21 templates representing a system of heuristics (rules of thumb) on how to create value for a golfer”

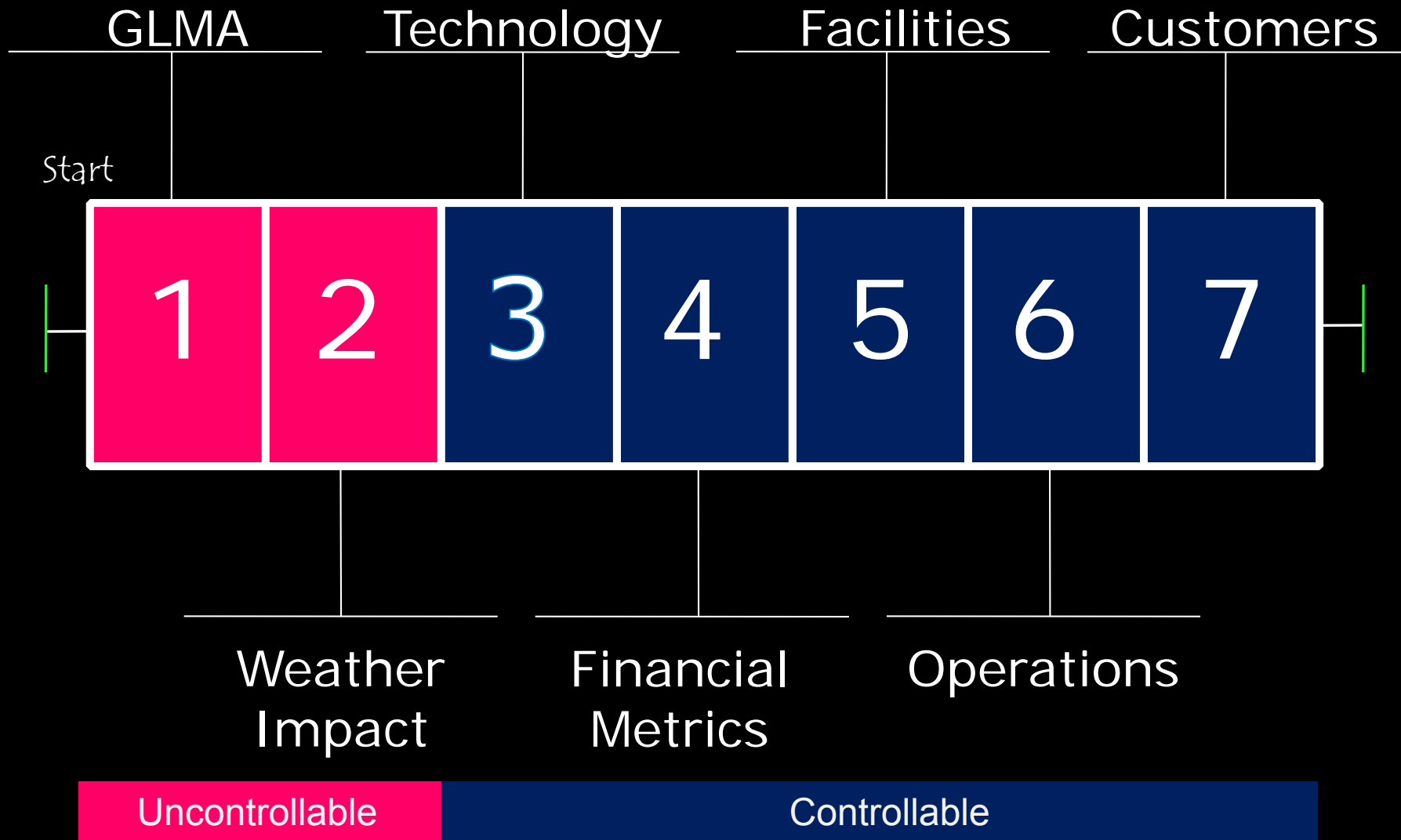
# Golf Convergence: What

“Create astute insights that achieve awesome results”

DID YOU  
**KNOW**



# Andrew Requested



# The Timeline of Decay

**Pre 1990**  
Golf Course operations are profitable

**1991 – 1998**  
New golf courses added to local area, creating oversupply.

**1999 – 2003**  
Courses begin to lose money, general fund reserves tapped.

**2004 – 2009**  
General reserves now depleted, requiring subsidy from the City.

**2010 - 2014**  
Deferred capital expenditures, now nearing more than \$2.5 million per facility become critical.

# Myths

Municipal courses intentionally underprice

Have the pleasure of responsibility without accountable for showing a profit

Don't recognize or fund depreciation

Immune from invisible hand of capitalism.

# Municipal Advantages

Profit Motivation Not as Intense

Better Insulated from Downturns

Located in Population Centers

Capital Easier to Access

Land is Free

No Property Taxes

Fees for water, sewer, electric and gas can be lower

Zoning Changes may be more easily obtained

Employees attracted with lucrative fringe benefits: health, life, annual merit and cost of living increases, retirement compensation

# Municipal Disadvantages

Payroll cost structure higher

Labor issues: ability to hire and dismiss

Presence of labor unions

Rate adjustments can take at least 45 days

Inflexibility of rates

Politics

Golfers demand low-priced season passes, improved conditions and better pricing.

Course is expected to provide a wide range of services that are not profitable

Procurement is cumbersome

All financial information in public domain



\$175,000

Matrix of Decisions	Self Manage	Management	Lease
<b>Risk</b>	Full Risk	Full Risk	No Risk
<b>Capital Investment</b>	Full Capital	Full Capital	No Capital
<b>Profits</b>	Full Profits	Full Profits less a management fee	No Profits other than "rent"

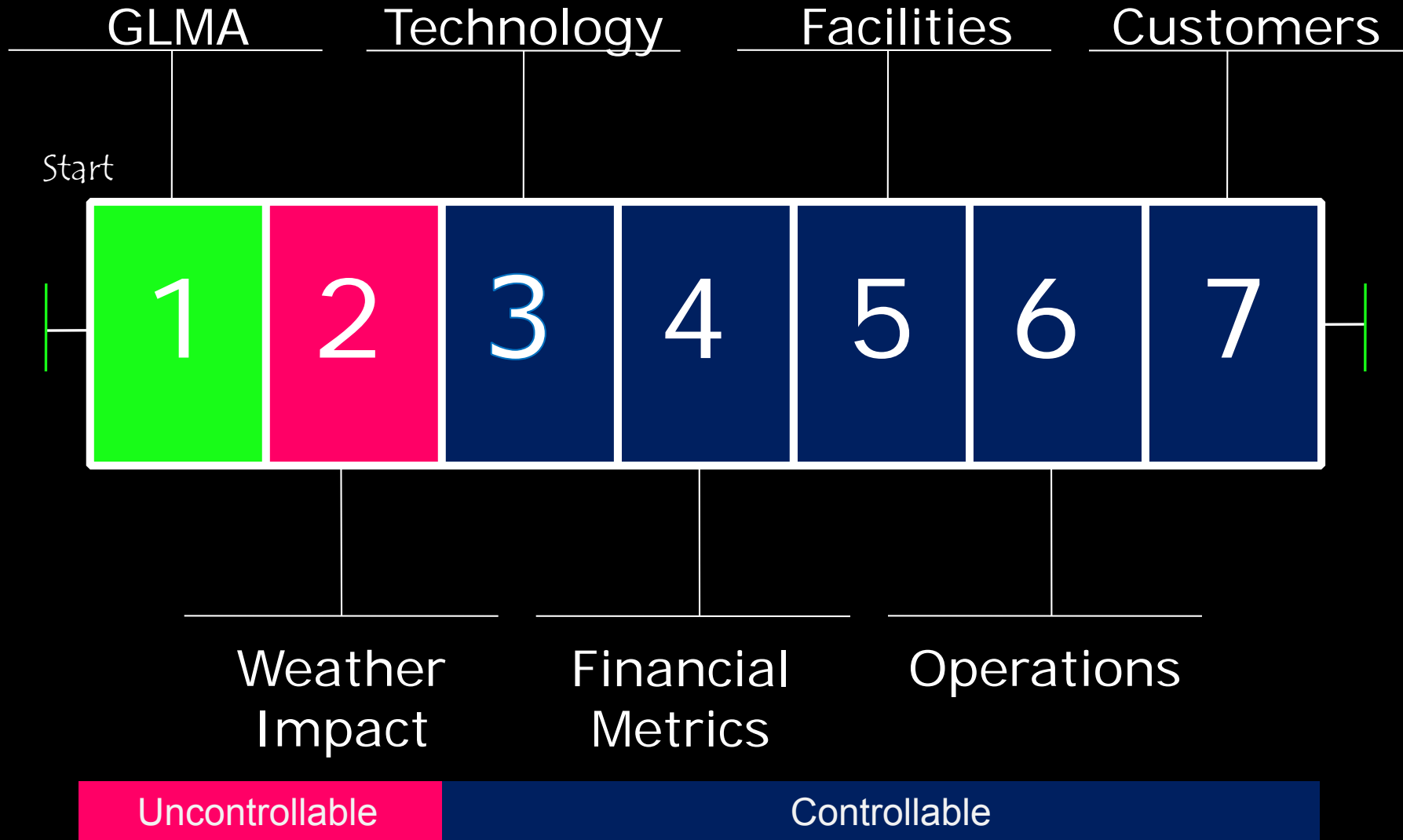
# Examples of the Diverse Options

- ◆ **Self:** Exclusively employees of Municipality - Milwaukee, Monmouth and Morris County.
- ◆ **Self:** Exclusively employees of the Municipality except for food and beverage – City of Los Angeles
- ◆ **Self:** Employees of Municipality for Administration and Pro Shop, with maintenance contracted - Anaheim, Modesto, Ocala.
- ◆ **Externally** - Course managed by different concessionaires via a lease or management agreement – Indianapolis, Virginia Beach.
- ◆ **Externally** - All courses are managed by a single concessionaire via a lease or management agreement: Chicago, Forest Preserve District of Cook Country, New York, Prince William County.

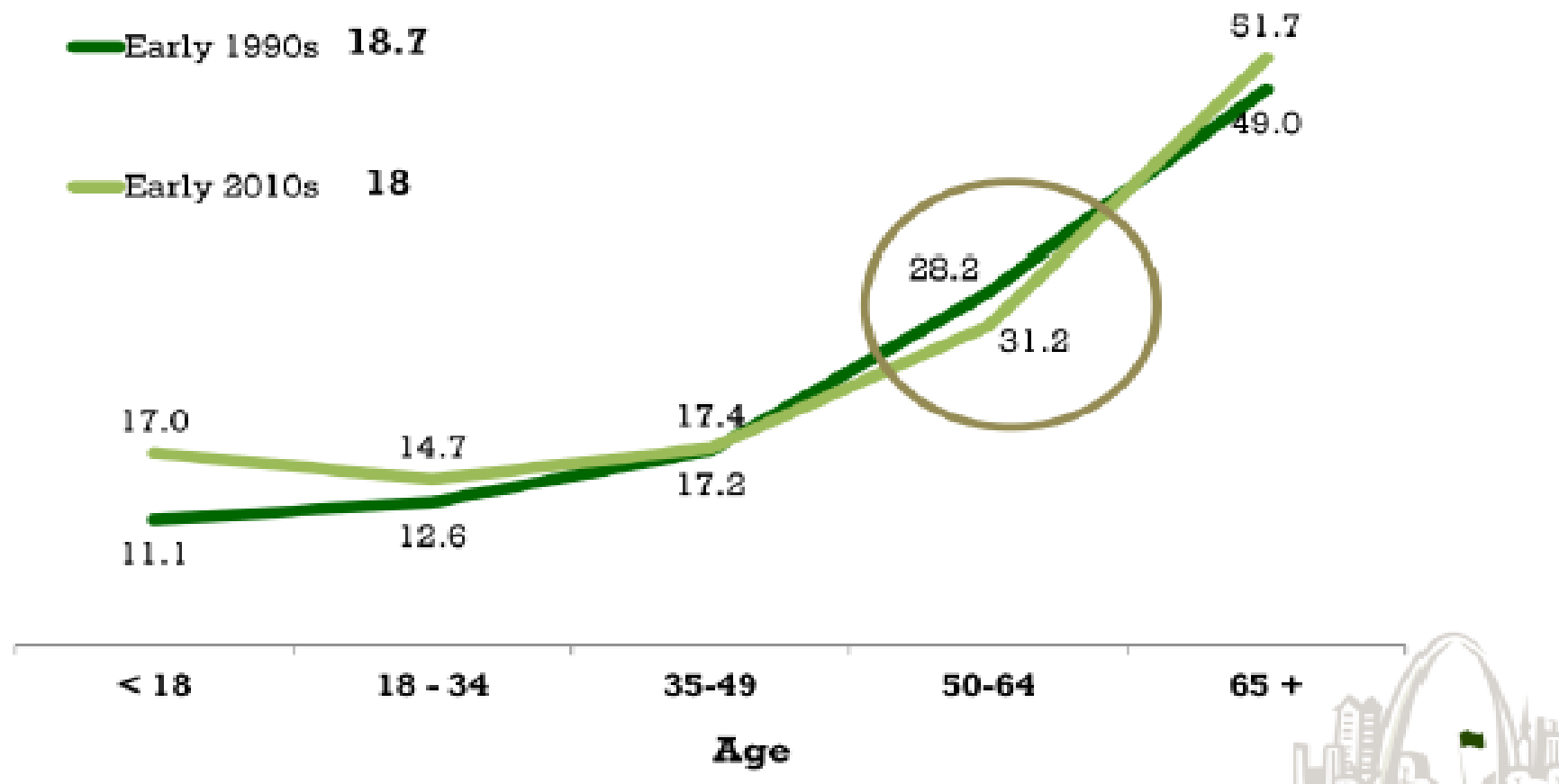
# Pros and Cons

Pros	Cons
<b>Professional management</b> skills are more diverse and better refined.	<b>Contract compliance.</b> Requires retention of contract administrator
<b>Proven systems</b> , policies and procedures can be implemented faster, particularly in the areas of technology, marketing, and staffing.	<b>Financial stability.</b> The ability of a third party to meet its contract obligations are predicated on having a firm financial position and the willingness to provide a superior product. Third-party management companies have often been categorized as “sucking the paint off the walls.”
<b>Efficient labor structure</b> in number of personnel used and wages paid.	<b>Course Access.</b> Tournaments and more dynamic pricing.
<b>Flexibility in contract negotiation</b> and timeliness and cost efficiency of completing capital improvements.	
<b>Stakeholders aligned more easily</b> between City Council, City Management, Course Staff, Golfers, and Taxpayers.	

# Melinda Requested

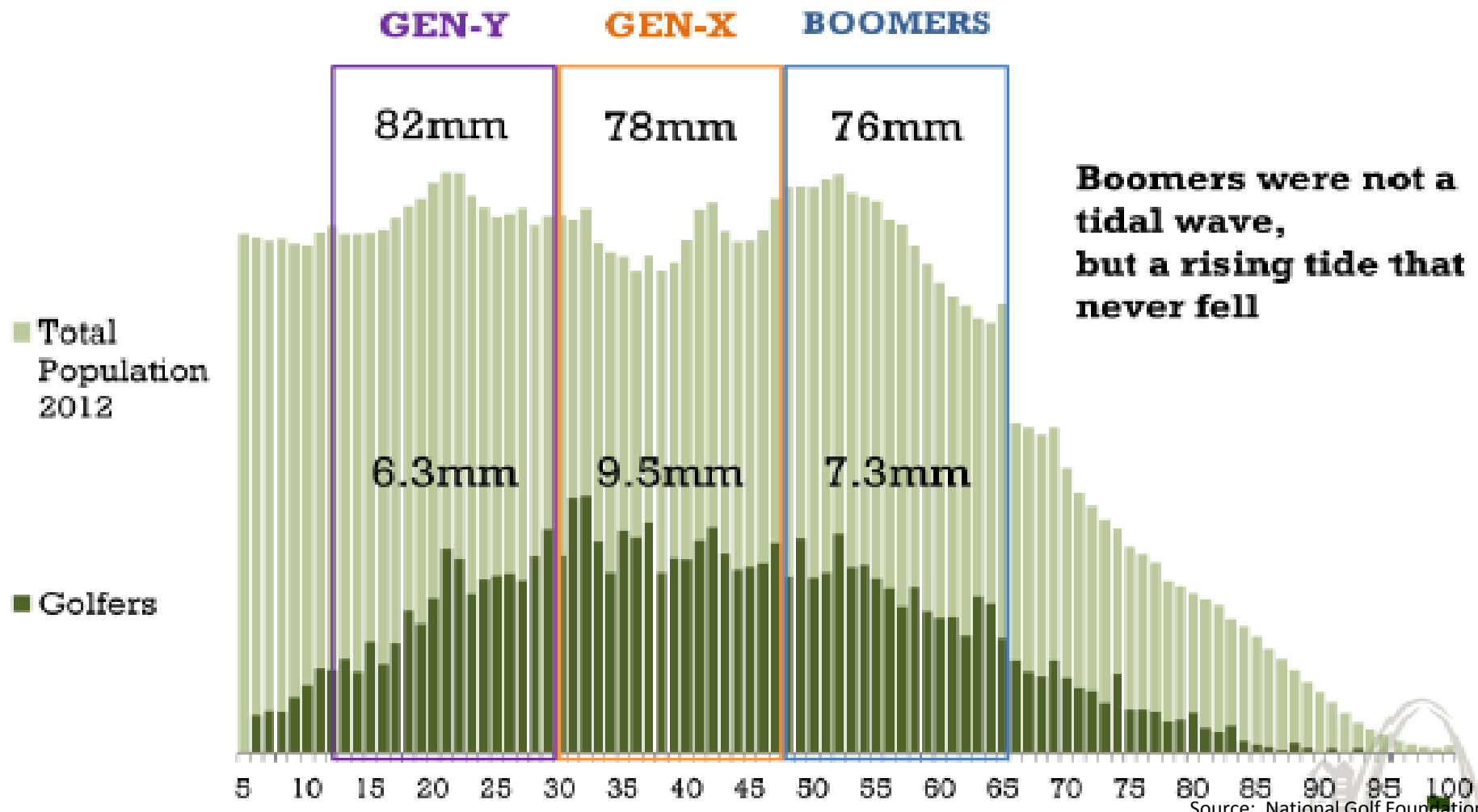


# Average rounds played



Source: National Golf Foundation

# Population by age



**Boomers were not a tidal wave, but a rising tide that never fell**

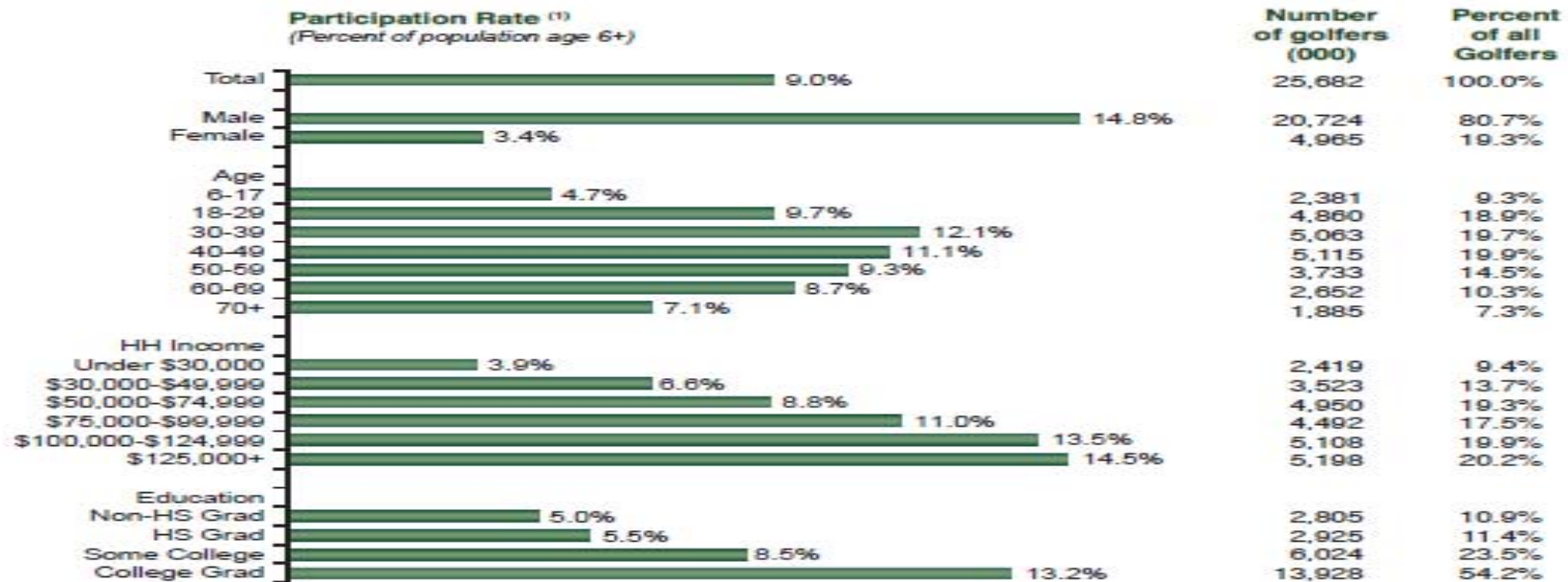
Source: National Golf Foundation



## ALL U.S. GOLFERS

Number	1985	1990	1995	2000	2005	2010	2011
All golfers age 6+ (in millions)	19.5	27.4	24.7	28.8	30.0	26.1	25.7

Averages	Male	Female	Total
All golfers age 6+			
Age	41.7	40.7	41.5
HH income	\$85,700	\$82,400	\$85,100
Annual rounds	18.6	15.5	18.0



(1) Percentage of individuals within a given population or demographic segment who played golf at least once during the survey year.



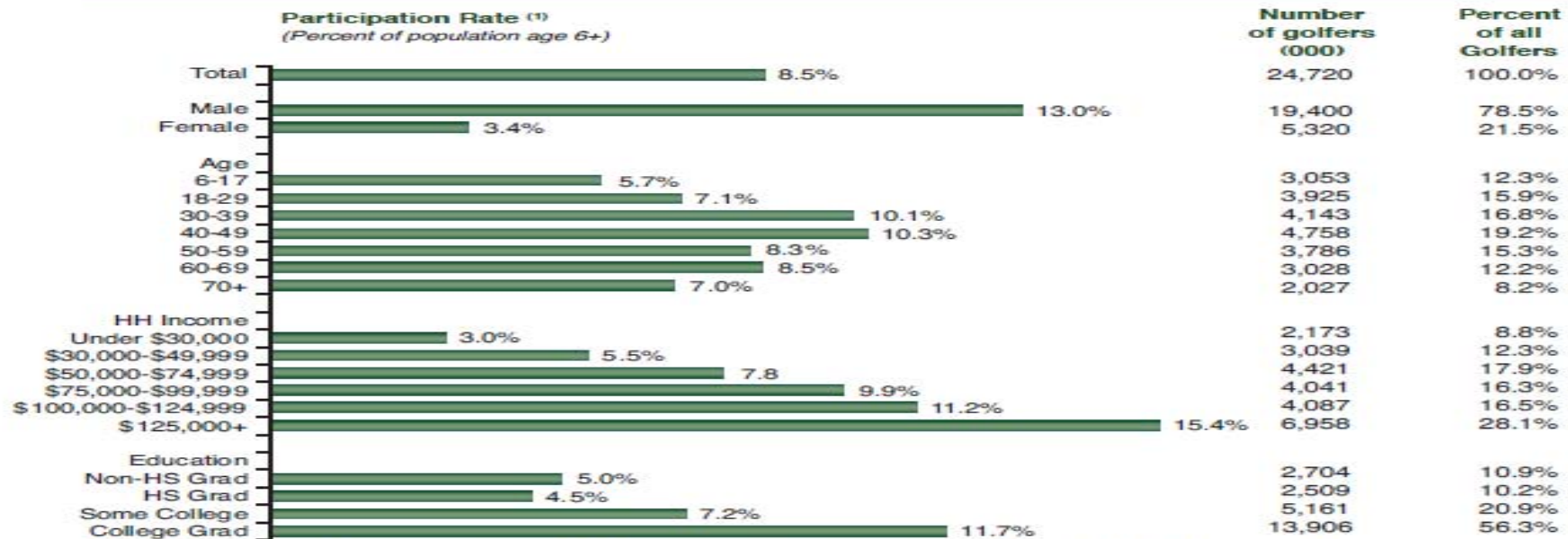


## ALL U.S. GOLFERS

Number	1985	1990*	1995	2000	2005	2010	2012	2013
All golfers age 6+ (in millions)	19.5	24.2	24.7	28.8	30.0	26.1	25.3	24.7

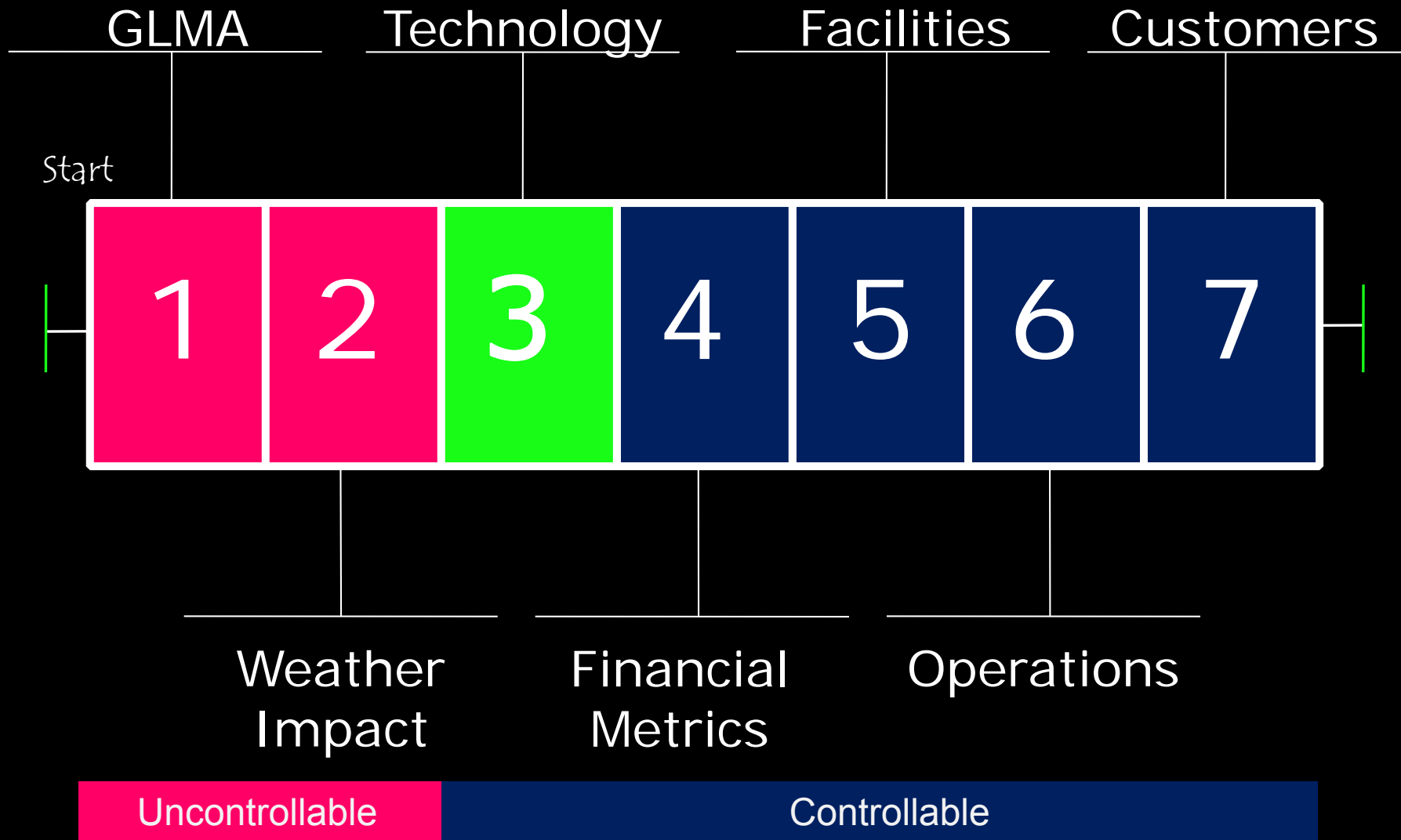
\*Average of 1989 and 1991

Averages	Male	Female	Total
All golfers age 6+			
Age	44.3	42.0	43.8
HH Income	\$91,400	\$91,400	\$91,400
Annual Rounds	19.8	15.4	18.8



(1) Percentage of individuals within a given population or demographic segment who played golf at least once during the survey year.

# Andrew & Nancy Requested



It is Tee Time Bandits

It is the Economy

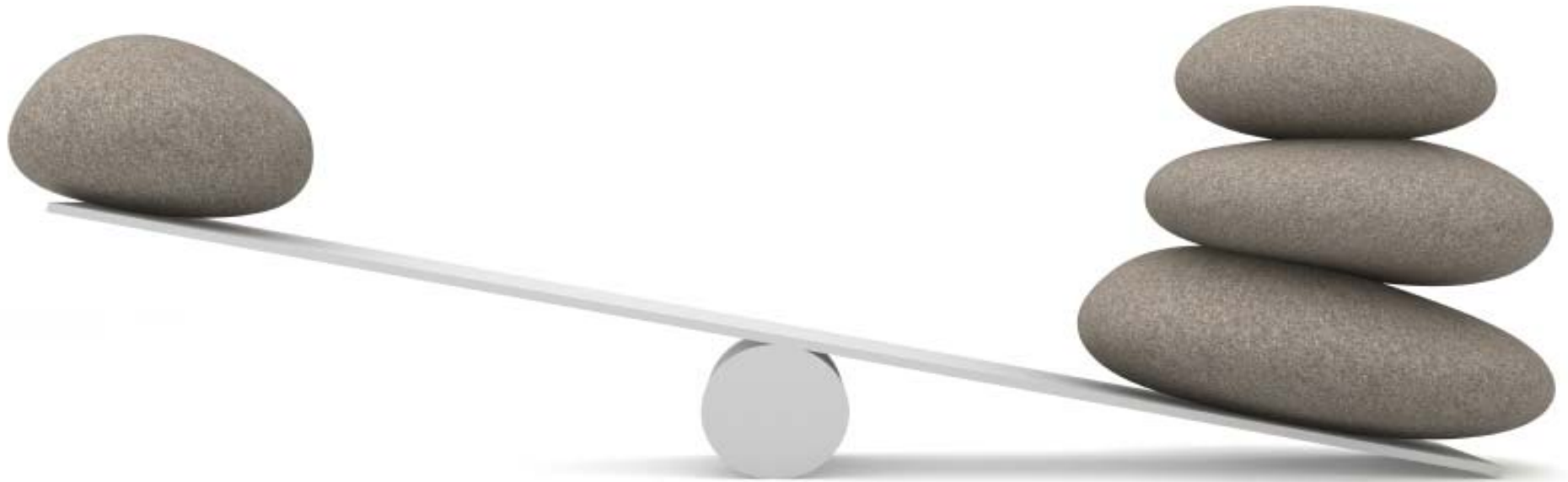
It is the Weather





Logic and Reason

Emotion and Hysteria







# 1

If you don't know your why...  
You just running with the pack  
and are unlikely to outperform  
your competitors



2

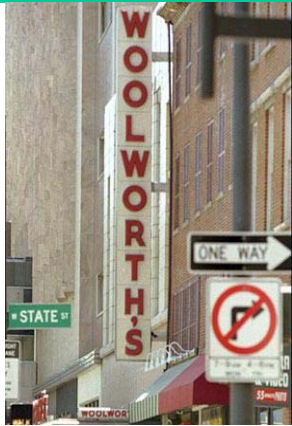
Capitalism Creates  
Capitalism Destroys

# Capitalism

An economic system characterized by **private** or corporate ownership of **capital** goods, by investments that are determined by private decision, and by prices, production, and the distribution of goods that are determined mainly by competition in a **free market**



Of the Top 100 Companies in the United States In 1930  
Only 7 Still Were in Business in Any Shape or Form in 1980



Company	Year Founded	Years in Business
Amazon	1994	20
Apple	1976	38
Best Buy	1966	48
Costco	1976	38
Ebay	1994	20
<b>Golf Channel – Latin America</b>	<b>2006</b>	<b>8</b>
<b>Golf Channel - US</b>	<b>1995</b>	<b>19</b>
Google	1998	16
Intel	1968	46
Microsoft	1975	39
Starbucks	1971	43
Walmart	1962	52



3

The Golf Industry  
Has Many Conflicts of Interest

Association	Role	Date	Assets	Fund Balance	Revenue	Expenses
PGA Tour	Entertain	2010	1,558,426,506	663,561,519	897,204,399	870,721,883
PGA of America	Educate, Entertain	2011	304,306,444	274,487,301	93,458,805	78,643,768
USGA	Define the game, Entertain	2011	300,810,069	237,215,705	155,074,841	121,780,178
World Golf Foundation	Support industry initiatives	2010	46,764,472	-884,172	31,683,418	30,958,506
LPGA	Entertain	2010	39,453,603	7,332,367	73,688,161	72,367,546
Royal Canadian Golf Association	Define the game, Entertain	2011	34,588,584	29,380,433	31,383,010	32,976,943
Golf Course Superintendents	Manufacture, Educate Agronomists	2011	18,587,499	11,011,744	12,267,555	12,518,034
National Recreation and Park Association	Educate	2011	11,397,871	5,092,051	11,620,730	12,961,677
National Golf Foundation	Research	2010	4,498,501	4,056,962	1,698,917	1,430,965
Scottish Golf Union	Entertain, Educate	2012	4,069,752	2,294,978	4,069,752	4,169,269
NGCOA	Educate Owners	2010	3,436,189	2,008,510	1,578,296	1,796,740
CMAA	Educate Private Club Managers	2011	3,340,508	-1,316,889	8,338,207	8,370,827



As of August 2013,  
Golf Channel is available to approximately  
82,089,000 pay television households  
(71.88% of households with television)  
in the United States

<b>Third Party Firms</b>	<b>Course</b>	<b>Revenue/Course</b>	<b>Total Revenue</b>
<b>Golfnow.com</b>	<b>5,000</b>	<b>30,000</b>	<b>150,000,000</b>

Golfnow is customer focused

Other Vendors are Course Focused  
(Golf Pipeline, Golfswitch, Open Tee, Play 18)

or Corporate Focused  
(EZLinks, Golf18Network)

**GOLF NOW**  
Go. Play.



Your Home Community: **Denver**

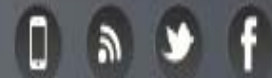
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For the good of the game®

[USGA Museum](#) | [Junior Links](#) | [Buy U.S. Open Tickets](#)

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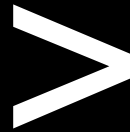
**GOLFNOW**  
Go. Play.



Your Home Community: Denver

Change Billing Zip/Postal Code [EDIT](#)

[Sign In](#) | Sign up for our [Email Club](#)



PROTECT YOUR BEST MEMORIES  
WITH CLOUD BACKUP FROM CARBONITE.  
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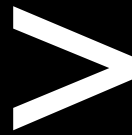
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4

You Can't Tell the Players Apart  
Without A Scorecard







**GolfNow's** technologies help operators increase their rounds and revenue, expand their markets and manage their businesses. Just ask the owners and operators at more than 7,000 courses in North America, the U.K. and Europe.

**“G1 could set the standard for golf operations.” — GolfBusiness**

EXPERIENCE GOLFNOW ONE AND ITS RICH PACKAGE OF GOLFER AMENITIES. [WATCH THE VIDEO.](#)

### HOW WE HELP OUR PARTNERS

Success today means generating revenue through marketing, customer development and using best practices to manage your operation. Our Technology Platforms offer a range of functionality to fit your operation and revenue goals.

#### **GOLFNOW**Connect

Amazingly intuitive, cloud-based tee sheet that is optimized for GolfNow's distribution platform. Built by our team from the former BRS Golf.

#### **GOLFNOW**Reservations

Richly equipped tee sheet system, including full-featured POS that runs on your server. Built on the Fore! Reservations platform.

#### **GOLFNOW**One

Golf's premier, cloud-based business management platform. No software. No limits. Everything you need to run your golf operation. Anywhere.

# EZLINKS LAUNCHES TEEOFF.COM

Find more golfers. Book more rounds. Repeat.

Find more golfers with TeeOff.com. The new online booking site from EZLinks instantly connects your golf course to more than one million golfers and golfers to thousands of tee times - making it easy for golfers to book their next round.

**LEARN MORE >**



**TEE OFF**.com  
by EZLinks

EZLinks Golf is a technology company committed to powering the business of golf through pioneering new software and services. Founded in 1996, EZLinks Golf operates the world's largest golf reservations network as well as the industry's highest-volume tee time call center. EZLinks suite of custom software and services includes tee sheet management software, point of sale software, 24/7 reservation center, a suite of marketing tools from mobile apps to customer websites and TeeOff.com - where golfers go to book tee times online ([www.teeoff.com](http://www.teeoff.com)).

With more than 200 employees, EZLinks is committed to helping golfers golf more by combining the best technology with our commitment to providing world-class customer and client service.



**OPERATIONAL SOFTWARE**  
and  
**SERVICES**



**REVENUE MANAGEMENT**  
software  
AND SERVICES



**SCHEDULE**  
your  
DEMO

# OpenTee Online Tee Time Distribution Agreement Public Tee Time Portal

1

Please choose from one of our two Pricing Options:

## Option 1 - Pre-Pay

Charge the golf consumer a 20%–100% pre-pay on select discounted rounds.

Discounts would typically range from 10% to a maximum of 25%. This enables the Golf Course to collect money up front. OpenTee will remit funds to the course, (Less our commission of 15% and processing fee of 5%)

We cap commission fee's on local players to 8 golfers per day.

Choose this option

*Our Most Popular*

## Option 2 - Invoice

Direct invoice to the course at a 15% commission.

We cap commission fee's on local players to 8 golfers per day.

Choose this option

2

By completing this form you agree to the terms and conditions and are authorized to sign agreements on behalf of the golf course:

Facility Name	Name
Title	Email
Address	USA <input type="text"/>



ONE WORLD ONE GOLF NETWORK

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Products

About Us

Contact Us

Customer Login

Connect with us:



### The Perfect Toolset to Drive Golfers to Your Course

Use GolfSwitch to increase online traffic, raise bookings, and increase profitability

GET MORE INFO >



#### Find Out More About Our Cutting-Edge Solutions

We have the solutions you need to take your business to the next level.



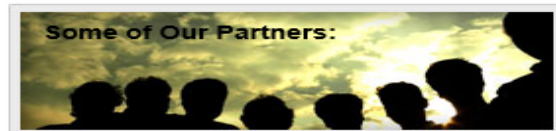
#### GolfSwitch Yield Management System

GolfSwitch introduces the first fully-capable yield management system for the golf industry!

#### Welcome to GolfSwitch

The GolfSwitch Network is the largest tee time marketing network in the world, seamlessly connecting golf courses with those looking to market and sell tee times and golf vacations. The foundation of the GolfSwitch Network is our revolutionary communications platform – the GolfSwitch Booking Engine. GolfSwitch supports real time internet reservations and is compatible with over 95% of online golf courses in North America and Europe.

GolfSwitch powers electronic tee time reservations for thousands of golf courses, travel agents, hotels & resorts, tour operators, visitor's bureaus, and over 35,000 web sites, including major portals like Hotels.com, Travelocity.com, Vegas.com, Hawaii.com, Japan Airlines (Jal.com) and GolfHub.com.



#### Connect Your Golf Course

Use GolfSwitch's Network to allow golfers to connect to your tee sheet

### Course Operator Info

#### It's time for something different, it's time for something better.

Welcome to Golf Pipeline, the newest tee time search engine. Golf Pipeline is here to partner with golf courses across the country and separate the philosophy of 'aggregated search' from the catastrophe of 'massive discounting'. At Golf Pipeline, there is no listing of 'regular price' and 'discount'; simply, the price listed as set by the golf course whether that be rack rate or special they wish to offer.

We want to give the golfer the most complete view of tee times available in the industry today. To accomplish this, Golf Pipeline will truly partner with the golf course we serve. Our course-related efforts focus on FOUR core principles that we believe will revolutionize the way tee times are distributed, and what a golfer expects from a tee time search engine

#### The foundation to a long term relationship:

1. Provide specific data electronically to the golf course for all players
2. Provide social tools to golfers that help manage their golf game and encourage more rounds played
3. Abide by all NGCOA best practices regarding third party resellers
4. Promote a commission-based business model (no barter)

#### Contact Us

\* Golf course name

\* Contact name

\* Phone number

\* Email

[Submit](#)

\*Required Information





To contact us directly, e-mail us at [sales@golfpipeline.com](mailto:sales@golfpipeline.com)

We look forward to speaking with you about the Golf Pipeline solution.  
One of our team members will contact you soon.


Best Regards,  
Golf Pipeline



## Recommended Courses For You

 Family Sports Golf Course <b>\$8.50</b> <a href="#">View</a>	 Arrowhead GC <b>\$39.95</b> <a href="#">View</a>	 Littleton Golf & Tennis <b>\$35.00</b> <a href="#">View</a>	 Park Hill GC <b>\$28.00</b> <a href="#">View</a>
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Canada Tee Times 

[Search](#)



Introducing **GOLF 18 REWARDS**

Every Reservation Gets You Closer To FREE Golf!

[Click to Learn More >](#)



**Mobile, Social and Web Solutions for the golf industry.** Quick18 powers the golf courses brand across the three mediums of Mobile, Social and the Web allowing the course to have total control over their customer and their brand.



### Mobile

Custom iPhone and Android apps for the golf courses brand. The Quick18 custom golf course app is not a mobile enabled website it is a custom app for the golf course.

[Read More »](#)



### Website

The Quick18 tee time booking engine is custom designed to match the golf courses website and creates a very simple and easy booking experience for the golfer.

[Read More »](#)



### Social

Feeling overwhelmed with all the talk about social marketing and how to manage all the different social channels available to the golf course today. Let Quick18 help.

[Read More »](#)



### Featured App: Augusta Ranch

Book your next round at Augusta Ranch on your Android or iPhone.



Authorize.Net Online Application



### Read what our customers are saying »

I've experienced many different online tee sheets over the years and Quick 18 is by far the most comprehensive. Our team selected their product because it was very fairly priced, they were committed to customizing the software for our needs, and appeared dedicated to remaining ahead of the curve with the tools... [Read More »](#)

# Differences

- ◆ Software Offered: POS, TTRS, Web Sites
- ◆ Forms of Payment Accepted: Cash, Commission, Barter, % of Credit Cards
- ◆ TTRS & POS Interfaces
- ◆ Marketing Presence
- ◆ Email Databases
- ◆ Lengths of Contracts





# How Golfnow Could Checkmate the Industry: In 7 Steps

1. Agree with golf course as to value of services to be provided
2. Provide payment alternatives: cash, barter or commission based model
3. If barter selected, agree on floor on which tee times will be sold
4. Send monthly statement of Bartered Times sold vs. Contract Rate
5. Provide course 4<sup>th</sup> quarter alternative of cash or additional times or lower the floor.
6. Build database repository of financial statistics on 5,000 golf courses.
7. Advise golf course on how to more profitably operate their facility via consulting

5

Select the Firm in Which You that can  
Leverage the Greatest

6

Is Barter Bad?

# Calculating the Impact of Barter

Number of Courses Participating in Barter	5,000
Estimated Annual Revenue Per Course from Bartered Tee Times Sold	\$30,000
Gross Revenue from Barter	150,000,000
National Golf Industry Green Fee Revenue	25,000,000,000
Revenue Paid to Third Parties?	0.60%

# Barter is Not the Issue - The Issue is Value

**Golf Courses successful barter everyday providing rounds for:**

- ✓ **Advertising**
- ✓ **Community Goodwill**
- ✓ **Media & Public Relations**
- ✓ **Supplies, uniforms, materials with local vendors**
- ✓ **Volunteer Work Force (starters and rangers)**



# 7

## Fire the Vendor

- ✓ Selling less than 7 of your tee times for every bartered time.
- ✓ Selling bartered time for less than 25% of the rack rate.

8

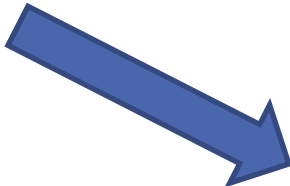
The Good



# Ideal Data Flow

**Web  
Registration**

Name  
Email  
Zip Code  
Credit Card



**Master Customer  
Database**

Unique ID  
Contact Information  
Purchase History



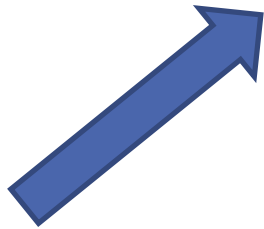
**Analysis**



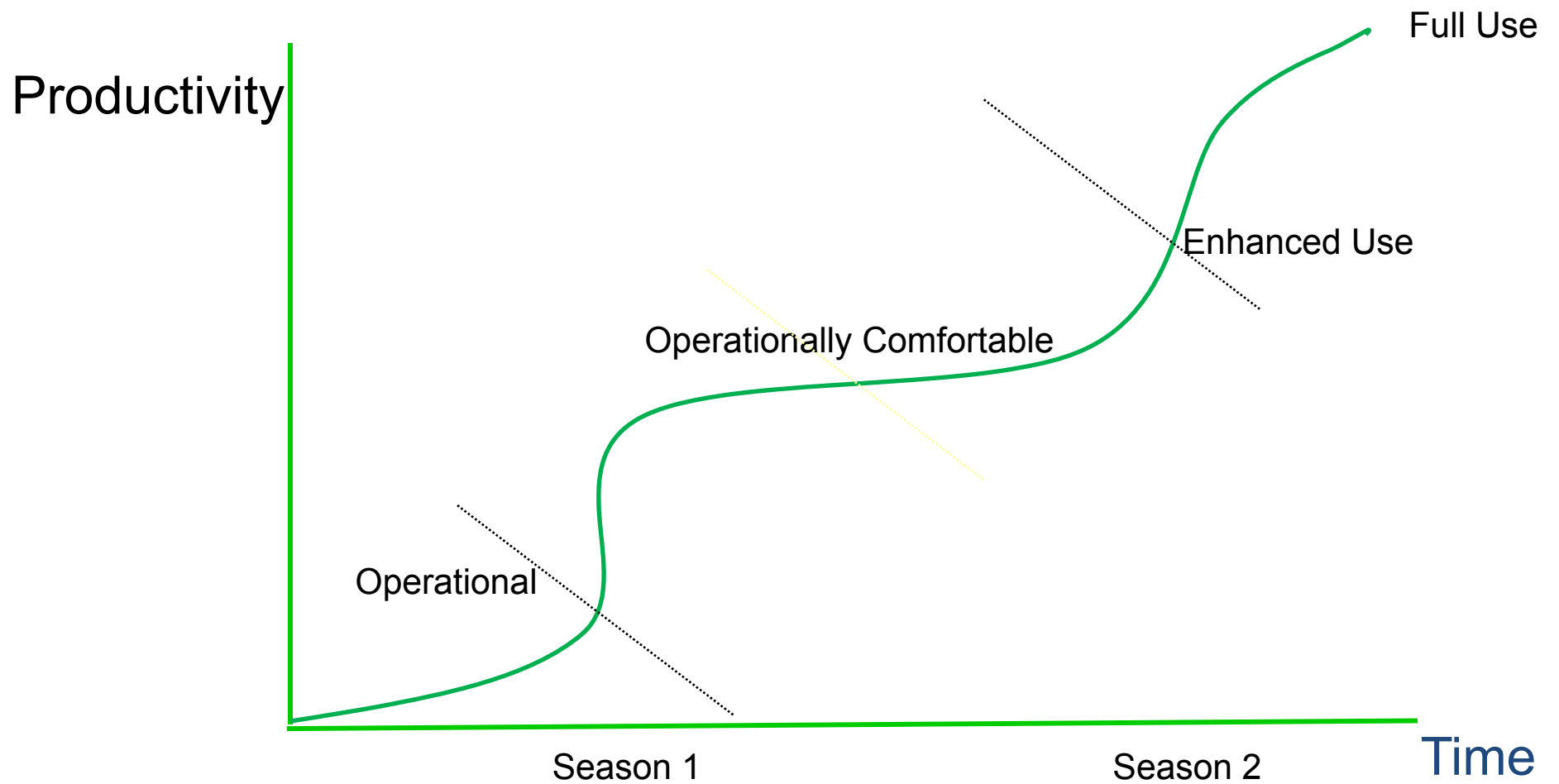
**Broadcast  
Email**

**POS  
Tee Sheet**

Unique ID  
Name  
Player Type



# The Adoption Rate of Technology



1	Niche	Strength – 1	Strength – 2	Strength - 3
<b>Active Network</b>	Municipal & Daily Fee	Public Company	Integrated system for Parks and Recreation	Interactive Voice, Yield management & Query tools with open database.
Chelsea Information Systems	Municipal, Residential Communities	Web Based/leased system	Lottery and First Come/First Served Format	Support IVR phone system via VOIP
Club Prophet	Municipal & Daily Fee	Monthly fee – no contract & multi site locations	Reporting system	Custom development focus
Crescent Systems	Daily Fee and Private Clubs	Private club market in Southeast USA	Web search and marketing presence	Horizontal diversification
<b>EZ Links</b>	Municipal & Daily Fee	Call center with dynamic yield management through multiple distribution points.	Client list	Offer Barter
Fore! Reservation	Single course municipal and daily fee	Value based	Core functionality	Installed customer base > 2,000
IBS	Daily Fee and Private Club	Breadth of product line for private & city clubs	Support call center	Historical brand reputation
Jonas Club Management	Private	Dominate private clubs	Corporate resources	Management team
US eDirect	Municipal	Large municipal clients, i.e., City of Los Angeles, etc.	Integrated system for Parks and Recreation	Offers IVR component
Vermont System	Municipal & Military Golf Course	Very stable, well run company with 1,100 clients	Integrated system for Parks and Recreation	Handle all branches of military currently

# The Key Reports

## Customer Analysis

**Customer Distribution:** stratifies golfers into 10 segments by number and spending

**Customer Demographics:** age, income, and ethnicity of your customers

**Customer Retention:** core, new and lost customers

**Customer Spending by Class:** SKU generates highest yield per transaction

**Customer Spending by Individual:** the best customers by frequency and spending

**Zip Code Analysis:** residential and business location of customers

## Facility Analysis

**Merchandise Sales by Vendor:** rank vendors orders by inventory, sales and turnover

**Reservations by Booking Method:** customer reservation preferences, .i.e., phone, internet, etc.

**Reservations by Day of Week:** highlights demand by day to facilitate proper pricing.

**Revenue Benchmarks:** benchmarks (green fees, carts, etc.) to compare to competitive norms.

**Revenue Per Available Tee Time:** established net rate per round by time slot

**Revenue by Department:** focuses on revenue centers

**Rounds per Revenue Margins:** customer frequency versus yield per customer

**Course Utilization:** demand vs. supply by time slot

# Customer Retention: Defectors

Names	This Period				Last Period			
	Revenue	Visits	Yield Per Visits	Rounds	Revenue	Visits	Yield Per Visits	Rounds
A.J. Semesco Foundation	\$0.00	0	\$0.00	0	\$5,075.00	1	\$5,075.00	112
OCALA CUP	\$0.00	0	\$0.00	0	\$4,595.00	1	\$4,595.00	164
United Way M.C. School Board	\$0.00	0	\$0.00	0	\$3,950.00	2	\$1,975.00	98
Golf for the Cure	\$0.00	0	\$0.00	0	\$3,400.00	1	\$3,400.00	92
Jim Frazier Memorial	\$0.00	0	\$0.00	0	\$2,522.88	1	\$2,522.88	91
Rondo's	\$0.00	0	\$0.00	0	\$2,385.60	1	\$2,385.60	112
Jay Counts Golf Tournament	\$0.00	0	\$0.00	0	\$2,350.00	1	\$2,350.00	94
Cap's & Kids	\$0.00	0	\$0.00	0	\$2,300.00	1	\$2,300.00	92
Summer 2007 Games	\$0.00	0	\$0.00	0	\$2,140.65	1	\$2,140.65	112
Mid State Electric	\$0.00	0	\$0.00	0	\$1,897.83	1	\$1,897.83	66
Koontz Golf Tournament	\$0.00	0	\$0.00	0	\$1,880.00	2	\$940.00	101
Rogers Eng. Group	\$0.00	0	\$0.00	0	\$1,746.90	17	\$102.76	71
Merion Co. Junior Golf Tournament	\$0.00	0	\$0.00	0	\$1,708.80	3	\$569.60	50
Alehouse League	\$0.00	0	\$0.00	0	\$1,690.00	9	\$187.78	117
Funco Classic Golf Classic	\$0.00	0	\$0.00	0	\$1,610.28	1	\$1,610.28	63
Cowden Jack (John)	\$0.00	0	\$0.00	0	\$1,069.06	42	\$25.45	43
Smith Mr.	\$0.00	0	\$0.00	0	\$961.07	11	\$87.37	26
Beach Donald	\$0.00	0	\$0.00	0	\$939.29	26	\$36.13	26
VFW L.Davis	\$0.00	0	\$0.00	0	\$913.77	1	\$913.77	39
Hill Mike	\$0.00	0	\$0.00	0	\$861.90	2	\$430.95	20
Rubin Warren	\$0.00	0	\$0.00	0	\$841.34	33	\$25.50	48
Foster Melvin	\$0.00	0	\$0.00	0	\$808.48	32	\$25.27	32
Michel Robert	\$0.00	0	\$0.00	0	\$807.05	18	\$44.84	33
Freimuth Carl	\$0.00	0	\$0.00	0	\$804.08	15	\$53.61	15

# Customer Revenue Distribution Report

Distribution	# of Player	% of Players	Total Rounds	Rounds /Player	% of Total Rounds	Revenue /Player	Total Rev/Round
<u>1</u>	7	0.14 %	166	23.71	3.68 %	\$1,900.61	\$80.15
<u>2</u>	60	1.20 %	222	3.70	4.92 %	\$214.56	\$57.99
<u>3</u>	131	2.62 %	276	2.11	6.12 %	\$98.18	\$46.60
<u>4</u>	191	3.81 %	289	1.51	6.41 %	\$67.38	\$44.53
<u>5</u>	247	4.93 %	405	1.64	8.98 %	\$52.11	\$31.78
<u>6</u>	332	6.63 %	426	1.28	9.44 %	\$38.71	\$30.17
<u>7</u>	374	7.47 %	400	1.07	8.87 %	\$34.39	\$32.15
<u>8</u>	499	9.96 %	598	1.20	13.25 %	\$25.77	\$21.51
<u>9</u>	706	14.10 %	862	1.22	19.10 %	\$18.21	\$14.91
<u>10</u>	2,461	49.14 %	868	0.35	19.24 %	\$5.00	\$14.18
Total	5,008	100.00 %	4,512	0.90	100.00 %	\$25.66	\$28.48

# Gross Revenue By Department

## Gross Revenue by Month Detailing Five Profit Centers

Months	Rounds	AVG Rounds /Day	Total Revenue	AVG Revenue/ Day	AVG Revenue/Round	Green Fees	Green Fees/Round	Merchandise	Merchandise/ Round	F&B	F&B/Round	Other	Other/Round
Jan	2,829	91.26	84,568.89	2,728.03	29.89	42,447.62	15.00	5,936.88	2.10	4,694.09	1.66	31,490.30	11.13
Feb	5,696	203.43	167,747.30	5,990.98	29.45	92,947.96	16.32	12,176.30	2.14	10,587.27	1.86	52,035.77	9.14
March	6,882	222.00	195,868.47	6,318.34	28.46	109,374.74	15.89	15,463.28	2.25	13,832.23	2.01	57,198.22	8.31
April	5,984	199.47	182,708.77	6,090.29	30.53	84,103.35	14.05	24,494.60	4.09	16,880.57	2.82	57,230.25	9.56
May	6,309	203.52	180,960.02	5,837.42	28.68	84,150.79	13.34	17,792.40	2.82	19,349.11	3.07	59,667.72	9.46
June	6,111	203.70	179,759.79	5,991.99	29.42	80,349.09	13.15	19,785.27	3.24	21,441.96	3.51	58,183.47	9.52
July	5,826	187.94	159,813.97	5,155.29	27.43	75,612.75	12.98	15,542.36	2.67	18,977.05	3.26	49,681.81	8.53
Aug	5,664	182.71	172,134.28	5,552.72	30.39	68,875.58	12.16	21,188.72	3.74	19,519.87	3.45	62,550.11	11.04
Sep	4,665	155.50	146,266.09	4,875.54	31.35	53,270.06	11.42	11,750.27	2.52	12,799.85	2.74	68,445.91	14.67
Oct	5,348	172.50	173,906.58	5,609.89	32.52	57,578.85	10.77	20,298.35	3.80	13,018.06	2.43	83,011.32	15.52
Nov	6,168	205.61	177,213.81	5,907.13	28.73	67,025.55	10.87	13,944.58	2.26	13,018.08	2.11	83,225.61	13.49
Dec	6,966	224.71	208,277.00	6,718.61	29.90	80,519.07	11.56	25,265.81	3.63	18,070.34	2.59	84,421.78	12.12
Total	68,448	187.53	2,029,224.97	5,559.52		896,255.41		203,638.82		182,188.48		747,142.27	
Course Average				100.00%	29.65	44.17%	13.09	10.04%	2.98	8.98%	2.66	36.82%	10.92
Industry Benchmarks				100.00%	38.12	61.62%	21.67	8.28%	2.56	19.28%	4.17	10.82%	9.72
Variiances					(8.47)	-17.45%	(8.58)	1.76%	0.42	-10.30%	(1.51)	26.00%	1.20

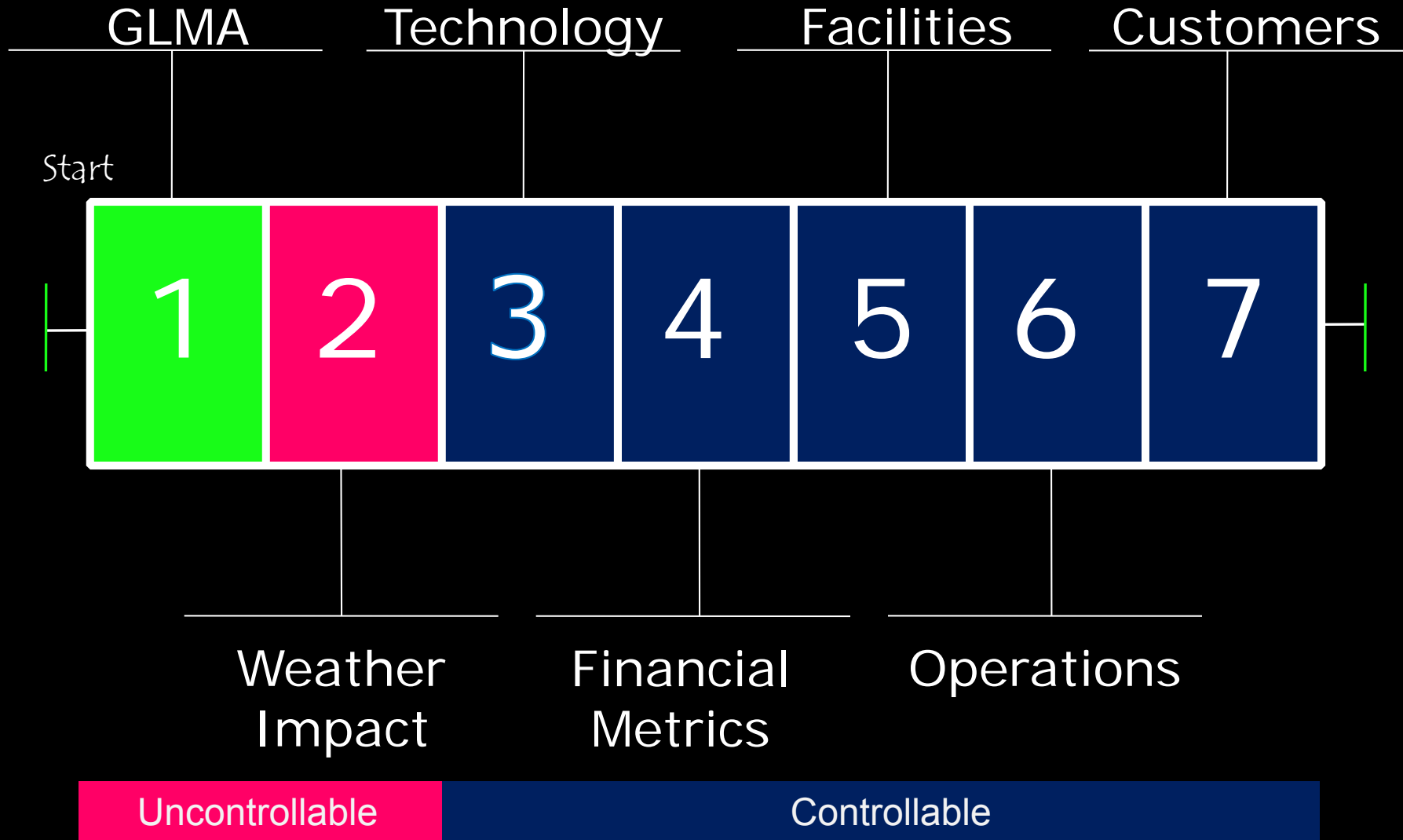
# Utilization Report

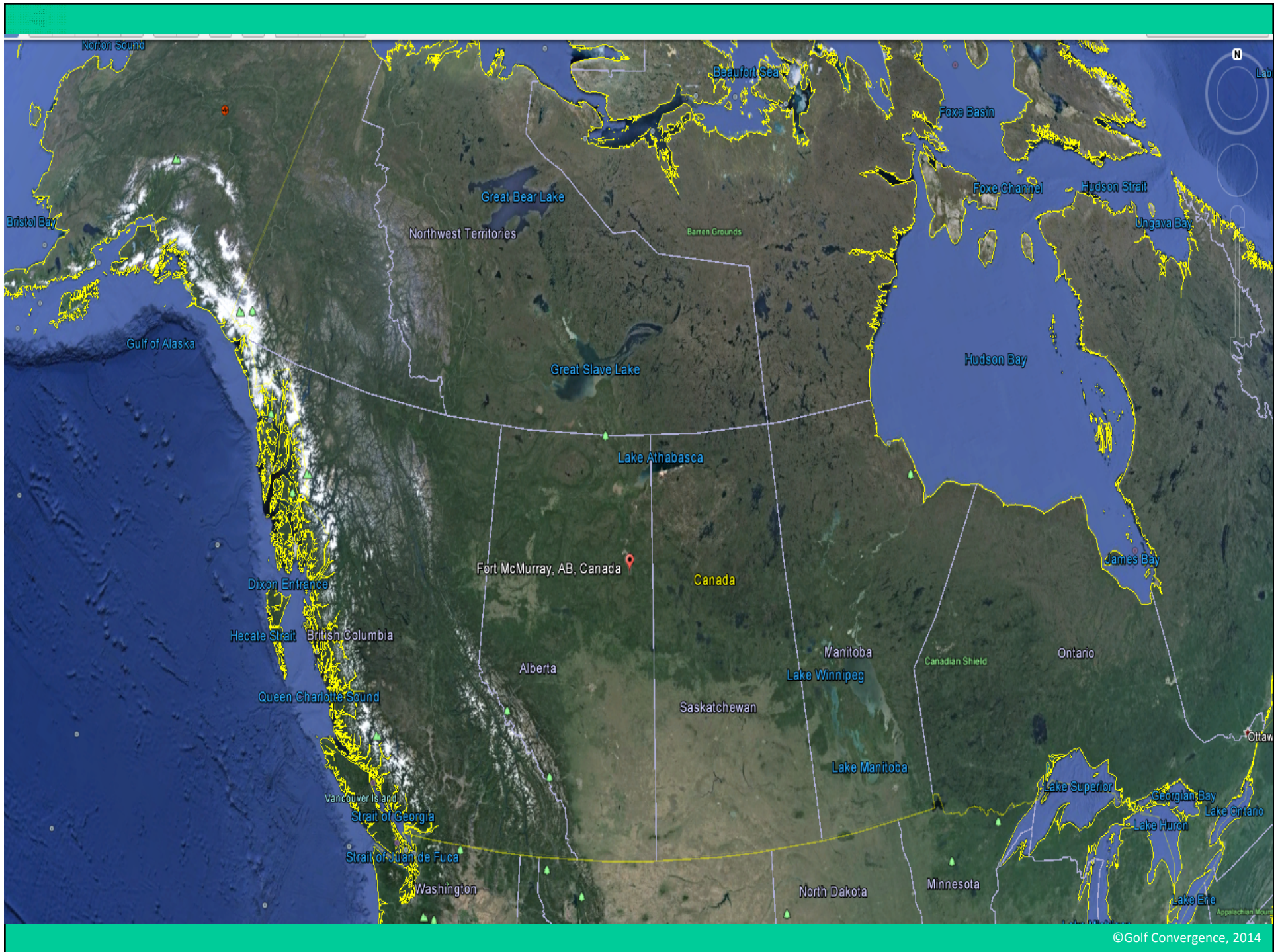
From Date	To Date	Start Time	End Time
01/01/2008	12/31/2008	07:00:00	16:59:59

Tee Time	Jan	Feb	March	April	May	June	July	Aug	Sep	Oct	Nov	Dec	Avg
<b>WEEKDAYS</b>													
7	0.31%	0.00%	0.10%	4.11%	27.32%	44.08%	49.69%	40.41%	39.07%	12.82%	1.49%	0.17%	18.30%
8	0.12%	0.00%	0.25%	14.21%	39.88%	44.54%	46.11%	47.43%	34.74%	21.85%	7.54%	0.00%	21.39%
9	1.42%	0.00%	5.19%	16.67%	31.49%	48.32%	52.92%	50.00%	45.22%	28.95%	8.20%	0.24%	24.05%
10	3.19%	0.11%	9.06%	16.18%	37.94%	44.39%	57.52%	55.13%	48.70%	27.75%	15.72%	1.54%	26.44%
11	4.02%	0.00%	10.24%	12.28%	33.15%	44.60%	48.52%	44.64%	47.13%	18.07%	10.86%	1.42%	22.91%
12	1.65%	0.11%	9.90%	11.40%	25.92%	43.56%	49.78%	46.71%	48.14%	21.30%	9.53%	1.22%	22.44%
13	0.65%	0.00%	8.04%	12.56%	21.61%	38.99%	42.19%	45.50%	38.75%	20.21%	4.39%	0.53%	19.45%
14	1.24%	0.11%	8.77%	9.51%	17.84%	28.28%	33.42%	39.27%	40.28%	25.02%	4.28%	0.43%	17.37%
15	0.41%	0.00%	7.54%	32.10%	57.12%	60.29%	62.14%	60.82%	40.87%	9.38%	1.01%	0.08%	27.65%
16	0.00%	0.11%	3.40%	21.49%	37.63%	49.17%	52.13%	48.43%	28.77%	5.27%	0.13%	0.04%	20.55%
<b>WEEKENDS</b>													
7	6.11%	0.00%	3.50%	42.11%	67.35%	78.46%	65.46%	78.86%	55.15%	51.38%	5.36%	0.00%	37.81%
8	10.39%	1.16%	3.14%	53.68%	70.24%	75.42%	68.22%	75.51%	57.42%	55.00%	13.17%	0.68%	40.34%
9	13.82%	1.74%	9.47%	57.46%	73.39%	79.53%	72.37%	79.12%	57.24%	57.37%	21.48%	0.93%	43.66%
10	13.61%	2.18%	17.51%	39.98%	58.19%	67.98%	65.89%	62.20%	35.81%	49.59%	13.35%	0.68%	35.58%
11	11.78%	1.02%	10.49%	43.20%	46.88%	66.60%	64.69%	70.26%	42.11%	37.13%	14.50%	1.75%	34.20%
12	5.38%	1.45%	9.62%	39.09%	54.90%	57.91%	58.16%	66.53%	51.48%	36.99%	9.50%	1.02%	32.67%
13	0.96%	0.73%	7.41%	28.07%	33.04%	41.52%	45.39%	51.93%	52.19%	26.74%	2.42%	0.00%	24.20%
14	2.37%	0.15%	5.77%	11.33%	14.69%	25.42%	35.70%	43.64%	42.80%	36.92%	8.96%	0.45%	19.02%
15	0.64%	0.00%	2.78%	33.11%	47.78%	60.54%	63.27%	65.65%	38.05%	11.96%	1.02%	0.00%	27.07%
16	0.16%	0.00%	1.11%	9.00%	28.99%	42.68%	49.26%	37.88%	11.33%	5.51%	0.00%	0.00%	15.49%
Average	3.91%	0.44%	6.66%	25.38%	41.27%	52.12%	54.14%	55.50%	42.76%	27.96%	7.65%	0.56%	26.53%
Average	3.91%	0.44%	6.66%	25.38%	41.27%	52.12%	54.14%	55.50%	42.76%	27.96%	7.65%	0.56%	26.53%



# Melinda Asked







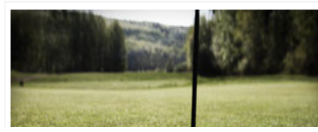
### Miskanaw Golf Course

Book your tee time online today!

[READ MORE](#)



Miskanaw Golf Club is now closed for the season. Join us for a round at the new Golf Simulator - opening Saturday November 1.

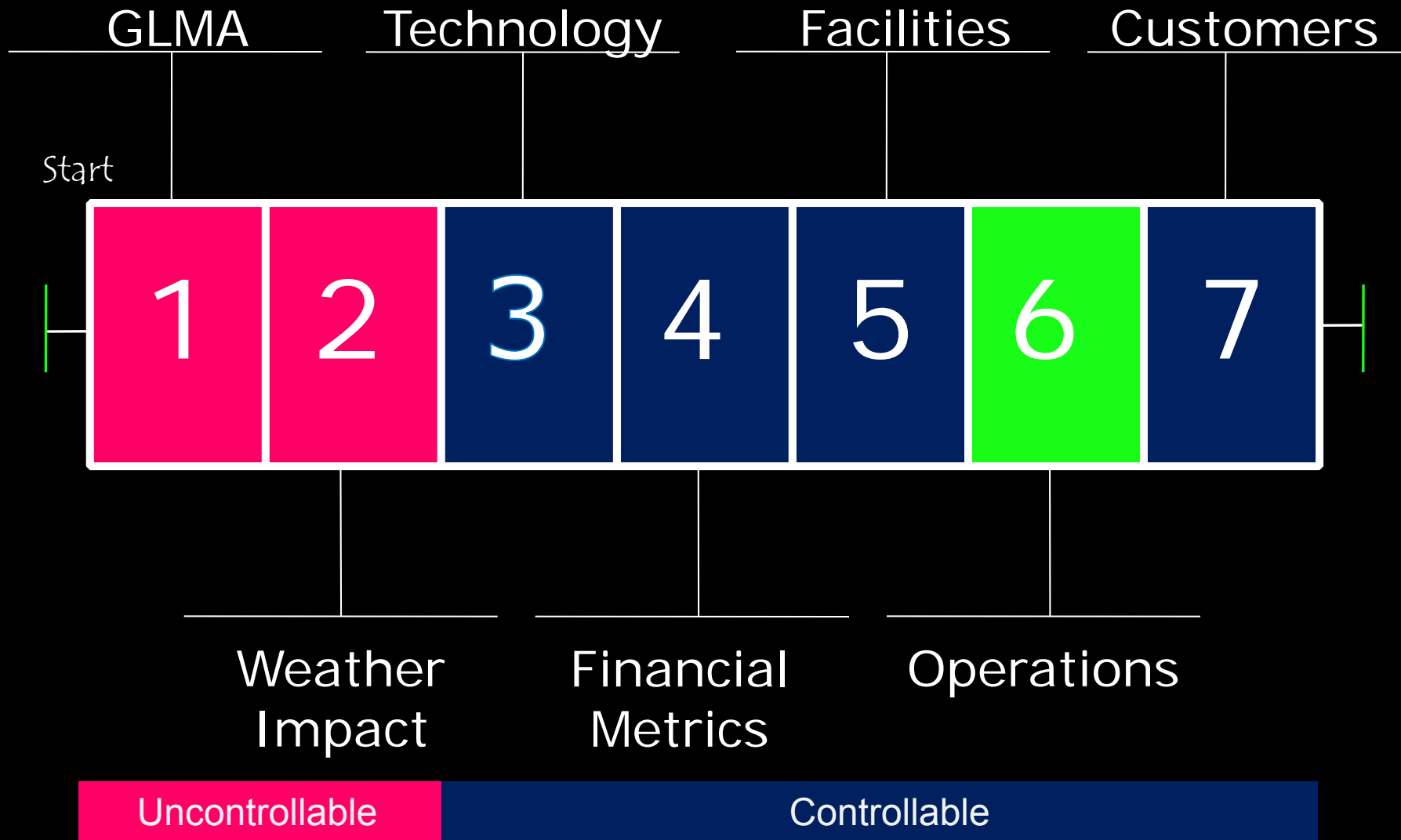


## Financial Summary 2013 - 2015

	Base		2013		2014		2015	
Total Revenue	\$2,429,794		\$ 2,557,303		\$2,686,072		\$2,798,044	
Direct Costs	\$337,000		\$367,000		\$386,500		\$399,500	
Gross Profit	\$2,092,794	86%	\$2,190,303	85.6%	\$2,299,572	85.6%	\$2,398,544	85.7%
Operating Expenses	\$1,357,525	55.8%	\$1,377,888	53.8%	\$1,412,335	52.6%	\$1,475,890	52.7%
Total Golf Income	\$735,269	30.3%	\$812,415	31.7%	\$887,237	33%	\$922,653	32.9%

Prime Pass										
Prime Pass	Purchase by dates:			Regular	Daily Fees:	Rounds to come out even:	150 Playable			
	11/30/2014	1/31/2015	4/30/2015							
No restrictions during available times				Season	9 holes	18 holes	9 holes	18 holes	1 out of ... days	
not available for children under 12										
Junior 13- 20	\$225	\$250	\$275	\$300	\$12	\$20	25	15	10	
"Young" Adult 21 – 29	\$425	\$450	\$475	\$500	\$22	\$32	23	16	10	
Senior >65	\$425	\$450	\$475	\$500	\$24	\$35	21	14	11	
Active Military	\$425	\$450	\$475	\$500	\$24	\$35	21	14	11	
Individual 30 - 65	\$500	\$525	\$550	\$575	\$24	\$35	24	16	9	
Couple (30 - 65)	\$925	\$950	\$975	\$1,000	NA	NA				
<b>New option:</b>										
Weekdays & after 3PM Sat, Sun & Holidays	Purchase by dates:			Regular	Daily Fees:	Rounds to come out even:				
	11/30/2014	1/31/2015	4/30/2015							
Child 6 - 12 with paid adult	\$20	\$40	\$60	\$75	\$5	\$10	15	8	20	
Junior 13- 20	\$175	\$200	\$225	\$250	\$12	\$20	21	13	12	
"Young" Adult 21 – 29	\$380	\$400	\$425	\$450	\$22	\$32	20	14	11	
Senior >65	\$380	\$400	\$425	\$450	\$24	\$35	19	13	12	
Active Military	\$380	\$400	\$425	\$450	\$24	\$35	19	13	12	
Individual 30 - 65	\$425	\$450	\$475	\$500	\$24	\$35	21	14	11	
Couple (30 - 65)	\$825	\$850	\$875	\$900	NA	NA				
To Reflect On:										
Rates: 74										
Discount: 36% Interest										
Break Point: 50% Average Played										

# Mike Requested



DESCRIPTION

PARTICIPATING COURSES

TERMS

## 2015 Troon Card Benefits

Present your National Troon Card number at ALL participating Troon managed facilities and you and a guest will receive up to 50% off the standard rate. Card is valid from November 1, 2014 to December 31, 2015. Check out all the benefits!

### "2 for 1" Golf Offer

Receive a one time "2 for 1" golf offer at each of the participating Troon managed facilities available on your card, excluding bonus states. [See restrictions >](#)

### Best Rate Guarantee

Cardholders and their qualifying guests are entitled to 15% off any online rate offered by that club.

### \$20-\$30 Replay Rounds

Cardholders and qualifying guests can enjoy replay rounds for only \$20-\$30 per player!

### Additional Benefits

- Access to participating International locations
- 10% off merchandise at participating golf shops
- 10% off at participating golf course restaurants
- Special offers exclusive to Troon Cardholders
- Book tee times - 24/7/365 at TroonCardTeeTimes.com or by phone
- Troon Card Text Club

### NEW Benefits in 2015

- NEW Experience Packages exclusively for Troon Cardholders at amazing destinations
- NEW Twilight & 9 Hole Rates
- NEW Complimentary Introductory & Skills Clinics
- NEW Find A Game booking function that will make it easier for you to find a game as a single or a twosome... and much more!

38,500,000 RESULTS Any time ▾

### [Loyalty Programs - Green Mountain Golf Course](#)

[www.golfgreenmountain.com/course-rates/summit-club](http://www.golfgreenmountain.com/course-rates/summit-club) ▾

Summit Club: Want even more benefits? Then the Green Mountain Summit Club, our elevated loyalty program, is what you are looking for. As a member, you save 20 % ...

### [Golf Loyalty Program | Golf Course Loyalty Programs ...](#)

[www.loyalmark.com/golf-course-loyalty-program](http://www.loyalmark.com/golf-course-loyalty-program) ▾

LoyalMarks golf loyalty programs allows you to monitor and reward the golfers that keep coming back. Reward your best golfers with free rounds, money in the

### [Arnold Palmer Golf Management: Loyalty Club](#)

[palmergolf.com/public/loyalty](http://palmergolf.com/public/loyalty) ▾

Our Company | Private Clubs | Public Courses and Golf Specials : Home Map of the United States List ... Membership Programs. Golf Outings. Join E-Club. USGA ...

### [Golf Course Loyalty Programs, Golf Course Rewards, Golfer ...](#)

[www.loyaltygator.com/golf](http://www.loyaltygator.com/golf) ▾

Are you a golf course that truly wants to practice customer retention but doesn't want to spend the majority of your marketing budget on a loyalty program?

### [Course Rewards - Customized Golfer Loyalty System](#)

[courserewards.com](http://courserewards.com) ▾

Customized loyalty program for courses providing a golfer rewards system using membership cards and on-line software. Includes demos and FAQs.

### Related searches for Golf Course Loyalty Programs

[Golf Course Programs](#)

[Golf Program](#)

[Golf Course Program Insurance](#)

[Golf Course Management Programs](#)

### [Loyalty Programs - Applewood Hills Golf | 651-439-7276 ...](#)

[www.applewoodhillsgolf.com/PlayGolf/LoyaltyPrograms/SeasonPasses.aspx](http://www.applewoodhillsgolf.com/PlayGolf/LoyaltyPrograms/SeasonPasses.aspx) ▾

Applewood Hills Golf Course is a 18 hole, par 62 executive golf course in Stillwater, Minnesota MN

### [Loyalty Program | Glen Oak Golf Course](#)

[www.glenoak.com/loyalty-progra](http://www.glenoak.com/loyalty-progra) ▾

There is no fee to join the loyalty program. All you have to do is stop in at the golf shop and fill out a simple form. The golf shop will issue a key chain loyalty card.

### [Loyalty Program | Bloomingdale Golf Course](#)

[www.bloomingdalegc.com/players-programs/loyalty-program](http://www.bloomingdalegc.com/players-programs/loyalty-program) ▾

Loyalty Program. If you have not signed-up, it's not too late, the loyalty program is designed to award our frequent players with free rounds of golf.





**NEW**

**Membership Benefit:  
 110% Price Guarantee\***

\*In order to receive the guarantee, you MUST be a PERKS+ member.

**Other Benefits Include:  
 Lower Round Rates,  
 Special Tournament Rates,  
 and Awards Program**

**Membership Status Levels**

MAINTAIN **1000+** POINTS

**SILVER LEVEL**  
**FREE** Large basket of Range balls **EVERYDAY**

MAINTAIN **2500+** POINTS

**GOLD LEVEL**  
 Same as Silver Level PLUS **FREE** hot dog, chips, drink with each paid 18 holes round

MAINTAIN **5000+** POINTS

**PLATINUM LEVEL**  
 Same as Gold Level PLUS **FREE** cart fee with paid round

Members earn 1 point for every dollar spent. Points carry over as long as the membership stays active.

**NOT A MEMBER YET? - SIGN UP NOW**

**Mecklenburg Residents can join Perks+ for only \$49.95  
 Non Residents can join for only \$79.95**

<p>PERKS+ Membership                  Outside Mecklenburg Co.                  Item #RGS-5000-MCM</p>	<p>Reg. Price: \$79.95</p>	<p>Buy Now</p>
<p>PERKS+ Membership                  Inside Mecklenburg Co.                  (Must be a resident of Mecklenburg Co.)                  Item #RGS-5200-MCM</p>	<p>Reg. Price: \$49.95</p>	<p>Buy Now</p>

Charles T. Myers Golf Course | Renaissance Park Golf Course | Dr. Charles Sifford Golf Course  
 Sunset Hills Golf Course | Paradise Valley Golf Course.

Members receive extensive access, preferred rates and opportunities for incredible golf experiences in their own backyard and around the world. Whether you dream of taking on the lush courses in Portugal's Iberian Peninsula or teeing off on PGA National, our exceptional rates and exclusive packages make it easier than ever to plan the perfect golf getaway. Scroll down to view a sampling of our courses.

#### Exclusive Local Benefits at all Preferred Partner Courses:

- Enjoy these benefits at all [Preferred Partner Courses](#)
- \$10 off the Posted Rate on tee times.
- Up to two beverages included with every paid round.
- Free warm-up bucket of range balls with every paid round (where available).
- Free 2<sup>nd</sup> round replays, space available.
- Get Paid to Play Golf! Earn \$50 in Savings Credits for every paid greens fee.
- Earn bonus Credits for repeat play.
  - Play 5 rounds and receive **\$100** in *Bonus Savings Credits*
  - Play 10 rounds and receive **\$250** in *Bonus Savings Credits*
  - Play 15 rounds receive **\$500** in *Bonus Savings Credits*
  - Play 20 rounds and receive **\$1,000** in *Bonus Savings Credits*
- Other unique benefits at each course. Ask the pro shop what else you get!

#### Domestic US Golf

- Thousands of courses available at preferred pricing
- Earn **\*\$10** in more Savings Credits when you play at any non-Preferred Partner course.

#### International Golf

- Enjoy complimentary greens fees and earn **\*\$50** in Savings Credits with each round played at 60+ [Complimentary Golf International Courses](#)
- Receive complimentary greens fees with every two consecutive night stays at over 80 resort golf courses
- Play some of [Canada's premier golf courses](#) where Members receive up to 20% off tee-times and cart fees.
- Members can enjoy up to 50% off tee-times at [these select European golf courses](#)
- Experience golf in every corner of the globe from the Pan Asian region, Africa, the Middle East and beyond. Members receive preferred rates on all tee-times at [these select International Golf destinations](#)
- Enjoy even more international golf at select golf properties where Members receive 25% off all tee-times

#### Golf Vacations

Go to the best golf destinations in the US or abroad and enjoy The Palmer Club Guaranteed Best Rate on all hotel and resort accommodations and more.

Build your own weekend golf getaway or enjoy exclusive Member-only golf vacation packages.

**Get Paid to Play Golf for only \$10 per month!**



**PGA NATIONAL**  
PALM BEACH, FL 3-NIGHTS

BEST AVAILABLE RATE	APPLY CREDITS
\$1,687	\$322

Escape to the perfect golf getaway. Package includes 2 rounds of golf on your choice of 5 amazing courses.

**MEMBERS PAY \$1,365 FOR TWO**



**WILD DUNES RESORT**  
ISLE OF PALMS, SC 3-NIGHTS

BEST AVAILABLE RATE	APPLY CREDITS
\$1,445	\$410

Enjoy 3 nights for two. During your stay play up to 2 rounds of golf per person.

**MEMBERS PAY \$1,035 FOR TWO**



**TREASURE CAY RESORT**  
ABACOS, BAHAMAS 7-NIGHTS

BEST AVAILABLE RATE	APPLY CREDITS
\$1,680	\$878

Enjoy 7 nights accommodations and 7 days of unlimited golf for two with this stay & play package.

**MEMBERS PAY \$802 FOR TWO**

**For office use only:**

Enrolled By: \_\_\_\_\_

Member #: \_\_\_\_\_



Promotional Item desired:

Golf Shirt  
Color \_\_\_\_\_  
Size \_\_\_\_\_

OR...

Golf Balls: \_\_\_\_\_

## MONTH-TO-MONTH PLAYER'S CLUB AGREEMENT

### *PRESIDIO GOLF COURSE*

The Player's Club Pass entitles the Passholder and, if applicable, any included family members to the following benefits:

- ❖ Seasonal afternoon cart fee and or course access fee only
- ❖ Bi-Weekly complimentary professional instructional clinic access
- ❖ 20% off Merchandise at the Club (excludes sale and promotional items)
- ❖ Your choice of a Solid Golf Shirt or a Dozen Golf Balls (while supplies last; see golf shop for details)

The Player's Club Pass shall be issued in the name of the Passholder. Player's Club Pass benefits may be extended to spouse and family members 18 years of age and younger for an additional monthly fee as set forth below. Passholder acknowledges that children under 16 years of age must be signed into the Club by a parent or guardian, and children under 11 years of age must be accompanied by a parent or guardian while at the Club.

> Loyalty Programs



You have many options when deciding where to play golf. Green Mountain Golf Course appreciates your choice to play our course. As a thank you we offer two loyalty programs, Player's Club and Summit Club.

**Players' Club:**

Everyone earns free golf when they play at Green Mountain as an automatic member of the Players' Club. Each time you purchase a round of golf, range balls, or golf cart, 10% of the purchase price is credited to your awards account. A valid e-mail address is required to redeem your awards credits. Awards may be redeemed for nine or eighteen holes with or without golf car rental. April through October redemption schedule is as follows:

Day of the Week	9-holes Walking	9-holes w/ golf car	18-holes Walking	18-holes w/ Golf Car
Monday - Wednesday	\$18.00	\$26.00	\$30.00	\$44.00
Thursday - Friday	\$21.00	\$29.00	\$33.00	\$47.00
Saturday, Sunday, Holidays after 1pm	\$21.00	\$29.00	\$33.00	\$47.00

**Summit Club:**

Want even more benefits? Then the Green Mountain Summit Club, our elevated loyalty program, is what your are looking for. As a member, you save 20 % on your greens fees for **1 year from date of purchase** The other benefits afforded Summit Club members are:

- One free round of 18 with a power cart, a \$53 value
- One free 30-minute golf lesson with GMGC General Manager Kevin D. Coombs, PGA, a \$40 value
- One hour earlier Twilight & 9-Hole + times: (3 & 5 pm instead of 4 & 6 pm)
- 10 % Golf Shop discount on all merchandise
- Ability to reserve tee-times 14 days in advance instead of 10

All of this for a one time fee of only \$119! You still earn award points toward free golf! Purchase your Summit Club Membership [right here right now!](#)

DID YOU  
**KNOW**

The Future



# Path to Success – Golf Course Managers

- 1) Promoting the health benefits of the sport as physical exercise.
- 2) Shortening golf courses.
- 3) Ensuring rounds are played in 4 hours or less.
- 4) Through the course setup, warranting that golf courses play easier.

## Path to Success

- 5) Increasing the emphasis on service that is extremely cordial and accommodating.
- 6) Simplifying golf operations and the amenities provided.
- 7) Introducing alternative scoring formats, such as Stableford, as the primary way to keep score, and educate golfers as to the estimated stroke equivalents.
- 8) Enhancing the customer experience through technology and simplifying the management of courses through an alert system of guidance.

## Path to Success

- 9) Leveraging the clubhouse to provide alternative functionality focused beyond golf and more comparable to a sports bar or dining club.
- 10) Segmentation of the functionality of the golf course, emphasizing the game in the morning and entertainment in the afternoon and evening.
- 11) Ensuring signage conveys a positive message.
- 12) Adapting dress standards and associated behaviors to the cultural changes in our society.



## Path to Success

13) At private clubs, replacing high-equity initiation fees with lower non-refundable deposits, initiation fees, and monthly membership fees based on market pricing.

14) Joining the GCSAA and the NGCOA.

15) Television announcers balancing their commentary between the difficulty of the game and the enjoyment the public derives from it. Make it a sport beginners would like to try rather than one only professionals attempt to master.

## Path to Success: Media

- 16) The USGA bifurcating its advertising message to emphasize both the casual and traditional aspects of the game.
- 17) Recruiting new players to the game by emphasizing youth, women, and minorities, and motivating former players to return with greater urgency (as with Golf 2.0, Golf Ready, Tee It Forward, Family Golf Monthly, and Play Golf America).
- 18) The USGA Executive Committee might be proportionally balanced representative to the population America by gender, ethnicity, and private versus public golfers.
- 19) The LPGA, at a minimum, should license the PGA Education curriculum, or even more aggressively merge with the PGA to vastly improve the experience of women professionals in the business of golf.

## Path to Success: Media

20) Facilitating the use of better equipment through rentals, as the ski industry does.

21) Connecting the manufacturer to the golfer more directly via social media would open the lines of communication. Ensuring that a golfer can easily select for themselves the proper equipment through clearer product descriptions would be awesome.

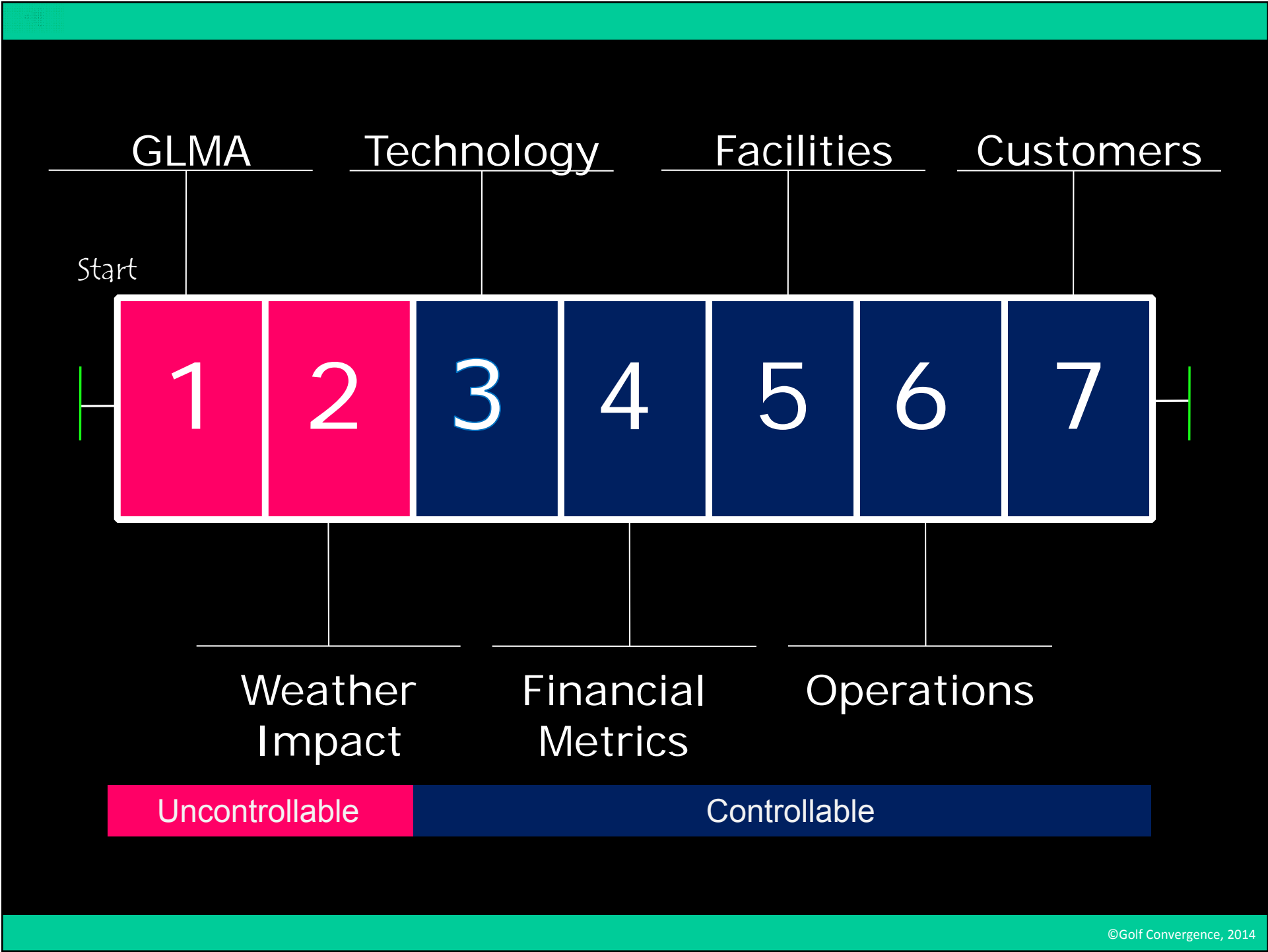
The Business of Golf

DID YOU  
KNOW



# So, what does it all mean?





# W hat's I mportant N ow







## Edicts From The Committee Of Me

With committees and task forces being all the rage in golf these days, allow me to join in. I have created the Committee Of Me and hereby set forth suggestions, opinions and observations on a game that's not in as dismal condition as some would have us believe.



RON  
GREEN JR.  
E-MAIL RON

### the take

- ▶ Because Ian Poulter, who claims to have read just one book in his life, has now written a book about himself, which is likely as entertaining and occasionally annoying as the man himself, he will be required to wear khaki Dockers, a plain white shirt two sizes too large and golf sandals in one major championship in 2015. Just because.
- ▶ Pro shop staffs and course superintendents who insist on rolling

the putting surfaces and bumping green speeds up to 13 for member-guest events shall be required to explain to the field just who they're trying to impress. The likely answer is themselves.

- ▶ Tour players will be required to take a tablet containing a moderate dose of Jason Dufner's truth serum at least twice a year. Dufner admitted he "didn't watch a second" of the Ryder Cup, which is a refreshing bit of frankness. I am taking Mr. Dufner at his word, it should be noted.

It's OK, in fact it's encouraged, to say what you feel, especially if it means we don't have to hear anyone say, "the golf course is right there in front of you."

- ▶ Professional golf will go dark from Oct. 15 until the first tee shot is hit at Kapalua in early January. Give us time to miss it.
- ▶ Please, no more *Big Breaks*.
- ▶ Davis Love III – the guy with 20 PGA Tour wins including a PGA Championship and two Players Championships – will be in the next Hall of Fame induction class because he was apparently forgotten by the new selection committee this time. Let's hope they forgot DL3 and didn't intentionally pick the others ahead of him. Also, Ian Woosnam gets a spot in the Hall next time.

- ▶ Tom Watson will receive a properly warm send off when he plays his final Open Championship at St. Andrews. A controversial Ryder Cup captaincy shouldn't stain a brilliant career.

- ▶ Tiger Woods will win The Masters in April because nothing would energize the game and the season more than that. One requirement: Tiger cannot credit strengthening his glutes for his 15th major championship victory.

- ▶ There will be a public acknowledgement that golf isn't for everyone and "growing the game" has its limits. Concentrate on making the game better, faster and less expensive for the people who play it and the game will be just fine. The answer isn't 15-inch holes, except when I have a 4-footer.

- ▶ Fred Couples, Ryder Cup captain 2016. Nothing against Paul Azinger, but he has reached savant status given his 2008 success so why mess with a good thing?

- ▶ There will be no reason to feel guilty about having a hot dog at the turn. Just call it an energy sandwich.

- ▶ Anthony Kim returns and reminds us why he was going to be the next big thing. He could be more fun to watch than a *Seinfeld* marathon.

- ▶ Tour players are not allowed to say "We hit an 8-iron" or "We decided to lay up" in explaining themselves. You hit an 8-iron. You laid up. Your physio guy had nothing to do with it.

- ▶ The Rory McIlroy-Horizon Sports Management dispute will be settled before it goes to trial. It's an ugly mess for all sides and it needs to go away, not go to court. The thought of seeing McIlroy in a courtroom rather than on a golf course is sad.

- ▶ Green fees are based not on how many holes you play but on how long it takes you to play those holes. Get around in less than 3½ hours and you get a portion of your money back. Go longer than 4 hours and 15 minutes and the meter starts running again.

- Also, there's a mandatory 25-percent off green fees for the first three days after greens have been aerated.

- ▶ A suitably tall tree will suddenly appear in the corner of the dogleg on

Augusta National's 13th hole, big and wide enough to make Bubba Watson play the hole the way it was meant to be played.

- ▶ There will be a limit on the number of head covers allowed in a bag. This comes after playing with a guy who had nine head covers – 10 if you count the one on his putter – and claimed to be a 2 handicap. He wasn't and his bag looked like it was in bloom.

- ▶ No American flag team sweaters in the next Ryder Cup unless the wives want to wear them.

- ▶ We can do without the bagpipes.

- ▶ The PGA Tour will allow players to wear shorts in one midsummer event. Not cargo shorts. Proper shorts. White belts will remain optional.

- ▶ When Jack, Arnie and Gary hit their opening tee shots at the 2015 Masters, they keep going and play nine for old time's sake.

- ▶ The International team will not be allowed to create a task force to figure out why it never wins the Presidents Cup, not now and not in the future. ●



Photo illustration: Ron Green Jr. has decided Ian Poulter gets a new wardrobe for one major championship in 2015.



# Golf's Most Controversial Comments

1 OF 15

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Tweet 19

Pint

+1 0



October 2014

"@IanJamesPoulter -Faldo's record stands by itself. Six majors and all-time RC points. Yours vs. His? Lil' Girl." - PGA President Ted Bishop on Ian Poulter's criticisms of former Ryder Cup captain Nick Faldo.

THERE'S MORE TO THE IMAGE THAN ANYONE THOUGHT POSSIBLE. [LEARN MORE](#)



CREDIT: GETTY IMAGES

[http://www.golf.com/photos/golfs-most-controversial-comments/ted-bishop?xid=forecast102714\\_wip1#380613](http://www.golf.com/photos/golfs-most-controversial-comments/ted-bishop?xid=forecast102714_wip1#380613)

## More From Golf.com

- > Sergio Garcia Willing to Forgive Nick Faldo
- > Dave Pelz: My Simple Technique to Pitch or Chip it Close
- > Report: Tom Watson Ripped Into U.S. Players in Ryder Cup Team Meeting

## From Around the Web

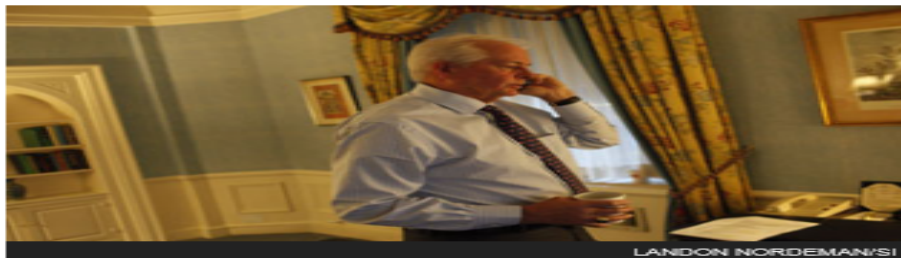
- > Best Golf Style Clothes For Men (GQ)
- > 13 Hottest Female Golfers (SportsBreak)
- > Tiger is Tops: Golf's 5 Wealthiest Players (Bankrate)

# Tour Confidential: Should the PGA Have Fired Ted Bishop? Plus, the Scariest Shot in Golf and Our Favorite Munis



By SI Golf Group,

Published: Monday, October 27, 2014 | 12:17:47 AM | Comments (85)



Ted Bishop was removed as president of the PGA of America with two months remaining in his term.

Every Sunday night, Golf.com conducts [an e-mail roundtable](#) with writers from Sports Illustrated and Golf Magazine. Check in every week for the unfiltered opinions of our writers and editors and join the conversation in the comments section below.

**1. PGA of America President Ted Bishop was booted from office after taking to Twitter and calling Ian Poulter a "lil girl" for Poulter's comments about Nick Faldo. Was Bishop's punishment an overreaction by the PGA, or did he get his just desserts?**

**Michael Bamberger, senior writer, Sports Illustrated:** I could see the firing. He's the president of the PGA of America. His public comments should have at least the hint of dignity. But stripping him of his place in the PGA's official history? That's crazy overkill.

**Gary Van Sickle, senior writer, Sports Illustrated (@GaryVanSickle):** Firing seems harsh for those comments, but that said, Ted Bishop had no business defending Nick Faldo. Who asked him for his opinion? Bishop was also the guy behind Tom Watson's failed Ryder Cup captaincy and the major screw-up at the PGA Championship where he allowed the last group to hit the 18th green to finish before dark — totally against golf protocol but the only way to save face and finish on Sunday. Three strikes and you're out.

**Eamon Lynch, managing editor, Golf.com (@eamonlynch):** Whether Bishop deserved to be defrocked of his presidency seems less interesting than why he engendered such contempt among the upper echelons of his own organization that he will be erased from the PGA's history books. It's one thing to be ousted two months shy of his term expiring, but being denied the customary Honorary President role and not even being recognized as a past president going forward, that's so disproportionate to the offense that it can only be a twisting of the knife. Bishop often exhibited two traits that make for a combustible combination: a volatile personality and a fondness for media grandstanding, so the only surprise is that it took him so long to self-immolate. But having his entire tenure be stricken from the record carries a strong whiff of Stalinist erasure that reflects poorly on the PGA of America. The lesson here is that it's better to be a Tour pro than an administrator: Bishop fell over a bland slur directed at a man who is regularly guilty of much worse behavior on social media.

**Jeff Ritter, senior editor, Sports Illustrated (@Jeff\_Ritter):** Well, you can find far more offensive stuff than Bishop's tweet in social-media land, but a leader should rise above all of that. Impeachment felt right. Wiping out his presidency from the history books seems harsh. Not that the two men — or their actions — are comparable, but Americans do still acknowledge Richard Nixon as an ex-President.

**Mark Godich, senior editor, Sports Illustrated (@MarkGodich):** The PGA made the right call. Never mind that the comment was inappropriate. Nobody cares what Ted Bishop thinks about Ian Poulter. He should have realized

[http://www.golf.com/tour-and-news/ted-bishop-tom-watson-and-tim-finchem-tour-confidential?xid=forecast102714\\_headline](http://www.golf.com/tour-and-news/ted-bishop-tom-watson-and-tim-finchem-tour-confidential?xid=forecast102714_headline)  
[http://www.golf.com/tour-and-news/ted-bishop-tom-watson-and-tim-finchem-tour-confidential?xid=forecast102714\\_headline](http://www.golf.com/tour-and-news/ted-bishop-tom-watson-and-tim-finchem-tour-confidential?xid=forecast102714_headline)

# Tour Confidential: Should the PGA Have Fired Ted Bishop? Plus, the Scariest Shot in Golf and Our Favorite Munis



By SI Golf Group,

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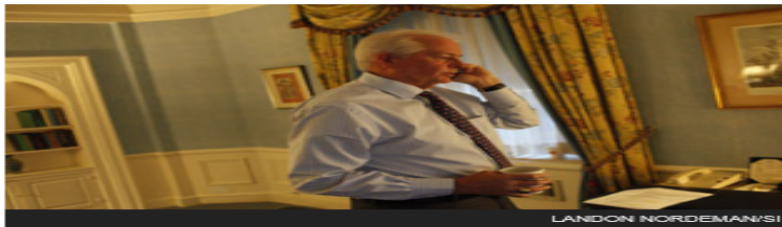
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Ted Bishop was removed as president of the PGA of America with two months remaining in his term.

Every Sunday night, Golf.com conducts [an e-mail roundtable](#) with writers from Sports Illustrated and Golf Magazine. Check in every week for the unfiltered opinions of our writers and editors and join the conversation in the comments section below.

1. PGA of America President Ted Bishop [was booted from office after taking to Twitter and calling Ian Poulter a "lil girl"](#) for Poulter's comments about Nick Faldo. Was Bishop's punishment an overreaction by the PGA, or did he get his just desserts?

Michael Bamberger, senior writer, Sports Illustrated: I could see the firing. He's the president of the PGA of America. His public comments should have at least the hint of dignity. But stripping him of his place in the PGA's official history? That's crazy overkill.

Gary Van Sickle, senior writer, Sports Illustrated ([@GaryVanSickle](#)): Firing seems harsh for those comments, but that said, Ted Bishop had no business defending Nick Faldo. Who asked him for his opinion? Bishop was also the guy behind Tom Watson's failed Ryder Cup captaincy and the major screw-up at the PGA Championship where he allowed the last group to hit to the 18th green to finish before dark – totally against golf protocol but the only way to save face and finish on Sunday. Three strikes and you're out.

Eamon Lynch, managing editor, Golf.com ([@eamonlynch](#)): Whether Bishop deserved to be defrocked of his presidency seems less interesting than why he engendered such contempt among the upper echelons of his own organization that he will be erased from the PGA's history books. It's one thing to be ousted two months shy of his term expiring, but being denied the customary Honorary President role and not even being recognized as a past president going forward, that's so disproportionate to the offense that it can only be a twisting of the knife. Bishop often exhibited two traits that make for a combustible combination: a volatile personality and a fondness for media grandstanding, so the only surprise is that it took him so long to self-immolate. But having his entire tenure be stricken from the record carries a strong whiff of Stalinist erasure that reflects poorly on the PGA of America. The lesson here is that it's better to be a Tour pro than an administrator: Bishop fell over a bland slur directed at a man who is regularly guilty of much worse behavior on social media.

Jeff Ritter, senior editor, Sports Illustrated ([@Jeff\\_Ritter](#)): Well, you can find far more offensive stuff than Bishop's tweet in social-media land, but a leader should rise above all of that. Impeachment felt right. Wiping out his presidency from the history books seems harsh. Not that the two men – or their actions – are comparable, but Americans do still acknowledge Richard Nixon as an ex-President.

Mark Godich, senior editor, Sports Illustrated ([@MarkGodich](#)): The PGA made the right call. Never mind that the comment was inappropriate. Nobody cares what Ted Bishop thinks about Ian Poulter. He should have realized

[http://www.golf.com/tour-and-news/ted-bishop-tom-watson-and-tim-finchem-tour-confidential?xid=forecast102714\\_headline](http://www.golf.com/tour-and-news/ted-bishop-tom-watson-and-tim-finchem-tour-confidential?xid=forecast102714_headline)  
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PGA's 'clarification' adds layer of intrigue to Bishop



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## Ted Bishop shows remorse in social-media slip



Photo by Tracy Wilcox

Ted Bishop was removed as PGA of America president on Oct. 24.



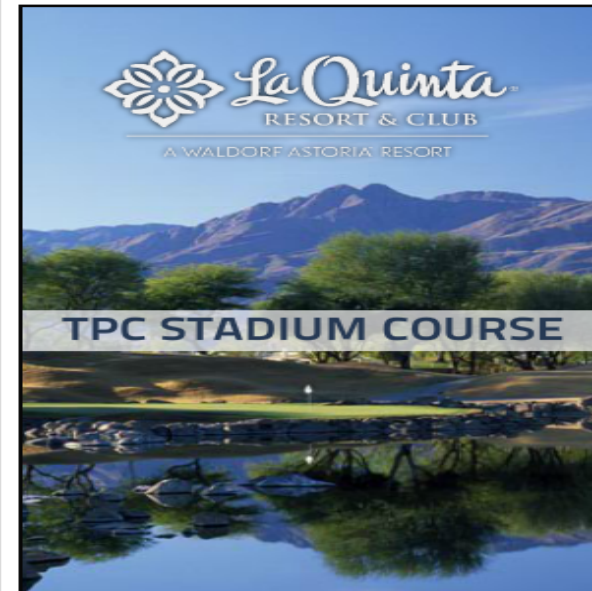
By **Jeff Babineau**  
October 28, 2014 11:37 a.m.

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## FEATURED PLAYERS



**Ian Poulter**  
Bios, Stats, Photos and Highlights



<http://golfweek.com/news/2014/oct/28/ted-bishop-pga-america-response-social-media/>

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## Latest GolfPunk Issue Achieves 100,000 Unique Readers

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Story published at 14:18, Tuesday, October 28th, 2014

Tim Southwell, the founder of GolfPunk, announced today that the latest issue of GolfPunk had achieved 100,000 unique readers for the first time. To date, a total of 108,000 unique visitors read the current issue of the digital magazine, which features Lexi Thompson as the cover star.



Golf Punk Lexi Thompson cover

Southwell commented: "We are delighted with the performance of the current issue, which proves what can be achieved through digital if you have strong and unique content."

Southwell added: "The issue is now on target to generate over 1,000,000 page views. And the beauty of digital is that even when the next issue comes out in November, all previous issues will remain live, and continue to generate further long tail traffic."

Southwell concluded: "This represents another great step forwards for the business, and shows the level of appetite for great golf content delivered digitally."

GolfPunk [www.golfpunkmag.com](http://www.golfpunkmag.com)

Tags: **GolfPunk**, **Lexi Thompson**, **Tim Southwell**



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# MY To Do List

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Fall Webinar Series Survey

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# YOUR To Do List

Comments and Observations: What Can We Do Better?

\$1,500 commission: 20% referral fee for Winter series



# Got Any



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For Participating in the Fall Webinar Series**



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