

TEE-OFF TIMES

Vol. 23, No. 6 November / December 2011

Published by the MGCOA - "The Voice of Michigan's Golf Business"

Michigan Golf Business Conference

Nationally recognized speaker
Michael Tchong takes the stage
as opening keynote



In this issue:

"Golf-A-Thon" by featured conference speaker Phil Immordino

Results of the 7th Annual Golf League Championship

Know your worth: Assessable vs. Taxable Value

Michigan Golf Business Conference information and registration



And you don't want to miss the pearls of wisdom from award winning Capitol Correspondent Tim Skubick at the conference.



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“You can’t afford to miss it!”

by Bob Koutnik, MGCOA President

Once each year we get together for the Michigan Golf Business Annual Conference. This year we meet November 29 and 30 at the Somerset Inn in Troy. Each year the Educational Support Foundation (ESF), chaired by Charlie Scott, enlists a terrific line up of speakers and this year the streak continues. I have already picked out a couple of “Don’t Miss” sessions and I always look forward to Tim Skubick’s political insight. For the speaker bios, schedule of events, and conference registration visit www.mgcoa.org. For me, the opportunity to network with fellow course owners also makes the conference a must attend event. This is also a great place to visit with some of our vendors in a relaxed setting. I noticed that Dollar Bill and Vanna will be making another guest appearance, no doubt as a result of the demand from last year’s attendees. With apologies to Jim Cramer, “Michigan Golf Business Annual Conference, you can’t afford to miss it!”

A big Thank You to all that participated in Patriot Golf Day. As I write this some of the early returns from Michigan are filtering in.

- The number of courses regis-

tered increased from 132 in 2010 to 198 in 2011, a 66% increase

- The number of courses that have sent in donations so far has increased from 88 to 93, a 6% increase so far and we expect several more to come in

- Total dollars raised in Michigan so far has increased from \$43,476 in 2010 to \$101,002 in 2011, an increase so far of 117%

As you can see there are still potentially another 105 clubs to send in donations so the dollars should increase even more. No donation amount is insignificant and it is not too late to participate. Clubs have sent in amounts ranging from \$19 to \$45,000. If you would like to send in a donation they can be mailed to: Folds of Honor Foundation, 5800 North Patriot Drive, Owasso, OK 74055. Once again, proof positive that our industry and our customers are among the most charitable people in the nation. It is not too early to start making plans for your 2012 Patriot Golf Day event now.

A little personal business to clean up, thanks to Bill Fountain for ghost writing my columns.

Looking forward to seeing all of you at the Somerset Inn.

Award Banquet Highlights

On **Wednesday, Nov. 30**, the MGCOA will present industry awards in several categories. This is a fantastic event you will not want to miss. Come and enjoy the celebrations of:

2011 Golf Course of the Year

Dul Family Player Development Leadership Award

Matthews Lifetime Achievement Award

Lyle Leeke Distinguished Service Award

And for the first time...

John Dodge “Carpe Diem” Scholarship

Call the MGCOA today to register for the Michigan Golf Business Conference and Vendor Fair. You want to be there.

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Zimmermann wins top honor

The National Council of State Tourism Directors (NCSTD) has named Michigan's George Zimmermann the State Tourism Director of the Year for 2011.

"During his tenure at the MEDC, George has led the team that created the award-winning Pure Michigan brand, taking the campaign to a national audience since 2009," said Michael A. Finney, President and CEO of the Michigan Economic Development Corporation. "These efforts have resulted in increased visitor spending at Michigan businesses, more jobs for Michiganders and more revenue for the state of Michigan."

The campaign, created in 2006, has helped highlight Michigan as a national tourism destination. 2010 saw spending by out-of-state visitors increase 21 percent and surpass that of Michigan residents for the first time. The travel and

tourism industry generated \$17.2 billion in Michigan last year and helped create an estimated 152,600 jobs statewide.

The NCSTD, an affiliate of the U.S. Travel Association, has recognized a State Tourism Director of the Year each year since 1970, "to honor a tourism director that has clearly influenced the obvious and measurable improvement of a state or territory's 'travel and tourism profile' with their leadership."

Zimmermann is the first Michigan tourism director to receive this recognition, and he is the only person to be so honored twice - he was State Tourism Director of the Year in 1997 while serving as Ohio's director of tourism.

"This award is particularly gratifying to me because it comes from my peers, the state tourism directors around the country," said

George Zimmermann, Vice President for Travel Michigan at the Michigan Economic Development Corporation. "I am both thankful and humbled by their recognition of our work."

Zimmermann joined the MEDC as the Vice President for Travel Michigan in 2001. In addition, he is an officer, executive committee member and board member of the U.S. Travel Association, and he serves on the U.S. Department of Commerce Travel and Tourism Advisory Board.

Travel Michigan, part of the Michigan Economic Development Corporation, is the State of Michigan's official agency for the promotion of tourism. Travel Michigan markets the state's tourism industry and provides valuable visitor information services. For Michigan travel news and updates, go to michigan.org.

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Golf leagues snag golfers year-round

by Kate Moore, MGCOA Executive Director

What a great day at Hawk Hollow Golf Course in Bath for the 7th Annual Golf League Championship. Congratulations to this year's winners from The Emerald Golf Course in St. Johns. Almost 7,000 golfers participated in the MGCOA's league program this year and each league was invited to send their champions to the tournament. Golfers from all over Michigan participated on a beautiful day in September. All walked away smiling after a great round of golf and awards banquet. Most walked away with fantastic prizes, many donated by Adams Golf and MGCOA member courses.

One thing is a certainty; everyone could stand to book a few more rounds of golf each week. What about a dozen rounds every week for a dozen weeks? With the excitement of the Golf League Championship or simply the ease of the League Management System, any owner or operator could find new business right down the street. At Rotary, the local manufacturing company, church, elementary school. What all these have in common is groups of individuals just waiting for you to put the idea in their head that a golf league is easy to manage and great summer fun. And with the Golf League Championship "in your pocket", the work is done for you.

Your customers' golfing experiences can be enhanced and we're investing time and resources into making the GLC a powerful experience, unequalled in the industry. Go to www.migolfleague.com to learn more or call Kate Moore at the MGCOA office (800-860-8575).

Something for you and your customers...Join the Michigan Golf League Community!



Some very happy winners of 1st place trophies from The Emerald at St. Johns.

The 1st Place Women's Team from Lake Forest Golf Course, Ann Arbor.



GLC committee member Bill Fountain (owner/operator The Majestic GC, Hartland) announces the names of some happy "skins" winners.

2010 Defending Champions from Gull Lake View Golf Course, Augusta.



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Know your worth

Why sale price should not always equal Assessable / Taxable Value

by Fred Mawson, Corporate Tax Recourses

Assessors do not accept that a property's sale price always equals assessable value and neither should you. Assessors generally view high sales prices as acceptable evidence of value while low prices are often disregarded (below market sales) as having sold low under duress circumstances.

However, this works both ways. A property's sale price can exceed the required market value definition for property tax purposes. Consider some of the following circumstances where some sales prices may be opposed as evidence for high appraisals. These factors to consider include:

TERMS AFFECT PRICE:

We've seen times when buyers would pay any price for property so long as the owner would finance the property. Properties sold under favorable financing should be discounted to a cash equivalent value and, therefore, a lower value resulting in lower taxes.

RAPID DECLINE IN VALUE:

The taxpayer should also impress upon the taxing authorities that the market slowed during the last quarter of 2008 and despite so much damaging evidence during 2007-2008, this argument may gain some significant results. Therefore it is recommended that the taxpayer vigorously pursue this position because of the exact assessment date being December 31, 2008 and after. It also may be many months (or years) before commercial property tax appeals are actually.

SALE PRICE IS NOT ALWAYS PURE REALTY:

By this, we mean the recorded sale price on real property typi-

cally includes only the real estate. One type of non-realty included in the price could be tangible personal property (furniture, fixtures, equipment not defined as realty). This type of property is assessed separately from the real estate and should not be assessed again to the taxpayer as realty. Another type of property sometimes included in the sale price is the intangible value of the business entity operating within the real estate. This type of intangible property is not subject to assessment and should be removed along

with the personal property above.

Even though a taxpayer may have paid a high price or perhaps high sale prices of comparable properties appear to justify the value of a property that has not sold, it does mean means you should accept the assessors' position without close analysis. A protest may be warranted.

Fred Mawson is the owner of Corporate Tax Recourses, a Michigan company based in Traverse City and corporate member of the MGCOA. He can be reached at 248-310-6898 and fred@mipropertytax.com.

How successful was your golf season?

Another golf season will soon be coming to a close and your success will undoubtedly be in the final sales numbers for 2011. But success is not always measured with sales alone.

It can also be measured by how well you have managed your risks i.e., employee injuries and illnesses, damage to your property, or injuries to a customer resulting in litigation. If you have escaped these risks without incident, you were either very lucky or very good. We'd like to think you were very good.

Following are just a few questions that need to be considered:

- How often do you train your servers (employees serving alcoholic beverages) to help avoid injuries on and off-premises? Are you aware that damage caused by an intoxicated customer falls on your shoulders? Are you prepared for costly and lengthy litigation?
- How far are you dialing down? If you are setting your thermostat lower than 55 degrees during the off season, your pipes may freeze

causing substantial water damage to your property. How will a large water damage claim affect your insurance loss history?

• Your employees are exposed to workplace hazards such as: heat, poison ivy, bee stings, chemical applications, hot grease, slippery floors, and lightning – to name a few. Do you adequately train your employees in order to reduce the number of injuries or job-related illnesses?

• Who is driving your business vehicle off-premises? Do they have insurance, and how does your insurance cover them and you? Have you checked their driving record lately?

If you feel this season was less than successful, Kapnick Insurance Group can help. We have over 25 years of experience in the golf industry and understand the unique risks that golf course owners face. Let us help you strengthen your safety and loss control program by calling 888-263-4656 and asking to speak with a golf course program representative.



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Golf-A-Thons: unique format raises big money

by Phil Immordino

Are you ready for something different and unique?

**Do you need to raise big money?
Would you like to raise \$100,000?**

Many Tournament coordinators believe that a Scramble is the only format to use when hosting a golf tournament. The truth is that there are over 100 formats to host a golf tournament. There are formats that actually make more money.

We would like to introduce to you a unique and different tournament format that can make a lot of money. A Golf-A-Thon is one of the most successful fundraising concepts in the country. Over 600 non-profits nationwide produce this event each year and raise an average of \$50,000 per event. The potential is unlimited for the amount of money that you can raise. Some events have raised as much as \$350,000 in just one event. This is an event that is designed for non-profit organizations. It works well for charities, civic groups, schools, foundations, amateur sports teams, churches and ministries.

Many organizations throughout the country have taken advantage of this unique and successful program such as: Make A Wish, Big Brothers Big Sisters, Salvation Army, Boy Scouts, Grand Canyon College, SW Bible College, Scottsdale Rotary, Lions Club, 20/30 Club, Boys & Girls Clubs and many more.

Every major fundraising event takes time, effort, people and a lot of work. There is nothing easy, although this event is simple and has been proven over and over again.

We have simplified the process by giving you a step-by-step process that will give you the tools to produce a successful event.

We promise that if you follow the

right steps you will be successful. You will raise more money than you ever have imagined through this process.

WHAT IS A GOLF-A-THON?

A Golf-A-Thon is a fundraising golf event that can raise \$25,000 to \$150,000 for a non-profit organization.

HOW DOES A GOLF-A-THON WORK?

A Golf-A-Thon is produced by recruiting 40 Golfers that raise pledges before the event of \$25 per hole. Then each golfer will play 100 holes of golf in 1 day, raising a total of \$100,000.

WHAT ARE THE BENEFITS AS A NON-PROFIT?

Simple Process, Proven Success, Unique Event, Short Term Process, Major Funds Raised

WHAT WILL IT COST MY ORGANIZATION?

The answer is nothing. All expenses for the event are covered from sponsors and golfer pledges.

QUESTIONS BEFORE YOU START

- Do we have a base of golfers?
- Can we develop a committee?
- Can we get a Chairman?
- Can we get one major sponsor?
- Can we get a special rate with Golf Course?
- Now get started

PURPOSE AND OBJECTIVE

There are many reasons to produce a Golf-A-Thon. Each organization will have different goals and objectives. Here are a few reasons why you should produce an event.

PURPOSE

Fundraising – This should be the main purpose. Raising needed funds for a worthwhile purpose.

Public Relations – This event can be used as a great PR event and will give you tremendous exposure for your organization. If you work with the local media, you will receive coverage because of its uniqueness.

Entertainment – You can use this event to entertain clients by having them out the day of the event and playing golf at their leisure.

Competition – This is a great opportunity to have several groups and organizations to compete in raising funds.

Networking – By inviting certain groups and vendors, it may be used as a relationship building opportunity.

Fun – Every event should be fun. By producing a first class event with games, contests and incentives, it will be fun.

FUNDRAISING

When fundraising we encourage you to consider a couple of key questions.

1. How much money do you want to raise? Be specific and make sure that everyone knows the goal. Be realistic, understand your golfers and their demographics.

2. Where is the money going? Insure that you have a good reason for raising the money. If it goes to administration, you will not have as many donors with compassion for your cause.

OBJECTIVE

Your objective and goal should be \$100,000. This is achieved by obtaining sponsors to underwrite the costs of the event; golf course, food, prizes, etc. Golfers should raise pledges to reach the \$100,000.

If 40 golfers raise \$25 per hole in pledges and play 100 holes of golf each, they will raise \$2500 each. 40 golfers at \$2500 equal \$100,000

Continued on page 12



Personal Property Tax Repeal Controversial

by Eric Rule, MGCOA Government Affairs Coordinator

Governor Snyder and his administration seems bent on finding a way to either repeal or phase-out the personal property tax in Michigan. Supporters claim that the tax makes no sense, with the business paying a tax up front for the equipment and then having to make yearly tax payments, in essence renting the equipment from the state.

Getting rid of the PPT is crucial to spurring investment in the state as well as helping out struggling businesses afford to make new purchases and provide tax relief, especially for manufacturers. Manufacturers did not fare terribly well in the repeal of the MBT and the replacement with the new business tax.

Getting rid of the PPT would

most certainly help golf courses as well, as investing in new equipment for maintenance, golf carts, or even new computer and cooking systems could be exempt from the tax.

The difficulty in the issue of course arises from the cost of the any such change. Complete repeal of the PPT is estimated to cost the state and thereby local governments upward of \$1.2 billion by some estimates. Lately the discussion has included the option of possibly phasing-out the PPT, by exempting new purchases from the tax or limiting the types of purchases that the tax applies to.

This issue is likely to be one of the most controversial and debated topics of the Fall and possibly Winter.

SCHOOL AID FUND RUNS SURPLUS

Interestingly enough, it was recently announced that the School Aid Fund brought in more revenue than expected for the fiscal year that ended September 30. The surplus estimates range from a combined \$285 million to \$431 million.

This news has all sorts of groups wanting to spend that money on their project, as is the case with some pushing for PPT repeal. Legislative leaders cautioned against such thinking, warning that these are currently still estimates and that any extra money may be better spent paying down debt for the state and continuing to solve structural issues and unfunded liabilities such as in the State Employees Retirement System that has a \$18.7 billion unfunded pension and health liability.

PROPERTY TAX CLASSIFICATION AT TOP OF MGCOA AGENDA

MGCOA is investigating ways to seek property tax relief for members in the state. There has been a great deal of discussion on the topic for the last year or so, and the governmental affairs team believes the time is right to begin initiating a legislative fix to member's high property tax rates.

Granted, the issue is a very difficult one because of the potential revenue implications to the state and local governments, but it still must be attempted as golf courses have extremely high tax rates compared to other industries, especially agricultural.

Meetings will be set up to determine the most viable solution and potential sponsors of the legislation and members will continue to be apprised of progress on the issue.

“JOHN DODGE CARPE DIEM AWARD FOR CREATIVE EXCELLENCE”

The trustees of the Scott Family Educational Support Foundation of the Michigan Golf Course Owners Association honor founding member, long time colleague and golf industry mentor JOHN DODGE by instituting the “John Dodge Carpe Diem Club.” John Dodge, MGCOA’s Government Affairs Coordinator, was an entrepreneur and believed in fostering that spirit in all individuals, golf course owners, operators and every member of their staff. It is in John’s memory that we will present in 2011 the first annual “Carpe Diem Award for Creative Excellence” at the Michigan Golf Business Conference in the fall. This award will be presented not to an owner but to their nominated staff member who has thought outside the box and created a new revenue stream for the property, a money saving operation, a creative marketing scheme, etc. - you get the picture.

Join the “John Dodge Carpe Diem Club” by making a donation to the fund. You will receive a commemorative token along with a sense of belonging to a group of individuals and businesses looking to support great ideas and innovation.

To make a donation, please send your check to the MGCOA-ESF. You may also use a credit card by phoning the office. We will send you a receipt from the Educational Support Foundation. Thank you. Carpe Diem – Seize the Day.

*Charlie Scott, Chairman
Gull Lake View Golf Course, Augusta*

Call for details on how you can nominate one of your staff for this prestigious award.
Seize the day!

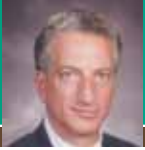
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The Silver Lining

by Tom Schwark, Owner of Sycamore Hills Golf Course in Macomb and chair of the MGCOA Government Affairs Committee

“How are you going to beat that next year?” Back in the 1990’s, I would hear that every winter from my father. We had a good year in the pro shop, beat the previous year, and we would usually have

sands of auto workers each in the \$3000 to \$5000 range. Little did I know that we were going to have awful weather in April, May, and September this year. Notice that I did not even mention July which

was the hottest month on record in Detroit. So, what is the silver lining you ask? I hope I don’t jinx us, but “damn the torpedoes and full speed ahead”. How can we NOT beat that next year!

“Damn the torpedoes and full speed ahead.”

play right through Christmas. It helped that most years we could increase green fees the following year by a dollar or two. That was also when golf was considered “recession proof”. Those were the years that when we did have a recession, they only lasted a year or two at the most. Auto workers might get laid off, but between unemployment benefits and union benefits, their pay was nearly the same and they had all the time in the world. Some people played more golf than ever.

Then when the new millennium came, everything gradually changed. Obviously, golf is no longer considered recession proof. Our play is heavily dependent upon the economy and, as always, the weather. We all saw a serious drop in rounds and revenues the last decade. I thought the bottom would be in 2009 when we had a horrible spring with extremes in rain and flooding. Our south course was closed more that twice as many days as in any previous season. However, even though the weather was better, 2010 was down again as the economy took its toll on our golf outings. In one of the earlier Tee-Off Times this year, I indicated I was cautiously optimistic about golf this year due to the auto companies making money and giving bonuses to tens of thou-

Dear MGCOA Members,

I would like to thank you for allowing me to be a part of the Michigan Golf Course Owners Association. With 15+ years experience working in the golf course industry, I have the expertise to customize your golf course insurance to meet your specific needs.

What are you doing to reduce cost?

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Why wait?

Since 1983, Golf Courses from across the State have been taking advantage of the Clubs Self-Insured Fund benefits. As a member of the MGCOA you have the privilege of taking advantage of this offer at no additional cost and our agency will do a review free, at your leisure.

What about everything else?

Using our knowledge of the golf course industry, Allied has worked with several of our top carriers to develop specialty programs with enhanced insurance coverages to meet the needs of golf courses. These programs are established, long term solutions that keep you from repeatedly searching for that next option.

20% of golf courses in the country are in one of these competitive specialty programs. Pair that with the opportunity to earn up to a 50% return on your workers compensation premium with Allied Insurance Manager’s 5-star and you will be able to sleep better knowing you are saving money while getting the best coverage’s for your business.

I look forward to meeting you at the MI Golf Business Conference. Look for me at the Clubs Self-Insured Fund Booth.

Sincerely,
Chris Beardslee
Account Executive



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Golf-A-Thons: unique format raises big money

Continued from page 9

SPONSORS AND DONORS

Sponsors and donors are the key to the financial success of the event. Without them you will not make any money.

Who do you Approach Them?

Sponsors and donors should be companies and individuals that you have a relationship with. People that you know or have done business with. A list of potential individuals that you approach should be: Family, Golfing Buddies, Fraternity Brothers,

Neighbors, Country Club Members, Sorority Sisters, Friends, Civic Group, Service Club, Members, Co-workers, Church members, Friends of Friends

Business associates such as: Dentist, Banker, Stockbroker, Doctor, Printer, Pool Service, Lawyer, Insurance Agent, Maid Service, Accountant, Contractor, Customers, Dry Cleaner, Realtor and Clients.

Anyone that you have spent or given money with in your life, such as individuals that you have bought Girl Scouts cookies from, raffle tick-

ets, candy, and Christmas wreaths.

How do you Approach Them?

These individuals should be approached in several different ways.

Good Cause – The reason that you are raising this money is because it is going to a good cause. Do not take that for granite. Explain to them how much money is needed and exactly how it will be used.

Obligation – Remember that you have spent money with them for years, whether in business or for their cause. You are going to sacrifice your body by playing 100 holes of golf in one day, the least that they can do is give you a \$1 per hole.

Exposure – By participating as a sponsor or donor they will receive exposure for themselves or their company. They will reach not only the participants for that day but also through the media, which you will alert and send out a press release.

ACTION ITEMS

These are the basic action items that you will need to pursue. Each

event is different and you may need to add or delete from this list.

- Choose Committee
- Define Purpose
- Divide Committee Responsibilities
- Chose a Tournament Name
- Find a Golf Course
- Pick a Date
- Design Schedule
- Develop Sponsor Packages
- Create Golfers Package
- Develop Promotion Plan
- Send out press release
- Follow up with media calls
- Design and Print Golfer Invitations
- Sell Sponsors
- Acquire Prizes & Gifts
- Purchase Insurance
- Recruit Golfers
- Golfer Training
- Send follow up golfer letters
- Create Games & Contests
- Design and Print Signage
- Order Food
- Day of Event (See days schedule)
- Clean up after the event
- Wrap up evaluation meeting
- Pay all the bills
- Thank you letters
- Mail out donor collection letters
- Follow up phones calls to donors
- Start planning next years event
- Count all the money you made
- Send out press release regarding the event

GOLF-A-THONS work. We encourage you to give it a try. Remember you must have a good cause and several committed golfers. If you need further assistance please feel free to e-mail us or call.

GOLF-A-THON MANUAL AVAILABLE if you like this concept and ready to get started, we have an in depth manual available to GTAA members which can be e-mailed to for only \$20. If you would like a hard copy it is \$30.

e-mail Tracy@gtaaweb.org or go to the website www.gtaaweb.org educational products.

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Share your understanding and leadership, your energy and enthusiasm. Come together with other golf course owners and operators to grapple with current trends and learn firsthand what our industry is doing to stay ahead. Leave this meeting knowing more and you will **make a difference**.

www.mgcoa.org

Nov. 29 - 30, 2011
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Michigan Golf Business

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Nov. 29 -30, 2011 - Somerset Inn, Troy



“If you want to get a step up on the competition, then the Michigan Golf Business Conference is a good place to start. Meet other golf industry professionals who care about discussing and furthering the success of the business.”

This annual meeting gathers industry stakeholders together to discuss, learn, explore, validate their business. From seminars to vendor exhibits to the Awards Banquet, the Michigan Golf Business Conference is the place to be.”

Charlie Scott

*Owner and Superintendent
Gull Lake View Golf Course, Augusta
Chairman, Scott Family Educational Support Foundation*



“At the MGCOA’s Annual Business Conference there is a wealth of information.

Each year there are some of the most knowledgeable speakers in our industry and this year’s line up is no exception. It

is a great opportunity to spend some one on one time with our preferred vendors and suppliers in a relaxed atmosphere. If you are in the golf business in Michigan, you can’t afford to miss this conference. And bring the key members of your staff as there is terrific information for them to take back as well.”

Bob Koutnik

*MGCOA President
Fox Run Country Club, Grayling*

INDUSTRY ALLIANCE PARTNERS IN EDUCATION

“As the unity between the golf business groups in the state of Michigan continues to grow **there is no better place than the Golf Business Annual Conference to connect and share ideas** that will help improve not only your operation but to improve the golf climate in our great state. All areas from the Michigan Golf Alliance will be represented this fall, and I highly encourage you to attend this valuable event.”

Jay Eccleton, CGCS
*MiGCSA President
Director of Golf
The Emerald, St. Johns*

“The Golf Association of Michigan strongly endorses participation at the Michigan Golf Business Annual Conference in Troy. **It is a great opportunity for participants to learn new methods of managing their golf business** as well as for networking with fellow stakeholders in the industry to share best practices.”

Ronald V. Gaines
*President
Golf Association of Michigan*

“While golf is a recreational activity for the people who play it, it is a competitive and challenging business for those involved in operating the facilities. **Taking advantage of the educational and networking opportunities at the Michigan Golf Business Conference is one way to position yourself to be successful.**”

John Lindert
*President
Michigan PGA*

INSIDE

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Session Descriptions

(Speaker bios available at www.mgcoa.org)



Social Revolution: How Social Media Trends Are Reshaping Our World of Golf

Michael Tchong,
Founder & Analyst, Ubercool

TUESDAY
10:30-
11:30

Revolutions create upheaval but they also usher in much-needed change and innovation. The social revolution is not only reinventing our dialog, but also how consumers interact with business and government. In this entertaining and informative session, you will not only learn how “ubertrends” are reshaping society, but you will also gain an insider perspective on how socially propelled phenomena, from crowdsourcing to realtime analytics to influence metrics, are redefining our entertainment future, down to the game of golf. The social revolution has arrived. Come join Michael to help reinvent your future!



Getting Where You Want To Be

Jay Miller

Hidden Valley Golf Club is the 2011 NGCOA Golf Course of the Year. The management team follows basic principles in their marketing model; these values have been the blue print in all of their decision making processes for golf and restaurant operations. “95% of all Americans have no written goals, 100% of successful people do.” Follow Jay’s inspirational journey and discover where you are now and what you need to change to be successful. “If you want to go fast – go alone, if you want to go far- go with others.” Jay will tell you there is no “I” in team. Find out... What will it cost? What am I willing to give for it? Is it worth it?

TUESDAY
1:15-
2:30



Increasing Outing Business

Phil Immordino

One of the key elements of a successful golf business is the Golf Tournament and Outing Business. Phil will lead you through a proven program for development and implementation. This will include: (1) The Golf Tournament Industry; who are they, how do you find them and sell them, (2) the Selling Process; making presentations and closing the deal and (3) Becoming a Golf Tournament Consultant, teaching customers how to use your property.

TUESDAY
3:00-
5:00

WEDNESDAY
9:00-
10:30

Growing the Game

Jay Miller

Get more people to play more golf, more often. Simple. Let’s talk about what works in your market... youth golf, senior golf, leagues of all kinds, Play it Forward, First Tee, women’s oriented programs. We have tried them all and we have to keep looking for ways to sustain this industry with more golf rounds. Join the discussion!



Energizing Your Facebook Fans with a Powerful Content Plan

Laura Bergells

WEDNESDAY
9:00-
10:30

So you’ve started a Facebook page for your business. How well are you engaging your fans? How much of the effort you spend on Facebook is paying off in terms of increased customer satisfaction, brand awareness, or sales? This workshop will reinvigorate your company’s Facebook efforts so that you can more effectively engage your fans.



An Hour with Skubick

Tim Skubick

WEDNESDAY
2:00-
3:00

Anchor of the annual State of the State addresses and other Michigan election and political specials, Skubick returns to the MGCOA annual event with full disclosure on the happenings at the Capitol and their ramifications. Hold on to your hats as Skubick breezes in with a fast paced commentary and question and answer program.



Seasonal or Unseasonal: That is the Question

Melissa Jackson

WEDNESDAY
3:30-
5:00

This session will focus on employment matters including:

- How to establish the employment relationship with seasonal employees;
- How to inform employees of their obligations, as well as how to comply with notice requirements regarding their rights, and;
- How to avoid liability when the seasonal employment relationship ends.

The topics discussed will encompass unemployment compensation issues, required and recommended handbook policies, and posting obligations.



Maximizing Golf Course Food & Beverage Profits

Mike Holtzman

WEDNESDAY
3:30-
5:00

The food and beverage (f/b) operation may be the most difficult area to manage within the context of a golf club operation. This seminar demystifies the complexities of f/b by revealing the necessary tools and procedures that management can use. Once the food and beverage operation is set up for success, we will discuss the menu engineering and the advanced steps to maximize the potential profits of the operation. There is a fine line that separates maximizing profits and affecting the guest experience.

Tuesday, November 29

8:00 a.m.— 10:00 a.m.	Registration & Continental Breakfast
10:30 a.m.— 11:30 a.m.	Keynote Michael Tchong
11:30 a.m.— 12:00 p.m.	Break
12:00 p.m.— 1:00 p.m.	Lunch (MGCOA Annual Meeting)
1:15 p.m.— 2:30 p.m.	Getting Where You Want To Be Jay Miller
2:30 p.m.— 3:00 p.m.	Refreshment Break
3:00 p.m.— 5:00 p.m.	Increasing Outing Business Phil Immordino
5:00 p.m.— 7:00 p.m.	Opening Reception (Dinner on your own)

Wednesday, November 30

8:00 a.m.— 9:00 a.m.	Registration & Continental Breakfast
9:00 a.m.— 10:30 a.m.	Growing the Game Jay Miller
9:00 a.m.— 10:30 a.m.	Energizing Your Facebook Fans Laura Bergells
10:30 a.m.— 11:00 a.m.	Money Room: “Dollar Bill” Featuring: MGCOA Diamond Partners
11:00 a.m.— 2:00 p.m.	Vendor Fair (Lunch buffet)
2:00 p.m.— 3:00 p.m.	An Hour With Skubick Tim Skubick
3:00 p.m.— 3:30 p.m.	Refreshment Break
3:30 p.m.— 5:00 p.m.	Seasonal or Unseasonal Melissa Jackson
3:30 p.m.— 5:00 p.m.	Maximizing Golf Course F & B Profits Mike Holtzman
5:30 p.m.— 8:00 p.m.	Cocktails & Awards Dinner

Hotel reservations

Conference attendees stay at the Somerset Inn and receive the MGCOA discounted rate of \$119 per night for single/double and includes self parking in attached parking lot. The room block is being held for our group until November 7. **To make hotel reservations**, please call the hotel directly at (800) 228-8769. When calling be sure to mention that you are attending the Michigan Golf Business Conference. For more information on the hotel visit www.somersetinn.com.



Three ways to register!

Online at www.mgcoa.org

Fax registration form to (517) 267-8984

Mail to 603 S. Washington Ave., Ste. 303, Lansing, MI 48933

CEU Credits Info

Continuing Education Credits will be available for PGA, GCSA, HFTP and CMA members. Each association will have forms available at the conference registration desk.

What's the Money Room?

Our game show host “Dollar Bill” will once again visit our conference with money-saving opportunities from our MGCOA Diamond Partners.

TEE-OFF TIMES

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