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Golf Industry’s Major Impact

Patriot Day Shoot Out at Treetops

15th Annual Golf Outing Recap

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As the NGCOA’s exclusive Premier Partner, Club Car has made a long-term commitment to help golf course owners and operators lower operating costs and enhance revenues. As part of Club Car’s relationship with the Association, members renewing or converting their fleets receive complimentary admission to the NGCOA Annual Conference including one of the pre-conference workshops, golf outing, and $300 travel allowance.
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For more information, please contact Jim Bailey at 977-922-0285 or visit www.intlclubsuppliers.com

Credit Card Processing
ETS Corporation offers NGCOA members $200 discount on all wireless POS systems, gift and loyalty programs, POS check and ATM services, and free credit card terminals and receipt paper.
For more information, please contact Hadi Akkad at 800-836-7790 or visit www.etsms.com

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Pepsi-Cola Company offers NGCOA members $1.10 rebate per gallon on Pepsi brand post-mix fountain products.
For more information, please contact Tracie Mapheis at 866-PEP-GOLF or visit www.pepsi.com

Irrigation Systems & Turf Equipment
The Toro Company offers NGCOA members a 1% rebate on purchases of courses converting from a competing supplier and on new course purchases.
For more information, please contact John McPherson at 952-897-7313 or visit www.toro.com

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Beverage Supplier
Gatorade offers NGCOA members a $.33 rebate per case purchased.
For more information, please contact Tracie Mapheis at 866-PEP-GOLF or visit www.pepsi.com

Office Supplies
Office Depot offers NGCOA members deep discounts up to 75%.
For more information, please contact John Travers at 761-567-4704 or visit www.officedepot.com/bsd

Range Balls and Premium Balls
Srixon offers NGCOA members $4.00 per dozen on range balls and member pricing on all premium balls.
For more information, please contact Hootie Yokat at 678-518-5112 or visit www.srixon.com

Activate these benefits today! Call 1-800-933-4262, ext. 212 or log on to www.ngcoa.org
News From The President

A “Magical” Opportunity

As the 2008 season comes to a close, it’s time to take a deep breath and reflect on where your business is, and where you want to go. Fall is a great time to start a strategic plan for your business, identify what has worked and determine what areas need improvement to achieve the greatest return on investment. This can be an overwhelming task. So ask yourself, where can I get assistance?

How about this year’s MGCOA Conference, to be held this December in Troy?

Here is what is on tap:

This is the only gathering where you will be able to network with dozens of Michigan’s best course owners and operators. It’s a one on one opportunity to ask the tough questions and obtain in depth answers.

- Opening evening reception with entertainment by magician Gordon Russ.
- Get an “Attitude Adjustment” with keynote speaker Sam Glenn.
- Get the latest on the “Magic of Customer Service” with Dr. Ron Cichy.

Not enough?

- Check out our State’s “Pure Michigan” marketing campaign with Travel Michigan’s George Zimmermann.
- “Go Green” with Jeff Spencer, offering ways to keep your operation environmentally friendly.
- Be “Entertained” with Tim Skubik, Michigan’s Capital Correspondent.

Still hesitating?

We are waving our magical wand over the price of admission for this years conference. The Educational Support Foundation has voted to lower the price of this year’s event, without reducing quality or entertainment.

This year admission to the conference is 25% less than ever before (you can’t beat that)!

Bring a team member or two to the conference, get renewed energy, learn from the best, have a laugh or two.

Have a Magical Day!
Study Reveals Michigan's Golf Industry Has Major Impact

BLOOMFIELD TOWNSHIP, Mich. - When the eyes of the world turned to Michigan for the 90th PGA Championship at Oakland Hills Country Club, results of the independent study highlighting the importance of golf to the economy of Michigan were released. As a leader in the country for golf, the study found that in 2006, golf in Michigan generated 56,977 direct and indirect jobs and over $1.3 billion in golf-related hospitality and tourism spending. The independent study also established that the state’s golf industry generated $4.2 billion of direct, indirect and induced economic impact, along with providing multiple areas of positive economic impact on the state. The state ranks first in the nation in number of public golf facilities and third in the nation in the number of 18-hole equivalent courses. The results of the study were announced at a breakfast at Oakland Hills Country Club where leaders from the national allied associations of golf and the Michigan Golf Alliance were joined by many top government leaders from around the state. Published in September 2007 by SRI International, the study was commissioned by the Michigan Golf Alliance and was accomplished through a comprehensive, standardized framework that can be replicated nationwide. The Michigan Golf Alliance is comprised of the Michigan PGA Section, the Michigan Golf Course Owners Association, the Golf Association of Michigan, Michigan Turfgrass Foundation and Travel Michigan. "Our organizations have come together so that we can better illustrate the tremendous importance that the golf industry has to the State and its citizens,” said Golf Association of Michigan Executive Director David Graham. “As evidenced by the economic impact study, the golf industry is an important contributor to our economic vitality in Michigan. We hope that the state legislature will work with our organizations when considering legislation and regulatory procedures affecting the golf industry in the State so we can maintain and grow this vitally important industry.”

Among the findings in the Michigan Golf Economy Report, the golf industry:

- Generated 56,977 direct and indirect jobs for its citizens.
- Generated $2.2 billion of direct economic output.
- Generated $1.4 billion in direct and indirect salaries and wages in the state economy.
- Generated $1.3 billion in hospitality and tourism.

Continued on page 6
Treetops Resort Hosts Successful Inaugural Patriot Day Shootout

Treetops Resort, hosted the inaugural Patriot Golf Day Shootout August 29-31, 2008. This exciting two-person event was a fundraiser benefiting the Folds of Honor Foundation, which helps families of fallen American military heroes. The event is a merger between two very successful events: the popular Par 3 Amateur Shootout and the PGA of America’s Patriot Golf Day.

F-16 fighter pilot, PGA member and MGCOA Board Director Captain Dan Rooney founded Patriot Golf Day after flying from Chicago to Grand Rapids on a plane, which carried the body of Army specialist Brock Bucklin home to his family after he lost his life in Iraq. At that point, Brock became Dan’s inspiration and with the help of the PGA of America, Patriot Golf Day has become a national phenomenon.

“After my staff and I attended the PGA Annual Meeting in Orlando and listened to Captain Rooney’s emotional speech, we knew that we wanted to do something special for this event”, said Kevin McKinley, Director of Golf at Treetops Resort. “We have worked diligently since January to put the pieces into place to host one of the Premier events in the nation associated with Patriot Golf Day.”

The Opening Ceremony at Treetops on Friday, August 29 paid tribute to those who have put their lives on the line for the freedom of all US citizens. An honor guard, a flyover, and Duane and Dawn Bucklin - the parents of the fallen serviceman Brock Bucklin from Caledonia, Michigan were part of the ceremony. The MGCOA urges you to visit www.patriotgolfday.com and learn more about what you can do to support this worthy endeavor.

Golfers dress the part as they get ready to tee off on this perfect late August day of golf.

Emory and Wendy Sloan join McKinley for a photo at the outing. Their son, formerly of Charlevoix, U.S. Army Maj. Douglas E. Sloan, a graduate of Western Michigan University, died Oct. 31, while on active duty in Afghanistan.

Treetops Director of Golf Kevin McKinley visits with Duane and Dawn Bucklin of Caledonia, parents of the late Corporal Brock Bucklin at Patriot Day.
The following measurement indexes are used in the SRI study:

**Direct Impact**
Determined by the size of the golf industry cluster within the state economy based on revenue. The state golf economy is calculated by adding the size of each of its core and enabled industries.

**Indirect Impact**
Determined by the purchases of golf course facilities and the companies, which provide goods and services to the golf industry and in turn, purchase goods and services from other companies.

**Induced Impact**
Employees directly employed within the golf sector spend much of their income in the region, which creates more spending and more jobs in the economy. Together, the “indirect” and “induced” impact forms a multiplier impact on the golf economy.

“Using the SRI template for the study was really an eye-opening experience. Without such a process, it is difficult to comprehend the size and impact of the golf industry. Taking into account all of the data, golf contributes greatly to the overall economy in Michigan,” said Kevin Helm, Executive Director of The Michigan PGA Section.

The Buick Open, a PGA TOUR event, also raises significant funds for local charities each year, such as the Easter Sales, American Red Cross, the Whaley Children’s Center and the American Lung Association in 2006.

“The public and private sectors have long known the significance of the economic impact of golf in Michigan; this new research confirmed the importance of golf to our tourism promotion efforts and to the broader Michigan economy,” said George Zimmermann, Vice President for Travel Michigan, a business of the Michigan Economic Development Corporation. “We offer enthusiasts some of the best golf in the world, and the quality of our golf product makes the golf industry an economic engine for the state of Michigan.”

For a copy of the complete Michigan report or other economic research on golf, visit www.golf2020.com or contact Kate Moore at the MGCOA office at kmoore@mgcoa.org.
Golf Outing Fundraiser Major Success

Golf course owners and operators joined with suppliers on this traditional day of great golf and fun at the 15th annual MGCOA Golf Outing and Supplier Field Day held at Augusta’s Gull Lake View Golf Club.

This event has been hosted by the Scott family since its inception and this year was no different. A full field of golfers enjoyed the perfect weather, along with great food and prizes. Special thanks to Jim and Charlie Scott and their families and staff for the extraordinary and exemplary service.

If knowing all the “Rules of Golf” is what it takes, then that’s what worked to take the prize as winners of this year’s event was the team from the Golf Association of Michigan, David Graham and Tonia Branch and HandiComp’s Stu Healey and Ken Kapcia who took the 1st place “mixed” prize. First Place overall with a score of 56 was lead by GolfSwitch’s Pat Damer. His teammates, Pat Grelak and Brian Giering with Grelak Golf Design and Ryan Leitner from Tecumseh Country Club.

Rounding out the winners in 2nd place overall was Team Lighthouse Insurance Group, lead by Mark Mansfield with players Tom Templin (Island Hills Golf Club, Centreville), Ken Page and Jamie Range (Village Green Golf Club, Newaygo).

Kate Moore, executive director of the MGCOA continues to claim last is not least since she usually takes home a prize by coming in last! Her team which included her sister, Leni Staley and TPI Golf, Inc. owners Debbie Oberle and Todd Cotter, received golf club head covers in the shape of an eagle, the only eagle that will surely ever be associated with this team! Debbie did say here game has improved from reading last year’s prize “Golf for Dummies” but apparently not enough to carry the team.

Not one but two Hole-In-One contests were sponsored by TPI, Inc and Bushwood Insurance. Unfortunately for our players, the checkbooks stayed closed! Thanks for sponsoring.

The MGCOA is very grateful to our premier sponsors and corporate partners. Kapnick Insurance Company, Club Car, US Golf Cars, Spartan Distributors, Michigan Golf Magazine, TPI, Inc., Bushwood Insurance and the NGCOA Preferred Supplier Group including TORO and Entegra. These companies sponsored lunch, dinner, cocktails, trophies, goody bags and some of the prizes. This golf outing has remained at the same price for the past 9 years because of the support we receive from these companies and corporate member hole sponsors.

Kate Moore, MGCOA Exec. Director (2nd from left) “wins” last place again with teammates Staley, Oberle and Cotter.

We created a new category of prize winners this year “first place mixed” and look who we got to step up and take home the honors… Kapcia, Branch, Healey and Graham. Congratulations!

Mansfield Team: Team Lighthouse Insurance Group lead by Mark Mansfield has the perfect excuse to be “two fisted” winning crystal etched beer mugs by finishing 2nd place overall.

Indian Lake Hills: Lynn Miller and her team from Indian Lake Hills Golf Course (Eau Claire) with TimMiscovich and son Nick. Lynn and team tried hard to “win” those eagle head covers but once again, Moore’s team “beat” her out for the “win/loss”.

First Place overall and ready to defend next year is the Pat Damer team of Damer, Grelak, Giering and Leitner.

Kate Moore, MGCOA Exec. Director (2nd from left) “wins” last place again with teammates Staley, Oberle and Cotter.
Special Thanks to Our Golf Outing

PREMIER SPONSORS

Thank you HOLE SPONSORS

Special thanks to Kosch Catering for being our Registration Sponsor, to Pepsi for donating soft drinks, and to the West Michigan Golf Show for donating bottled water.
Thank you to the Scott Family!

A very special Thank You to the Scott Family for hosting the 15th Annual MGCOA Golf Outing on August 15th at the Gull Lake View Resort. Thanks to the generosity of the Scotts and the superior service of their team of managers, the outing was a huge success.

Mrs. Letha Scott is always smiling at the wheel as she steers her golf car around the family golf courses.

A tradition of excellence, dependability and service to the golf turf managers of Michigan since 1947.

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turf@spartandist.com
State and private tourism officials urged the Senate Appropriations Committee to approve legislation that would provide permanent funding for promotions program at the Michigan Tourism Legislative Conference on September 23.

The various officials pushed the committee to approve Senate Bill 690, which was not officially on the committee’s agenda, to earmark certain sales tax revenue to tourism promotion.

George Zimmermann, executive director of Travel Michigan, which runs the state promotions, said the 3.6 percent drop in advertising funds in 2007 was followed by a 5 percent decline in visitor days.

The current budget does provide $45 million for promotion through 2010.

But Mr. Zimmermann said competing states are spending more annually, ranging from $32 million for Pennsylvania to $85 million for Hawaii.

Michael O’Callaghan, executive vice president of the Detroit Metro Convention and Visitors Bureau, said the one year of increased promotions funding has already shown dividends after Michigan being last in tourism growth in 2007.

“After one year, however, of increased marketing, especially in those two states (Ohio and Illinois), we can see that Michigan’s statewide room revenue is up 4 percent versus Ohio’s mere 1.7 percent room revenue growth,” Mr. O’Callaghan said. “Since it’s obvious to all that the broad economy has not improved significantly in just one year, we can safely deduce that marketing Michigan allowed us to capture more business.”

And he said Detroit fared even better, a 7.2 percent increase.

“Now is not the time to scale back the campaign,” said Daniel Musser, president of the Grand Hotel on Mackinac Island. “We the current state of the Michigan economy, having those out-of-state tourists saved our season here on Mackinac.”
TPC Distribution announces their membership in the Michigan Golf Course Owners Association. TPC Distribution, home of ProShopSolutions.com and the Pro Shop Pack©, is the convenient, one-stop shop for customized wholesale packaging of the best golf equipment, training aids and accessories “as seen on TV”.

TPC Distribution focuses on helping golf course operators maximize the value of pro shop inventory by reducing carrying costs and driving revenue with relevant products for their customers. Because their focus is creating value-added pro shop solutions for golf course owners and operators, TPC Distribution is the fastest growing wholesaler of “as seen on TV” golf products in the industry today. As an MGCOA corporate member, TPC Distribution will establish authentic business-to-business partnerships with the over 850 Michigan golf course owners and will provide value-added wholesale distribution solutions for their pro shops.

TPC Distribution’s Pro Shop Pack© allows golf course owners to shop with convenience as the Pro Shop Pack© provides a cost-effective and value-added pre-packaged product mix of the best swing trainers, accessories and golf equipment “as seen on TV”. Additionally, the Pro Shop Pack© brings to life TPC Distribution’s “Pack for a Purpose” program, a unique wholesale program which facilitates TPC Distribution’s Social Responsibility mission: when you buy a Pro Shop Pack©, you will be supporting several charitable causes as portion of all proceeds will go to the American Cancer Society, Cystic Fibrosis Foundation, Special Olympics, or the charity of your choice.

In today’s market, golf course owners and operators need innovative and cost-effective ways to drive revenues. The “Pro Shop Pack” provides pro shops with the ability to offer their customers high-quality and relevant products without the hassle of carrying large inventories.

“As a golf course owner, I need a convenient and cost-effective way to get value-added products in my Pro Shop for my customers. The team at TPC Distribution has solved this problem with The Pro Shop Pack. It’s the perfect mix of products at the right price, with a fast and easy online order process. Getting the Pro Shop Pack is a no-brainer and will be for anyone operating a Pro Shop.” says Pete Salpietra, Managing Partner of Moose Ridge Golf Course (Rated #3 by The Detroit Free Press of the best golf courses in South East Michigan www.mooseridgegolf.com)

TPC Distribution also offers customized wholesale solutions in order to meet the unique needs of golf course owners and

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**Tee-Off Times**

**Legislative Bulletin**

**ASK THE MGCOA**

**Q:** Does the general exemption in the Michigan Youth Employment Standards Act for children of the owners also apply to the owners’ grandchildren?

**A:** No. The exemption contained in this particular section of the Michigan Youth Employment Standards Act (YESA) applies only to the children of the owner or owners of the business.

MCL 409.119 reads, in part (emphasis added):

“This act shall not apply to or prohibit a minor from engaging in any of the following activities”

“Employment in a business owned and operated by the parent or guardian of the minor. For the purposes of this subdivision, a business is considered to be owned by the parent or guardian of the minor if the parent or guardian is either the sole owner, partner, or stockholder in the business and a business is considered to be operated by the parent or guardian of the minor if he or she devotes substantially all of his or her working hours to the operation of the business.”

Note that the language above refers only to the parent or guardian of the minor and completely silent on the matter of a grandparent — unless, of course the grandparent of the minor owns the business and is also the minor’s legal guardian.

**From MGCOA’s Government Affairs Coordinator**

I hope you got in some additional rounds based on the great weather we have experienced since the great rains a couple of weeks ago. Here is an update.

**Smoking Ban**  September 23rd the House defeated a Senate passed bill that would ban smoking in public places with no exceptions (except Indian owned casino’s). The House version had several exemptions including race tracks, bingo establishments and others. It is unlikely this bill will be brought up again until at least Lame Duck session.

**Great Lakes Legacy Compact** - After 6 years of hard work and support of the 8 states and 2 Canadian provinces that border the Great Lakes both the U.S Senate and House have passed the compact. President Bush has said he will sign the bill. However, a small controversy arose when our own Representative Bart Stupak of the UP asked the House not to pass the bill as he felt restrictions were not great enough on the bottled water industry. Luckily this last minute grand stand was ignored and the bill was passed.

**Minimum Payroll Wage for Tipped Employees** - House Bill 4452 increases the payroll wage for tipped employees from $2.65 to $4.00 went into effect July 1, 2008. Thereafter, both the payroll wage and the minimum wage would be indexed annually to inflation. In addition, House Bill 5246 completely eliminates the tip credit. Both bills are in the House Labor Committee. One hearing has been held on HB 4452. The MGCOA opposes both bills.

**ADA Handicap Golf Car Scam** - The ADA is re-visitng handicap access to golf courses. This has led to a renewal of the mandatory handicap cart calls. Even though the ADA has not set new rules in motion, phone callers are again busy. Some golf courses have been called for tee times. The caller asks for handicap accommodation specifically a handicap golf car.

When the course responds that one is not available legal action is threatened by the caller. Next thing you know you are being solicited to purchase a car. The NGCOA is suggests and is working on the following:

1. Take an inventory of all handicap cars available in an area and be prepared to share them. Remember, the law calls for “reasonable” accommodation. You do not have to make a tee time for the person that day. This will give you time to find a cart.

2. The NGCOA is working with the major golf car companies to modify a current car or to have them store a handicap car you might be able to use to accommodate the request.

3. You need to train your staff to NEVER say no. Make the tee time and then work on getting a cart for that round. More so than not the tee time maker has not shown up for the tee time.

4. If you have access to one of those carts let us know.

**PAC $$** - Our PAC has almost $20,000 in it. If you have a candidate you feel is a friend of golf and needs a push, let us know in the office and we will work on getting that candidate a contribution.

**Golden Passbook 2009** - We are finishing up the details of the 2009 book. A hardy thank you to those of you who have supported this effort since 2002. We are adding 6 new courses and several enhancements to the book. We will have details available and welcome your calls.

As always if you have questions or comments please do not hesitate!

John Dodge, Government Affairs Coordinator
2008 Session So Far
By MGCOA Lobbyist Eric Rule

Several issues have defined the legislative session in 2008. Chief among these have been taxes, water, energy, and smoking. Clearly there have been other issues being debated; close to 5000 bills are introduced each two-year legislative cycle. These have all had some impact on golf however, and it is helpful to reexamine them to offer some perspective on the nearly complete year.

With the Single Business Tax transitioning to the Michigan Business Tax (MBT), many businesses saw their tax liabilities more than triple! This was a result of last minute screw up in ’07 that led the legislature to impose a 22% surcharge on most businesses paying the MBT. The public outcry has led to legislation to phase-out the surcharge, as well as a bill to correct the definition of gross receipts that includes sales tax collected by a business and simply remitted to the state.

Both of these issues have been being debated throughout the year, and may hopefully be completed by the time you read this. SB 1038, which fixes the gross receipts definition, passed both the Senate and the House. The House however, included two bad tie-bars when they returned it to the Senate prior to leaving for the summer. This bill is expected to be passed from the Senate, minus the tie-bars, prior to the end of September.

The surcharge legislation is receiving a hearing on September 25th and this could be part of budget negotiations or traded during the Lame Duck session after the elections, and prior to the end of the legislative session.

The water issue finally was wrapped up, with golf courses being for the most part, held harmless. The legislation would impact mainly new golf courses, or increased withdrawals from existing courses. In addition, a new, online assessment tool would be utilized to further determine if permits would be required for certain areas of the state where an impact to the local waters may be realized.

Passage of this comprehensive package finally put Michigan into alignment with other Great Lake States to attempt to have the Great Lakes Compact ratified at the federal level so our water resources can be protected from diversion from other states.

Renewable energy standards and whether or not to return to a more regulated energy environment have been linked and debated for the past two years. The major utility companies want a guaranteed market and have tie-barred this effort to bills requiring energy companies to utilize at least 10% of electricity produced come from renewable sources. The issue finally came to a head in late September with the utility groups getting most of what they wanted. One small victory for businesses is in the area of deskewing. Skewing is when on part of the market pays more than their fair share to subsidize another. In this case, the commercial business sector had been paying more and the residential community was not paying their fair share. This package, which was recently signed into law by the governor, should slightly ease commercial rates. This will probably not be true for the long run however, as choice in the marketplace has been reduced to no more than 10% of the market.

A comprehensive smoking ban for all state restaurants, bars, and casinos appears to be dead after several floor showdowns ended up with there being insufficient votes to pass the measure. The item that stopped the effort from passing was the inclusion of casinos in the ban. Detroit Democrats wanted them exempted, as they feared the Indian-owned casinos would take business from them since the smoking ban would not extend to the sovereign Indian casinos. While the issue could come up during Lame Duck, the issue may have used up all the political capital it had getting to this point.

The Presidential and House elections have played a role in session dynamics as well. Completing most of the necessary budget action prior to the 4th of July was key so legislators could get back to their district and campaign. This also led to a shorter time period during the fall to complete other items.

The House is the only statewide elected position up for election in Michigan this year. This election will cause major ripples within the legislative community however; as 44 members of the 110 are term limited this year. In fact, we will see at least 46 new members, as Rep. Dave Law, who was not term limited choose to run for a local office, and one sitting state rep lost his primary.

Political Action Funds Available
Do you have a candidate that you believe would be a friend to the golf business? If so, the Political Action Committee (PAC) has funds available to help in the election of such candidates.

Simply email or fax our office with a brief bio of the candidate and funds requested to our office. Tom Schwark, Chair of the Government Affairs Committee, John Dodge Director of Government Affairs, Kate Moore Executive Director and Eric Rule Lobbyist will make the final decision.

If you have questions or need further information contact John Dodge at the office.
Michigan Will Soon Be Entering the “Off Season” for the Golf Course Industry

Keep In Mind That Good Safety and Loss Control Practices Know No “Off Season”

Many course owners use this time of year to catch up on course maintenance, including trimming trees and shrubs, and removing dead or diseased trees and limbs from their property. This is an especially important undertaking when you consider the tragedy that occurred on an area course when a dead tree fell and struck a golfer, killing him. As if that alone wasn’t tragic enough, a related liability claim resulted in a payment of nearly $3,000,000. The undertaking of removing trees itself may be deadly, however, if not approached with extreme caution and safety in mind.

The task of cleaning up your property will undoubtedly require the use of power equipment such as chain saws, hedge trimmers and wood chippers. The use of any of these tools requires exercising extreme caution. According to the National Ag Safety Database, driving a race car is not as dangerous as operating a chain saw! Some basic precautions to follow before using any of these pieces of equipment include:

- Read the instruction manual and receive the proper training before operating the machinery
- Inspect the equipment before use:
  √ Note that the safety guards are in working order and are not damaged
  √ Replace any loose screws and bolts
  √ Replace any parts that are broken or damaged
  √ Check to see that maintenance schedules are current
- Wear the proper clothing and personal protective equipment for the job:
  √ Long pants and a long-sleeved shirt or one-piece coveralls, Kevlar fabric preferred
  √ Eye protection goggles, safety glasses, or a full face shield to prevent materials from hitting your face if they fly out
  √ Ear protection earplugs or ear muffs
  √ Non-slip gloves, hard hat, and steel towed boots with non-slip soles
  √ Pull back long hair and remove hanging jewelry that could get caught in equipment
- Caution other workers to stay back at a safe distance while you are operating this equipment
- Work smart! don’t rush through your work. Concentrate on the task at hand to avoid injuring yourself or others

For more specific safety information for operating any of the above mentioned power equipment, contact us and we will gladly send or email you these white papers:

- **Chain Saw Safety** exercise extreme caution on the job
- **Wood Chipper Safety for the Outdoor Worker** be alert: wood chippers can hurt
- **Hedge Trimmer Safety** do’s and don’ts for outdoor workers

You may want to post these on employee bulleting boards, or use as talking points and handouts for a safety meeting. Direct your requests to John Seiser at 888.263.4656, x1300 or john.seiser@kapnick.com.

Keep in mind also that an added benefit to being vigilant about safety is the good possibility that it will result in lower insurance premiums. John is available to discuss how these, and other measures, work to help you lower your overall total cost of risk.

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**KAPNICK INSURANCE**

Visit the Kapnick booth at the Michigan Golf Business Vendor Fair
December 3 from 4:00 - 7:00 pm at the Somerset Inn
This year’s presidential election is becoming interesting. The democratic party has nominated the first black candidate to run for president. Barack Obama is well educated, intelligent, and articulate. He is creating an interest in politics among young voters who previously have not had an interest in national politics as past generations of young voters have had. His campaign themes of change and hope are well received by many Americans. He has named Joe Biden as his running mate to offset criticism that he is too inexperienced to be president.

The republican candidate for president is John McCain. McCain is a war hero who has served in Washington for many years. He is not a traditional conservative, to the disappointment of some republicans, but is considered a political maverick. He surprised everyone by selecting Sarah Palin as his running mate. This is also historic since it marks the first time a woman has been on the republican presidential ballot. Palin is considered a maverick herself and is portrayed as a hardworking, blue collar woman. McCain selected her to win over some of those Hillary supporters who are having a tough time letting go of the fact that Hillary did not get the democratic nomination.

I think this election will once again be very close. I would be surprised if the winner had more than 51% of the popular vote. But, how important will it be to the future of the Michigan golf industry. I suspect that the majority of golf course owners voted for the winner of the last two presidential elections. However, I also suspect that the majority of golf course owners are not happy with where things are in this country in terms of the economy, gas prices, Iraq, or the mortgage industry.

I believe the role of government should be to legislate and uphold laws to create a civilized society. It should not create laws to favor one industry over another or to favor one group of people over another group of people whether it is in terms of race, religion, or economics. Government should be responsible for educating its people, but it must refrain from stereotyping foreign countries and propaganda. Government should help those who are truly needy, but not be helping those who can help themselves.

Frankly, I don’t think it makes much difference who wins the White House. Our industry did well in the 90’s when Clinton was in the White House, but I don’t think he deserves the credit for the good economic times then. Our industry has struggled this decade, but I don’t believe Bush deserves all the blame either. I think the governor’s...
McCain or Obama. Does it Matter?

Continued from page 15

election in 2010 will have a greater impact on our industry than this fall’s presidential election. I also believe that unforeseen developments nationally and worldwide will have a greater impact for our industry than this fall’s presidential election.

Michigan has a hardworking and well educated workforce. We live in a beautiful state with plentiful fresh water. I think the best recipe for success of the Michigan golf industry lies with the success of Michigan. We need to get state spending in line with revenues. I think that last fall’s bargaining agreements between the auto companies and the unions will go a long way towards making the auto companies profitable again. As the auto companies become profitable and start hiring employees instead of laying them off, and as other companies and industries come to Michigan, then the state’s economy can grow again and our industry will benefit, as will the state’s other industries. Unfortunately, this will take time, and I don’t see improvement on the horizon until 2010.

TPC Distribution Announces Membership

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operators for their pro shop and customer demand. With their convenient, online ordering process at www.proshopsolutions.com, ordering is as easy as point-and-click.

TPC Distribution is now accepting pre-orders of their Pro Shop Pack© for April 15, 2009 delivery. Ordering is easy at http://www.proshopsolutions.com/the-pro-shop-pack.html where the “Pro Shop Pack” is available in 3 different packages and at the following prices:

- The Par Pack $ 999.95
- The Birdie Pack $1,589.95
- The Eagle Pack $2,299.95

50% initial down-payment is due upon purchase, with the balance of your payment to be processed when your pack is shipped. ProShopSolutions.com features a convenient online replenishment ordering process making your job easier.

ProShopSolutions.com offers over 60 products from the world’s top manufacturers of “as seen on TV” golf products, such as the Perfect Club, Medicus, The Dynamics Swing Glove, The David Leadbetter Swing Setter, The Hammer products, Peak Vision and many of the products as seen on The Golf Channel’s “Fore Inventors Only”. Visit www.ProShopSolutions.com.
It was a little more than a decade ago, when Sam Glenn found himself riddled with a series of failures, broke, depressed and getting by working nights as janitor. For almost two years, he didn’t have a home, so he slept on the borrowed floor space of friends and family.

In 1995, Sam took ownership of a successful company that his grandfather had run for more than 30 years. It seemed like a lucky break, until the warehouse that stored and assembled his products burned to the ground. No longer able to pay his bills, he took a night job delivering newspapers, and eventually as a janitor. Depression seemed to grab the best of Sam, until he made an amazing discovery—a discovery of purpose and passion that has established him as the leading **Authority on Attitude™**

“One lesson I learned early on is that when you doubt yourself, you defeat yourself. I had failed big and lost everything. When you fail big, you experience fear, indecision, and doubt. I was down and out in my attitude. But, one day a friend invited me to a cup of coffee and said to me these unforgettable words, “Sam, you don’t have a hard knock life problem, you have an attitude problem.”

“He was right. I needed to change my outlook. His words put a huge **Kick in my Attitude**! It got me back on track with my life. We should never underestimate the power and role our attitude plays in our personal and professional life.”

Things are much different for Sam today, as you will learn. He is the author of 16 books, has the largest Attitude Networking Group in the world on **FaceBook**, is the founder of **Everything Attitude.com**, and a National Magazine, **Attitude Digest**, that helps keep our attitude strong and effective in work, relationships and life.

Today, you can expect to gain some valuable insights into your attitude, and a rekindled enthusiasm for life.
THE Magic of Customer Service  
DR. RONALD F. CICHY

Dr. Ronald F. Cichy is the director and a professor in The School of Hospitality Business at Michigan State University, a position in which he has served at his alma mater since 1988. Cichy is a frequent speaker at annual conferences, meetings and institutes for businesses ranging from Fortune 500 companies to the hospitality industry. His topics are both educational and entertaining. His insights come from decades of industry experience and working with top global service leaders. Cichy’s work on four continents has developed managers and leaders, team builders and trainers, and helped businesses become high performance organizations.

Cichy is recognized as a pioneer researcher on leadership qualities, keys, secrets, essentials, and emotional intelligence of hospitality leaders, both in the United States and Japan. His research has led to his identification as one of the top most influential scholars in hospitality management. We are delighted to have Dr. Cichy as our mid-day keynote. His list of accolades is long and deserved. *We can’t wait to see what he has up his sleeve.*

Pure Michigan... Now that’s MAGIC!  
GEORGE ZIMMERMANN

George Zimmermann is Vice President of Travel Michigan in the MEDC’s Marketing and Communications Unit. He has been with the MEDC since 2001. During his tenure at the MEDC, Travel Michigan created and launched the award-winning Pure Michigan branding campaign, and the Michigan state tourism web site, michigan.org, has consistently been ranked the most popular state tourism web site in America. The success of the Pure Michigan campaign and its proven return on investment helped increase the funding for tourism promotion in Michigan from $8 million in 2001 to $30 million in 2009. Zimmermann will discuss the Pure Michigan campaign and its impact on Michigan’s travel and tourism this year and in the years to come.

Watch Solutions Appear Right Before Your Eyes!

*Conference Seminars to include:*  
The Magic of Internet Marketing  
*Green is the new $Gold$*  
Make the Magic Happen with Leagues

PLUS  
**Election Year Hocus Pocus**  
Tim Skubick

Government Affairs Recap by government affairs coordinator John Dodge and lobbyist Eric Rule, followed by Lansing’s longest serving member of the state capitol press corps with 35 years of covering Michigan government and politics Tim Skubick.
Conference Registration

Company Information

Golf Course or Company ______________________________________________________________________________________

Address _____________________________________________________________________________________________________

City _________________________________________________________  State ___________________  Zip _______________

Phone _________________________________________________  Email ______________________________________________

Packages

NEW LOW PRICE!

<table>
<thead>
<tr>
<th>A) All Conference Events</th>
<th>Member</th>
<th>Non-member</th>
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<tr>
<td>B) Social Attendee*</td>
<td>$225</td>
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So that we may better serve you, please check those that apply:

- [ ] Food Allergy: ________________________
- [ ] Vegetarian

*Includes Tuesday’s Opening Reception, Vendor Fair & Awards Dinner

Attendee Names

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Make copies for additional attendee registration.

Payment

- [ ] Check enclosed payable to MGCOA in the amount of $ _________________
- [ ] Charge to my credit card: [ ] Visa [ ] Mastercard [ ] American Express [ ] Discover

Card number: ____________________________________________________ Expiration Date: ______________________

Signature: _____________________________________________________ Amount: $ _________________

Cancellation Policy

If you are unable to attend the conference, we will be happy to refund your registration fees if cancelled by November 27, 2008.

Room Reservations - www.somersetinn.com

Room reservations can be made at the discounted rate of $129.00. Call the Somerset Inn at (800) 228-8769. Rooms must be reserved by November 11, 2008 to receive this rate. For more information call the MGCOA at 800-860-8575.

Return this form, along with your method of payment, by mail to MGCOA, 603 S. Washington, Suite 303, Lansing, MI 48933 or by fax to (517) 267-8984.
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