

TEE-OFF TIMES

Vol. 23, No. 5 September / October 2011

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

Michigan Golf Business Conference is not far away

In this issue:

Search engine marketing right for you?

A rousing amen to "Tee It Forward"

18th annual golf outing and vendor fair recap

How does \$1,500 sound to you?

Call for 2011 Awards of Honor and Recognition

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



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Exploration, exchange of ideas is key to success

by Bob Koutnik, MGCOA President

The scene of golf course owners and operators in a classroom setting learning from one another isn't something you see every day. We all know that individuals, who are better connected with their peers in industry, do better. Take advantage of the chance to hone your knowledge and tighten networking ties. This is truly how professionals work in every other sector of business

The **Michigan Golf Business Conference and Vendor Fair** provides great opportunities for you and your staff. The better educated and connected we are as owners and operators, whether on the course or in the club house, the better our knowledge is to do the positive things for the development and expansion of our businesses. The takeaway from this meeting is that exploration and exchange of ideas is essential to furthering business goals.

Bring your staff! Some may wonder why they should invest the time and resources to train someone when it's possible that they will take those skills to another golf course. The only thing *worse* than training people and having them leave is not training them and

having them **STAY!** **Michigan Golf Business Conference and Vendor Fair** has a great line up of speakers on everything from soup (Mike Holtzman – food and beverage guru) to nuts (Michael Tchong – Mr. UBERCOOL). And if you aren't there to catch the 411 on outing and tournament development, then I guess that's good for your competitor who is there.

More? How about learning to energize your FaceBook page or the right and wrong of seasonal/unseasonal employees management? More? How about spending an hour with Skubick or two with Jay Miller, owner of the 2011 NGCOA Golf Course of the Year? Whether you are an owner, operator, superintendent, golf professional, sales manager, food and beverage director or student of the golf business, this is the place for you.

We all learn best when we are having fun and engaged in the process. Join me at the **Michigan Golf Business Conference and Vendor Fair** this November in Troy. Take the time to show your commitment to your staff and to the business by making this a destination, for your future and that of your business.

Vendor Savings

And while you are learning, start saving! Here are some of the companies that have already signed up for VENDOR FAIR...

- Midwest Golf and Turf Club Car
- Kapnick Insurance
- US Golf Cars
- Active Golf
- Heidi Kussurelis Agency
- Corporate Tax Resources
- Michigan Clubs Fund
- Hospitality Asset Advisors
- Spartan Distributors
- Scott Aerator Company
- Weingartz golf & Turf
- CIA Financial

Industry suppliers can now register for a booth at the Michigan Golf Business Conference and Vendor Fair. Contact Jada Paisley, membership and events coordinator at 800-860-8575 or jpaisley@mgcoa.org. Space is limited so don't delay.

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Golf outing fundraiser is a major success

by Kate Moore, MGCOA Executive Director

Golf course owners and operators joined with suppliers on this traditional day of great golf and fun at the 18th Annual MGCOA Golf Outing and Supplier Field Day held at Gull Lake View Golf Course in Augusta. Gull Lake View is the cornerstone of the Scott Family's Gull Lake View properties. Special thanks to Jon and Charlie Scott and their families for the generous contribution to this important MGCOA

fund raiser. Special thanks to Kapnick Insurance Group for the lunch, the NGCOA Preferred Suppliers for the dinner and US Golf Cars for the beverages. Midwest Golf & Turf sponsored a golf cart for a hole-in-one, Spartan Distributors was our welcome sponsor, Michigan Clubs Fund took care of the prizes and gift certificates and the putting green was sponsored by Rainbird. Let's not forget the Million Dollar Shoot

Out, sponsored by TPI Golf. Only one golfer qualified to take the Million Dollar shot and that was Joel Nysse from the US Golf Cars team. Better luck next time, Joel.

And they say all lobbyist do is work, work, work. Well if that's the case someone else on our government affairs director Eric Rule's team sure had time to practice as they walked away the winners with a remarkable score of 55. Second

place overall went to last year's winning team captained by Shawn Lally of GolfNOW. The first place mixed team came from GAM so



Eric Rule's team take first place at the 18th annual outing with a score of 55.

we know they played by the rules. Congratulations to David Graham, Tonia Branch, Mike Wilbraham and Ron Gaines.

MGCOA executive director Kate Moore dodged the bottom of

gan Clubs Fund and the winners were Erin Adams (Gull Lake View), Dan Esch (Pure Green Lawn and Tree), Joel Nysse (US Golf Cars) and Jeff Hoag (Scott Lake Country Club). Alyson Dobbins from Concord Hills Golf Course was the ladies longest drive winner while Ryan Martinus took the honor for the men. Sinking the longest putt was Denny Haney from Sandy Ridge whose team also, by the way,

had on matching Sandy Ridge golf shirts. They win "best dressed". Longest Drive contests were sponsored by Flow-Rite Controls. The Longest Putt was sponsored by CIA Financial and Insurance Group.

We also want to thank Carolyn Alt from ShowSpan, The West Michigan Golf Show, for donating bottles of water.

The MGCOA is very grateful to all of our premier sponsors: Kapnick Insurance Company, US Golf



The rules of golf were no doubt enforced on our 1st place mixed team fielded by the GAM.



Everyone knows Kapnick Insurance company is a winner in our book...with the exception of this round of golf!

the leader board this year. This distinction was captured by the Kapnick Insurance Team led by Julie Gentling. Not to worry ladies. I am sure to do worse next year!

A Hole-in-One contest was sponsored by Midwest Golf & Turf. While no one left with a new golf car, all were thrilled to have the chance to go for it.

Closest to the Pin contests were sponsored by the MGCOA's Michi-

Cars, Midwest Golf and Turf, TPI Inc, Vernon Graphics, Spartan Distributors, Rainbird, MI Clubs Fund and the NGCOA Preferred Supplier Group who sponsored everything from registration to goody bags and more. This golf outing has remained at the same price for the past 11 years because of the support we receive from these companies and corporate member hole sponsors.



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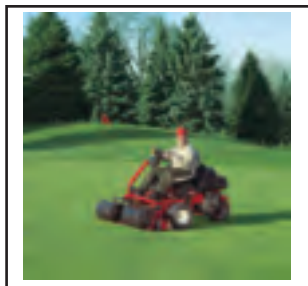
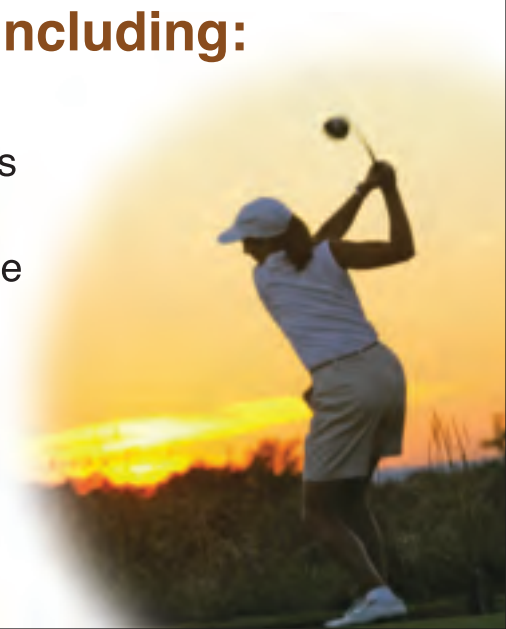
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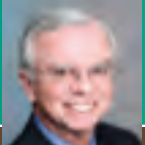
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A rousing amen to “Tee it Forward”

by Terry Moore

Admittedly there are hurdles for “growing the game.” It’s too slow, too expensive and too difficult to master. But let’s take a closer look at these hurdles one by one.

Yes, it’s too slow if one is trapped inside a five hour plus round on a congested course with players not properly spaced out and invariably not ready to hit. That may be unavoidable. But what’s wrong with playing nine holes if strapped for time and by obligations? That’s a time-saver that’s been part of the golf scene for generations.

And golf’s only too expensive depending on where and when people play the game. Here in

“Without argument, golf is a demanding game and one you seldom master.”

Michigan there are so many public and competing venues affordable golf is, in fact, plentiful. Moreover, for seniors and juniors it’s even more affordable.

Without argument, golf is a demanding game and one you seldom master. But isn’t that a part of its appeal? That’s why I’m not in favor of such gimmicks say of enlarging the cup under the guise of making golf “more fun.”

I don’t think altering the basic tenets and rules of the game are necessary in order to reach more golfers. And to me, the challenge of the game also is an integral factor in its appeal and hold on players. If it were too easy, then a certain essence of golf would diminish.

Instead, I like the approach of

Barney Adams, founder of Adams Golf, who is spearheading the “Tee it Forward” initiative—a common sense remedy that’s endorsed by the PGA of America and the



USGA. In a nutshell, Adams is urging golfers to candidly assess their games, particularly in how far they hit it, and then play from the appropriate tee markers. His research says only golfers who average 300 yards off the tee—a very small percentage—should be playing a 7,000 yard golf course. Amateur golfers who average 250 yards on their drives should be playing tees between 6200 and 6400 yards. And golfers who hit drives in the 200-220 yard range should be playing tees that are set up no more than 6000 yards. The result, says Adams, would be everyday golfers playing second shots into the greens similar to the pros. Playing from more suitable tees “creates a more level playing field,” says Adams.

“It’s not an advantage. When you’re up there, you still have to hit good second shots, but at least you’ll have a shot.” When average golfers play from the wrong (and longer) tees their second shots are often too far from the green. Hence, the game slows down and frustration rises.

I was thinking about this simple folk medicine prescribed by Adams when playing golf the other day. I was staring down at my new three-metal, the Adams Speedline F-11 with a 13.5 degree loft. I’ve been a big fan of Adams clubs ever since Barney came up with the

breakthrough Tight Lies clubs. They were easy to hit and delivered a clean strike to the ball. On the Speedline F-11, there’s a “velocity slot” behind the clubface that imparts a conforming spring-like effect to shots similar to that given off by thin-faced drivers. On center

hits, there’s a definite added pop resulting in more distance. And there’s also more forgiveness on miss-hits. The proof to me was when I was playing in a recent tournament and faced with a long par-five. After a solidly struck drive, I used my F-11 and hit it decently but low on the clubface. Yet the ball flew off the clubface and went well over 220 yards leaving me only a wedge shot to the green. The club delivered on what I wanted in a fairway metalwood: added distance but also forgiveness. Oh yes—one more thing, the club’s appearance and how it sits next to the ball are pleasing to the eye, another key asset.

As such, technology is delivering outstanding benefits to the game. Most golfers are hitting the ball as far as they ever were—largely due to golf ball, clubhead and shaft innovations. With the right equipment and some knowledgeable instruction by a PGA teaching pro, golfers don’t have to be frustrated by the game. And they don’t have to resort to playing four- or six-hole courses with a cup the size of a washtub. No, they just need to move up to the right tee markers and play the game appropriate to their average drives. Barney Adams is on the right path. It’s our obligation now to support him by taking a step forward.

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- #11 - West Michigan Golf Show – Showspan Inc.
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MGCOA 2011 Awards of Honor and Recognition

What greater honor than to be selected by your peers in the golf industry as the recipient of the **Matthews Lifetime Achievement Award** or the **Lyle Leeke Distinguished Service Award**. Each year since 1996 the honorees have been selected for recognition at the Michigan Golf Business Conference and Vendor Fair.

Please take a few minutes and reflect on those individuals you have come in contact with over the years. We are currently accepting nominations for these awards. Please call Kate Moore (800-860-8575) if you know someone who should be considered. You can also e-mail your candidate to kmoore@mgcoa.org.

Matthews Lifetime Achievement Award

The award is presented to an individual or individuals whom over the span of a lifetime (or career in the golf industry) has provided steadfast leadership, outstanding service, and continued commitment to the Michigan golf industry. The award was named for W. Bruce Matthews, a golf course owner and architect, who spread his expertise throughout the fairways of Michigan. Past winners of the prestigious award include:

W. Bruce Matthews (1996)
Everett Kircher, *Boyne USA* (1997),
Bill Howard, *Saskatoon Golf Course, Alto* (1998)
Daryl and Letha Scott,
Gull Lake View Golf Course, Augusta (1999)
The Kapnick Insurance Company, (2000)
Terry Moore, *Writer* (2001) **Art McCafferty**, *Media* (2002)
Estelle Dul, *Fox Hills Golf and Banquet Center, Plymouth* (2003)
Michigan Turfgrass Foundation, (2004)
Jerry Matthews, *Architect* (2005)

Rolla Frisinger, *Game of Your Life Foundation*, (2006)

Ron Otto, *Garland Resort* (2007)

Jack Berry, *Writer* (2008)

The Buick Open (2009)

Sara Wold, *Michigan Women's Publinx* (2010)

Lyle Leeke Distinguished Serve Award

The award is named after one of the founders of the Michigan Golf Course Owners Association. Leeke helped create a voice for golf course owners everywhere. The recipient is an individual who has displayed distinguished service to the Association and the golf industry. Past recipients are:

Lyle Leeke, *Old Channel Trail Golf Course, Montague* (1996)

Cecil McKay, *McKay Golf Properties, Lansing* (1997)

John Dodge, *ROI Golf Management, Lansing* (1998)

Marcia Johnson, *Cheshire Hills Golf Course, Allegan* (1999)

Jeff Hoag, *Scott Lake Country Club, Comstock Park* (2000)

Jim Scott, *Gull Lake View Golf Course, Augusta* (2001)

Kathy Aznavorian, *Fox Hills Golf and Banquet Center, Plymouth* (2002)

Meriam Leeke, *Old Channel Trail Golf Course, Montague* (2003)

Lynn Miller, *Indian Lake Hills Golf Course, Eau Claire* (2004)

Tom Schwark, *Sycamore Hills Golf Course, Mt. Clemens* (2005)

Larry Moore, *U.S. Golf Cars, Caledonia* (2006)

Dave Richards, *Resort and Golf Marketing* (2007)

Bill Fountain, *The Majestic at Lake Walden, Hartland* (2008)

Charlie Scott, *Gull Lake View and Chairman of the Educational Support Foundation* (2009)

Toni Joers, *Concord Hills Golf Course, Concord* (2010)

Humor on Course

Wife's Diary:

Tonight I thought my husband was acting weird. We had made plans to meet at a nice restaurant for dinner. I was shopping with my friends all day long, so I thought he was upset at the fact that I was a bit late, but he made no comment on it.

Conversation wasn't flowing, so I suggested that we go somewhere quiet so we could talk. He agreed, but he didn't say much.

I asked him what was wrong; He said, 'Nothing.' I asked him if it was my fault that he was upset. He said he wasn't upset, that it had nothing to do with me, and not to worry about it.

On the way home, I told him that I loved him. He smiled slightly, and kept driving.

I can't explain his behavior I

don't know why he didn't say, 'I love you, too.'

When we got home, I felt as if I had lost him completely, as if he wanted nothing to do with me anymore. He just sat there quietly, and watched TV. He continued to seem distant and absent.

Finally, with silence all around us, I decided to go to bed. About 15 minutes later, he came to bed. But I still felt that he was distracted, and his thoughts were somewhere else. He fell asleep;

I cried. I don't know what to do. I'm almost sure that his thoughts are with someone else.

My life is a disaster.

Husband's Diary:

A four putt; who the hell four putts?



Return for session day proves productive

by Eric Rule, MGCOA Government Affairs Coordinator

Welfare Reform and Medical Claims Tax were among several major issues dealt with during a one-day session on August 24th. After a nearly two-month break for the summer, the legislature returned for one day and completed action on these and several other important issues.

WELFARE REFORM

Approximately 12,500 cases will no longer be eligible for welfare after legislation capping cash assistance to four years passed both chambers and is on its way to Governor Snyder's desk. Democrats and advocates for the poor blasted the move, claiming it will crush families and children in need of this cash assistance.

Republicans said this should have been done a long time ago, and that those that have received 48 months of cash assistance can no still receive food stamps, day care, and health care assistance. In addition, senior citizens, pregnant mothers, domestic violence victims, adults who are physically or mentally incapacitated, and adults with a disabled child at home would still be eligible to receive benefits.

The legislation is a component of balancing the 2011-2012 budget, which begins October 1.

MEDICAL CLAIMS TAX

Another area that allowed the budget to be balanced, was the medical claims tax. A 1% tax on all medical claims was passed from the legislature during the Wed, August 24th session as well.

The bills allow the state to continue to collect about \$1.2 billion in state and federal money for Medicaid as a replacement for the 6%

tax on the state's Medicaid HMOs that is thought to be ruled invalid by the federal government later this year.

HEALTH INSURANCE COST SHARING

Another major issue was resolved on Wednesday that has been part of Snyder's Reinvent Michigan plan related to government health insurance cost sharing.

"Discussions have been ongoing for several months about how to either reform or completely repeal the personal property tax."

The legislation will require all local governments, including schools, to contribute a maximum of \$15,000 for family health plans, \$11,00 for couples and \$5,500 for individuals. This means most government employees will have to pay at least some of their health insurance. The original goal that was discussed was to have the employer pay 80% and the employee pay 20%, which could still be achieved through a simple majority vote of the local board, along with concurrence by the mayor or county executive.

While the bill did pass with 59 votes in the House, it was still shy of the 74 votes needed to place state and university employees under the mandate according to Senate Concurrent Resolution 7.

PERSONAL PROPERTY TAX REPEAL IN THE WORKS

Discussions have been ongoing for several months about how to

either reform or completely repeal the personal property tax. Long considered a nightmare for manufacturers, the tax is also punitive to businesses that choose to invest in equipment. In essence, you pay a sales tax when you purchase equipment and then pay the state to rent it from them every year.

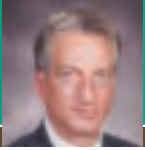
The Snyder administration is making repeal a big priority for them this fall, and appear serious about moving on the issue as soon as the legislature returns to the regular schedule starting September 7th.

The major difficulty of repeal is in replacing the revenue lost to the state and local units of government. Early estimates peg the revenue generated from the tax at around a billion dollars.

Again, this is a priority for Governor Snyder, so expect intense debate on how to replace this revenue while providing manufacturers and other businesses with personal property tax relief.

MUNICIPAL COMPETITION LEGISLATION

MGCOA will be meeting with Rep. McMillin on September 15th to try and work through some issues that have arisen with the legislation. McMillin has continued to express his support for the bill and his desire to see it receive consideration this fall. There do appear to be some changes that may be necessary in order for it to be ready for committee action however, and he has agreed to meet with us to discuss this.



Are gasoline prices being manipulated?

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

I keep an eye on gasoline prices and oil prices and this summer those prices are defying logic. There is a global economic slow-down and gasoline consumption is dropping, yet oil prices have raised this year, and gasoline prices have risen even more. The law of supply and demand indicates that when demand for a product drops, the price of the product will drop to increase demand. Why hasn't that happened to oil and gas prices?

Back in the summer of 2008, when the global economy was hot, demand caused the price of oil to rise to \$150 per barrel. That was when regular gasoline first reached \$4 per gallon in the U.S. Then the global economy softened and oil prices dropped to \$40 per barrel and gasoline dropped back under \$2 per gallon in the U.S. in 2009. The global economy has not picked back up, but oil has increased to over \$100 per barrel before settling back into the \$80-\$90 range. Gasoline prices have risen even faster getting back to the \$4 range. Why is gasoline selling for near \$4 per gallon with oil in the \$80-\$90 per barrel range in 2011, when it sold for \$4 per gallon in 2008 with oil prices at \$140 per barrel?

The graph shows the relationship of oil and gasoline prices. It came from a website called www.wolframalpha.com. This is an incredible website that will give you any information you request in the world. It will show the relationship between oil and gasoline

prices, but it cannot tell us why their prices are rising while demand is dropping. I have heard that oil prices have risen due to instability in the Middle East. Is



someone causing this instability? All I know is when oil goes up \$10 per barrel, gasoline prices will shoot up \$0.25-\$0.50 in a day. However, when oil drops \$10

per barrel, gasoline prices drop about a penny per day. When hurricane Irene came up the east coast and some refineries closed down, gasoline prices shot up. If a refinery near Chicago has a glitch, gasoline prices shoot up. If an oil pipeline breaks, gasoline prices shoot up. It seems to me that oil companies and oil producing nations like high oil prices and the politicians in Washington allow it to happen, so they can "wean" us off "expensive foreign oil" and into alternative energy sources.

The Kiplinger Letter recently predicted gasoline prices will be in the \$2.50-\$2.75 by year end. I hope they're correct, but I'll believe it when I see it.

Employee Handbook Template

The MGCOA had been looking for an Employee Handbook template for some time and stumbled on this one put out by the federal government. It is very easy to use and will add in your specific states

www.na.fs.fed.us/wihispanic_eval/employee_handbook/default.htm

laws. Whether you have staff or just need it for yourself, this took me less than ½ hour to complete and gives you a professional Employee Handbook.

MGCOA Political Action Committee

The goal of the MGCOA PAC is to create a business environment here in Michigan where golf course owners and operators can continue to thrive, grow and provide opportunity for their thousands of employees. The PAC committee helps us further this goal. We work with elected

leaders who protect your businesses from harmful legislation and senseless regulation. Your donation to the MGCOA PAC is an investment in our industry and a way for our industry to speak in one voice. Contact the MGCOA at 800-860-8575 to make your personal donation.



Dear members and friends of the MGCOA:

Once again we would like to take this opportunity to thank each of those golf course owners and operators for their incredible support of the Michigan Golf Course Owner (MGCOA) government affairs initiatives. The “Golden Passbook to Michigan Golf” continues to be our only funding source for these initiatives. Without it, there would be no “voice of Michigan golf business”.

2011 will go down as a landmark year for politics in Michigan. We have a new governor, attorney general, secretary of state, senate majority leader and speaker of the House. In addition, over 50 new state representatives took office and 29 of 38 state senators are new. It is crucial to our association’s success to play a very active role in supporting those candidates that support the golfing industry.

Your contributions have allowed our PAC to grow to larger levels than previously experienced. This allows us to play a more active role in those tight races where we can have a real impact. It also allows us to support those caucuses that support our issues.

MGCOA has expanded its presence through an enhanced Legislative Day. The MGCOA rallied with the allied golf associations in the state to form the Michigan Golf Alliance. Joining us are the Michigan Section PGA, Michigan Golf Course Superintendents Association, Golf Association of Michigan, the two chapters of Michigan Club Managers Association and the Turfgrass Foundation. “Golf on the Lawn” served to highlight our industry’s contributions to the state and our great sport in general. Please make sure you are available on June 13th in 2012 to attend this fantastic event.

All our efforts are focused on expanding the political and legislative clout of golf under the Capitol Dome in Lansing. We have made great strides in the past several years and we hope to capitalize on our enhanced visibility and continue to press forward to make sure we not only have a seat at the table when issues arise, but a loud and respected voice to wield influence. Your continued financial support will be key.

If for some reason the MGCOA is not at the table, watch out! Many times the silent ones are the easiest targets. Golf Courses do not want to become an easy target. The golf business is tough enough. Thank you for your continued support.

Sincerely,

Tom Schwark
*Chair
Government Affairs
Committee MGCOA*

Eric Rule
*Government Affairs
Coordinator*

Kate Moore
Executive Director

Why You Go

The **customers** you serve, the **mission** you share, the **staff** you advance — those are the reasons you go to the **Michigan Golf Business Conference and Vendor Fair.**

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.**

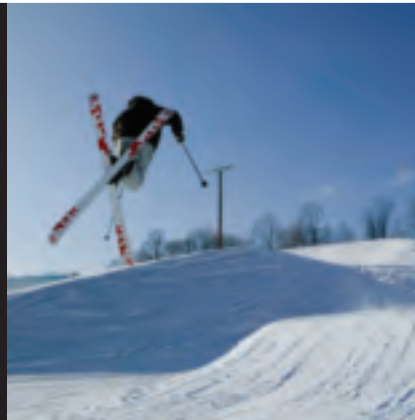
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“John Dodge Carpe Diem Award for Creative Excellence”

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*

“Watch for details on how you can nominate one of your staff for this prestigious award. Information will be coming in the enews and will be posted on the MGCOA website in the next few weeks. Seize the day!”



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The *Dul Family Player Development Leadership Award* recognizes MGCOA's members' initiative in player development and retention. We want to reward the best on-going programs that overcome the perceived

barriers to playing golf such as time, cost and intimidation. This recognition is presented to any MGCOA member, whether a 9 hole operation or more, that has demonstrated creativity and success in growing the game.

Here are a few ideas from the member listserv:

- Have a little league style kids golf league. Parent volunteer coaches and the kids have "meets." Advertise at the area schools.

- Make golf family time. Capitalize on the fact that golf takes 4 hours and that is four hours spent with the family away from distraction. Isn't that what people are looking for? Family time.

What is your success story? Go to

www.mgcoa.org, click on Education Support and download the application. Or, simply call the MGCOA and we will e-mail the application to you. Don't delay. The deadline is November 1 and will be here before you know it.

Search Engine Marketing. Is it right for you?

Continued from page 9

planning. Investing in SEO for our website has been crucial for allowing us to reach the top of Google organically. However, we still invest in some keywords for Google Ad Words as part of our marketing campaign.

We have found that our online advertising is to be one of the many reasons why our business has grown so much over the past couple years."

More and more golf courses

are re-allocating their marketing budgets and less print and more digital. With the landscape of print media changing, the new world of business is online. Don't get left behind.

If you would like a free search engine ranking report, please call us at 800.599.6310 or visit our website at www.course-logix.com.

Bay Paul is President of Course Logix, a Michigan Company and a long term corporate member of the MGCOA.

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Meet The
Speakers



Michael Tchong, Founder & Analyst, Ubercool

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

Michael Tchong is a inspirational catalyst who inspires audiences globally with spellbinding insights on our changing culture. Follow along as he takes you on a roller-coaster ride through the landscape of now and reveals how the new social dialog is uprooting society. This insightful tour covers such cutting-edge topics as Facebook pages, social analytics, engagement panels, hash tags, link tracking, social APIs, location-aware marketing, social intelligence and the social graph. Throughout his career Michael Tchong has been riding the latest waves. Michael is the founder of five start-ups that helped pioneer such sweeping changes as desktop publishing, personal information management, Internet research and online marketing. His ability to identify emerging trends early was refined during a career that began at some of Madison Avenue's most prestigious ad agencies.



Jay Miller | **Getting Where You Want To Be**

Jay Miller is the President and CEO of Hidden Valley Golf Club and founder and CEO of the Get a Grip Foundation. A 1977 High School Golf All-American, Jay attended Purdue University on a golf scholarship and was a member of the 1981 Big Ten Championship Team. In 1982 Jay started Jay Miller Associates Sales & Marketing Company and in 2002 Founded Get a Grip Foundation and bought Cresta Verde Golf Club. Then in 2007 he sold CVGC and took over Hidden Valley Golf Club. From 2005 – to present Jay is a Board Member and Officer for the California GCOA.



Phil Immordino | **Increasing Tournament Business**

Phil Immordino has been involved in the golf industry of over 25 years. Currently Phil travels the country giving seminars on, "Increasing Tournament Business", "How to Produce a Successful Golf Tournament" and "Recruiting and Motivating Volunteers". Consulting with golf courses, manufactures, suppliers, distributors, golf tournament directors, golf instructors and golf course designers by assisting them in increasing their business.



Laura Bergells | **Energizing Your FaceBook Fans with a Powerful Content Plan**

Laura Bergells is very active in the worlds of internet marketing and presentation. She built and marketed web sites in the early 1990's for automotive companies, including Detroit Diesel, Penske Motorsports, and Diesel Technology. Laura also served as an internet marketing consultant in the pioneer days of Autotrader.com and eBay Motors.



Tim Skubick

Skubick covers the state capitol for a variety of media outlets including 66 radio stations through the Michigan Radio Network. He writes a weekly political column for 22 statewide newspapers and is in high demand on the public speaking circuit around the state. Skubick has done more political broadcasts than any other journalist, print or broadcast, in the state and has been covering Michigan government and politics since 1969. He holds B.A. and M.A. degrees in Broadcast Journalism from Michigan State University.



Melissa Jackson | **Seasonal or Unseasonal: That is the Question**

Melissa J. Jackson is an attorney with Foster Swift Collins & Smith PC Melissa joined the firm in 1989 and is a shareholder in the Employment Labor & Benefits Practice Group. Melissa is highly experienced in providing employment law counsel on a wide range of matters. Having served as a Human Resources Director for ten years prior to entering law school, Melissa has the advantage of understanding the employers' perspective first-hand.



Mike Holtzman | **Maximizing Golf Course Food & Beverage Profits**

Mike is a hands-on operator with experience in all aspects of food service. In particular, he has worked with more than 350 facilities in 48 states, Canada, England and the Middle East. He will also be speaking in 2011 at the Asian Golf Conference in Thailand. Mike is President of Profitable Food Facilities, a company specializing in captive market restaurant locations including golf courses, high end daily fee courses, golf resorts, ski resorts, aquatic centers, theme parks, wellness centers and day spas.

Complete schedule and registration information at mgcoa.org

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