

# Michigan Golf Business

ANNUAL CONFERENCE & VENDOR FAIR

Nov. 26-28, 2018 - Somerset Inn, Troy

The largest gathering of golf course owners and operators in Michigan.

## ABOVE & BEYOND



PURE MICHIGAN



FEATURED SPEAKER **Whitney Pennell**



KEYNOTE **Major Dan Rooney, USAF**



FEATURED SPEAKER **Steve Mona**

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Conference Overview

MON

Nov. 26

2:30 pm – 5:00 pm PreConference Seminar

**Get Certified: TAM®**

*David Puck*



Techniques of Alcohol Management Seminar. Nationally recognized as the leading program for responsible server training. TAM® provides risk management tools that should be used by all licensees to control the day-to-day operations of their business. TAM® training covers a wide variety of information.

Including False Identification; Laws, Rules, and Regulations; Clinical Effects of Alcohol; Customer Disturbances; Alcohol Management (nominal additional fee for this preconference session).

David Puck is the Program Director for Michigan’s first and only trade association dedicated to serving the unique needs of liquor licensees, their employees, customers and communities.

6:00 pm – 8:00 pm

**Opening Reception**

Meet old friends and new at the Opening Reception. This is a great opportunity to connect with fellow operators, owners and suppliers. Open to all attendees.

MGCA  
SCOTT FAMILY  
EDUCATIONAL  
SUPPORT  
FOUNDATION



Nov. 27

8:00 am – 9:00 am

**Light Continental Breakfast as you Register**

*Registration continues all day*

9:00 am – 10:00 am

**A Patriot’s Calling: Folds of Honor**

*Major Dan Rooney*



Rooney was called on a mission to ensure that the sacrifices of America’s heroes—our fallen military personnel—would never go unappreciated or unrewarded. Rooney founded Folds of Honor and has raised over \$100 million and has awarded over 13,000 educational scholarships to the family members of soldiers killed or disabled in combat.

An American hero. Major Dan “Noonan” Rooney is a fighter pilot with 3 combat tours in Iraq, a PGA Golf Professional, and the founder of the Folds of Honor. He has served as the motivational speaker for two U.S Ryder Cup teams and is a frequent guest with FOX News. A decorated military aviator, Major Rooney is currently stationed at Tyndall AFB Florida as a member of 301st Fighter Squadron.

10:15 am-11:30 am

**Getting Out of the Weed(s)**

*Tony Stamas*



Weed control has a new meaning in the golf industry since the passage of the ballot proposal. Learn how this effects your business from customer to employee management.

Tony Stamas is the vice president of government affairs for the Small Business Association of Michigan. . He is a former legis-

lator, elected to the Michigan House of Representatives in 1999 and serving as a member of the Senate from 2003-2010. He has also been involved in a small, family-owned restaurant in Midland.

10:15 am – 11:30 am

**Food for Thought...and Profit**  
*MGCA Member panel*

Get great proven ideas from fellow operators on innovative ways to bring customers to your golf course, whether the play golf or not! This round robin format will allow you to ask question, get advice and even share your innovations with others.

11:30 am – 2:00 pm

**Vendor Fair and Networking Luncheon**

2:00 pm – 3:30 pm

**How to Define Service Standard**  
(understanding service map & customer journey)  
*Whitney Reid Pennell*



From the moment a customer drives through your gates until the time they return to their car – their experience has myriad “moments of truth” and touch points to make a memorable moment. Learn how to view the customer through his/her eyes. Be able to identify critical service standards throughout the customers journey.

Whitney Reid Pennell is the founder and president of RSC Hospitality Group, and author and lecturer with three decades of club operations management and consulting experience specializing in innovative marketing concepts coupled with comprehensive alignment strategies and training programs.

TUE



TUE

3:45 pm – 5:00 pm

## How to Train the Standard and Hold Staff Accountable

*Whitney Reid Pennell*

Now that you know “service standard” let’s keep going! Working with your staff, your team, is the next step to setting the service standard for your operation. Gain a greater understanding of how staff communication shapes the customer experience. Understand the importance of hospitality and consistency throughout the customer journey.

3:45 pm – 5:00 pm

## Golf Handicapping and the Course

*Stu Healey*



For better or worse, the golf handicapping ecosystem is in flux and it has many in the market warmed up. The USGA is imposing major changes with the new World Handicap System that will have a significant impact on courses and their golfers. This presentation values handicapping, delves into the past, explains the present, and predicts a future. Most of all, participants will gain a better understanding of the market, how to best navigate

the changes, and how to develop and grow the number of golfers with a handicap at their course.

Stu Healey, President of Handicomp, has been directly engaged in business of golf handicapping since the late 1970’s. He has worked directly with the USGA, state amateur associations, PGA sections, golf course owner associations, clubs, courses, leagues, tournament organizations, competing vendors and golfers. There is probably no one with a better understanding of the market.

5:30 pm – 6:30 pm

## Cocktails and Connections

Review the day with colleagues and friends. So much to talk about from the day’s speakers and programs.

6:30 pm – 9:00 pm

## Annual Awards Banquet

Join us as we wrap up this year’s golf business with a banquet and celebration of the 2018 Award Winners and Honorees. Celebrate with your peers as we close out 2018 season in style. Golf Course of the Year Award, Matthews Lifetime Achievement Award, Lyle Leele Distinguished Service Award, Dul Family Player Development Leadership Award, and more.

WED

Nov. 28

8:00 am – 9:15 am

## Golf Business and Breakfast



We will wake you up with a wonderful breakfast and all the news from the Michigan Golf Course Association and the National GCOA. First, Jada Paisley, executive director of the MGCA along with board president Bill Fountain, will conduct association business. Then Jay Karen, CEO of the NGCOA will take the podium to guide you through the upcoming strategies of the NGCOA.

9:30 am – 10:30 am

## Advocacy Panel

Panel: Jay Karen along with Tony Stamas (SBAM) and Tom Schwark (owner of Sycamore Hills Golf Course and chair of the MGCA Government Affairs committee) will discuss national, state and regional legislative news as it pertains to your business. Find out what’s up for 2019 and beyond.

9:30 am – 10:30 am

## Power in Numbers

*Mike Loustalot*



Because every golf course owner and operator needs to know that decisions being made about tee time inventory are based in fact, not fiction. The best way to do this is by comparisons based on trusted data

collected electronically from the tee sheet. ORCA is an acronym for Occupancy, Revenue per Available Round, Channel Mix and Average Revenue per Round.

Mike Loustalot is the co-founder and president of ORCA, a new technology platform to help golf course owners and operators leverage data being captured in their electronic tee sheets to measure performance, calculate the ROI of Third Party marketing relationships, and confidentially compare performance to a “self-selected” competitive set of golf courses.

10:45 am – 11:30 am

## Wild Wild World of Golf

*Steve Mona*



Stephen “Steve” F. Mona became the World Golf Foundation’s chief executive officer (CEO) in March 2008. Steve Mona knows golf. Golf Digest listed Mona as one of the golf industry’s “Most Powerful People in Golf.” Formerly chief executive officer of the Golf Course Superintendents Association of America, which he held until March 2008, his responsibilities include overall management of the Foundation, as well as overseeing the Foundation’s industry relationships and ongoing global focus. The mission of the World Golf Foundation is to unite the golf industry in support of initiatives that enhance the growth of and provide access to the game of golf worldwide, while preserving golf’s traditional values and passing them on to others.



# MGCA

National Golf Course Owners Association Chapter

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East Lansing, MI 48823  
www.MichiganGCA.org

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## Hotel reservations

Conference attendees stay at Somerset Inn in Troy and and receive the MGCA discounted rate of \$129 per night for single/double and includes parking. To make hotel reservation by phone call the hotel directly at 800-228-8769. Please reference the MI Golf Business Conference.

## Three ways to register!

**Online**  
at [www.MichiganGCA.org](http://www.MichiganGCA.org)

**Fax**  
registration form to (517) 267-8984

**Mail**  
1005 Abbot, Suite A,  
East Lansing, MI 48823

## CEU Credits Info

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

### MGCA

## Diamond and Platinum Partners



















