

**NEWS OF THE
MIDWEST CHAPTER
MINNESOTA, NEBRASKA, NORTH DAKOTA, SOUTH DAKOTA
Summer, 2008**

3rd ANNUAL OWNERS OUTING DRAWS FIELD OF 80 (pictures, page 4)

Mix together another sparkling day; 80 golf course owners; suppliers, staff and friends; and you have the elements of the increasingly popular Owners Outing, now by tradition played on the Chapter's Course of the Year.

Greg Stang President of MWGCOA and General Manager of Wilson Golf Group said "This new annual event made possible by primary sponsors **Club Car** and **The TORO Company** has hit its stride as the place owners can have fun and relax after the opening rigors of early spring. It's pure fun and a chance to break away to play golf on a great course, at a great price, with great people, and great prizes; what could be missing" said Stang.

"The element of playing fivesomes to assure hole sponsors are able to play in a group of owners and get to know them better, has been a key to this year's record 12 hole sponsors among our Corporate Members" according to Stang. The 4th Annual Owners Outing is scheduled for Brackett's Crossing in Lakeville, Minnesota on July 6, 2009. (See story below)

BRACKETT'S CROSSING CHOSEN AS MWGCOA'S 2008 COURSE OF THE YEAR

Letter sent to NGCOA after MWGCOA designation of Brackett's Crossing as Chapter Course of the Year

Members of the Board of Directors
NATIONAL GOLF COURSE OWNERS ASSOCIATION
291 Seven Farms Drive, 2ND Floor
Charleston, SC 29492

Dec. 29, 08

Dear Fellow Members of NGCOA's BOARD OF DIRECTORS

It is my pleasure to nominate our 2008 Midwest Chapter recipient of our Course of the Year to you, as our candidate for the prestigious **2009 NGCOA COURSE OF THE YEAR** award.

BRACKETT'S CROSSING in Lakeville, Minnesota is a privately-owned country club catering to the golfing public through exclusive memberships, and is a longstanding member of NGCOA, and our Chapter.

We feel **BRACKETT'S CROSSING** is one of our strongest candidates ever for the honor of being chosen NGCOA's COURSE OF THE YEAR. What the Smith family has been able to accomplish with their stewardship of this course sets it apart, and literally establishes a new standard of excellence for its many members.

BRACKETT'S CROSSING had been the former Honeywell Country Club in the days that corporate employee recreation programs were popular. As costs of operation increased the management and facilities deteriorated, and the club was sold to a new owner. The Smith family acquired it from that successor owner, and has worked miracles to position it as a true work of art; demonstrating what creative recapitalizing and imagination can do to create the very best in service and facilities.

The new clubhouse at **BRACKETT'S CROSSING** opening in 2009 will add another luxurious touch to help fulfill the many roles a golf course plays as a glamorous social and business resource to their community.

Thank you for considering MWGCOA's Course of the Year, as your own; we hope you will conclude that **BRACKETT'S CROSSING** should now be chosen for the high honor of being named the **2009 NGCOA COURSE OF THE YEAR**.

Yours truly, Curtis M. Walker, Executive Director for the President and the Board of Directors

MWGCOA JOINS NGCOA AND OTHER ALLIED ASSOCIATIONS IN ADDRESSING NEW ADA RULES

In an industry-wide effort to mitigate proposed regulations requiring architectural modifications to golf courses to comply with barrier-free access our Association coordinated by NGCOA, our Chapter sent the following letter to the US Department of Justice: Disability Rights Section
Civil Rights Division
United States Department of Justice
1425 New York Ave NW, Suite 4039, Washington, DC 2005

REGARDING CRT Docket Number 10629 December 2008

The Midwest Golf Course Owners Association is a Chapter of the National Golf Course Owners Association, and as such we are writing in support of information they will be sending you.

Our association includes 124 member courses in Minnesota, Nebraska, and North and South Dakota. These members are largely privately-owned public golf courses, and in most cases are family-owned or operated businesses.

These members, and many other public courses in our area, have successfully met the challenges of providing recreational golf to thousands of persons with disabilities over past years as a matter of public service, and have adapted their courses to the satisfaction of this important business segment.

Newly mandated modifications to the playing conditions of these existing courses could result in significant costs to these businesses that are not deemed necessary by the many persons with disabilities who now play and enjoy them.

Our Association supports the proposed regulations to cover *future course construction* as important guidelines to those who could adapt new design definitions into their plans. We do urge however, that your proposed regulations take into account the financial hardship that could result in currently complying courses being required to make substantial and costly redesign changes.

We ask that you provide some element of consideration, or “grand fathering” for existing golf courses, as you proceed with your regulations, and allow them to continue serving **all persons** who would choose to play the “game of a lifetime”.
Curtis M. Walker, Executive Director-for the President and Board of Directors, MIDWEST GOLF COURSE OWNERS ASSOCIATION

MWGCOA’s 12th ANNUAL CONFERENCE EXPECTED TO DRAW UP TO 200 OWNERS AND GUESTS

*IT’S **ALL** ABOUT MARKETING*

October 27-28, 2008 Prom Center, Oakdale, MN

Very little about business today ignores marketing, although old assumptions are changing, and new approaches must be found by owners who need and want to reach out to new markets. Profitless volume, me-too approaches, window-dressing, and other short-term fixes won’t work. There’s a major shift in customer buying preferences today, and the Internet has made them enlightened and well informed consumers. **They’re plenty market savvy!**

This year’s program is ***ALL about Marketing***; the one sure way for an owner or operator in the golf industry to affect their own destiny, and **change methods which have worked before, but aren’t working today.**

One of the great truths in marketing is “you must always meet or exceed your customers expectations.” What **do** they expect? What **did** they receive? Did we **meet or exceed** their expectations in a golf market filled with choices?

The Conference this year won’t just tell you about these ***new tools of destiny***; it will lead you through the detail of understanding today’s marketing in a world of Facebook, blogging, MySpace, Twitter and the many other ways people are making decisions about what to do, and what to expect when they come to your course to play golf.

A customer may spend as little time as the speed of an e-mail in deciding between you and another golf course that could be miles further; possibly more expensive; maybe less appealing in many ways, but wins their business by speaking in this newer language of value perception. **You didn’t lose that sale; you weren’t in the race!** See ANNUAL CONFERENCE page 3>

ANNUAL CONFERENCE, (cont’d)

“Many customers today are using what some may call non-traditional methods to learn about your pricing, location, available tee times, difficulty, policies, and a host of other information before they even decide to try your course. Word-of-mouth recommendations are still terribly important, but the way in which those are communicated is what has changed” said President Greg Stang.

“A GPS scan can be instantly downloaded showing courses in a nearby area; those courses can be compared for pricing, contacted either by phone or electronically, a reservation placed, partners contacted, agreements to play communicated, and plans completed all within a few moments time, and sometimes while driving to work”, said Stang. “These choices, made at hyper-speed, favor course owners who understand and market into these new techniques to harvest these changing consumer preferences,”

This year’s conference is **ALL** about marketing in these new ways to influence the owner’s destiny, and increase their share of a fluid, mobile, and extremely well-informed market

NOMINATIONS FOR OFFICERS AND DIRECTORS COMPLETED

Dan Raskob, Chair of the Nominating Committee has reported his committee has completed their work and will nominate a slate of officers for election at this year’s business meeting to be held during the Annual Conference at the Prom Center.

For President

Janice Arcand Owner, Oneka Ridge Golf Course, White Bear Lake, Minnesota

For Vice President

Mike Tozier Owner, The Links at Northfork, Ramsey, Minnesota

For Secretary

Mike Malone, Owner, Ridges at Sand Creek, Jordan, Minnesota

For Director

Chris Lehman Owner, Pomme De Terre Golf Club, Morris, Minnesota

PATRIOT GOLF DAY Golf honors disabled & fallen soldiers Aug. 29th - Sept. 1st

During the second annual Patriot Golf Day golfers are asked to donate a minimum of \$1 in support of the Folds of Honor Foundation, which provides educational scholarships to families of those who have become disabled or lost their lives in the line of duty. In 2007, some 3,200 golf facilities nationwide participated, raising more than \$1 million dollars. It's easy to participate, simply sign up at www.playgolfamerica.com

MWGCOA BOARD INVITES ONE AND ALL

The Board of Directors has invited all members who might wish to attend a meeting of your Board to feel welcome.

It’s the intent of the Board to make each and every member welcome and able to meet with them to discuss matters of concern to them. If you would like to attend a future Board meeting please send your e-mail address to us at mwgcoa@aol.com and you will be sent future notices and agendas. You’ll be asked to supply any agenda item you’d care to discuss and it will be added to the agenda of the meeting you attend. If you would prefer to identify an issue you consider important to you and the golf industry, although you may not choose or be able to attend the Board Meeting again send your thoughts to us and we’ll try to respond after consideration at the meeting.

MGA TO SPONSOR PROGRAM ELEMENTS FOR 2008 CONFERENCE AND TRADE SHOW

The Minnesota Golf Association has again advised they will make a substantial contribution to help sponsor program elements in 2008 as they did last year. Executive Director, and Chief Operating Officer Tom Ryan has advised that MGA will plan to join us again help in funding the many business speaker elements of this year’s agenda. Tom’s and MGA’s assistance are gratefully acknowledged by our Board of Directors.

NGCOA AWARDS DON ROSSI SCHOLARSHIPS

CHARLESTON, S.C. (Aug. 4, 2008) – The NGCOA has awarded Don Rossi Scholarships to three students pursuing degrees in golf-related fields. The scholarships, which range from \$1,900 to \$3,000, are given in the name of one of the founders of the association that represents golf course owners and operators.

This year’s scholarship recipients are Lucas Brick, a senior in the Professional Golf Management program at New Mexico State University; Paul Speltz and Henry Mohr, seniors majoring in golf enterprise management at the University of Wisconsin-Stout.

See **SCHOLARSHIP** page 4>

SCHOLARSHIPS (cont’d)

The scholarship fund, which was created in 1993 by the NGCOA, assists students who are majoring in sports management or golf enterprise management and plan to pursue a career in a golf-related field. Since the program began awarding scholarship funds in 1999, more than \$27,000 has been given to deserving candidates.

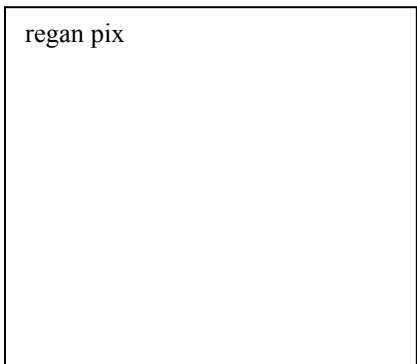
“The NGCOA is delighted to recognize the academic achievements and the desire of these students to prepare themselves for meaningful careers in the golf industry,” said Mike Hughes, CEO of the NGCOA. “We wish them continued success.”

In addition to helping establish the NGCOA, Don Rossi served as president of the National Golf Foundation and was executive director of the Golf Course Builders Association of America. Rossi died in 1990.

For more information regarding the Don Rossi Scholarship, contact Richard Hendry, administrator of the scholarship fund, at (843) 723-3635 or rhendry@ccfgives.org.

MEMORIES OF A GREAT DAY OF GOLF IN MINNESOTA’S BEAUTIFUL SUMMERTIME

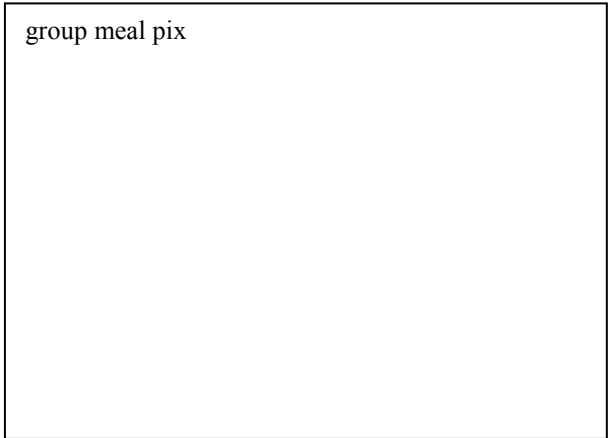
MWGCOA 3RD ANNUAL OWNERS OUTING—THE WILDS GOLF CLUB



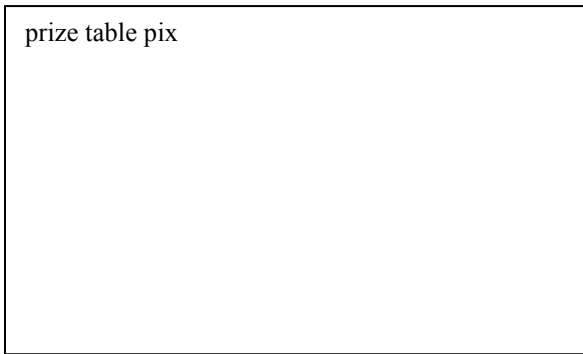
Host Mike Regan of the Wilds

**PLAN NOW TO ATTEND
MWGCOA’s 4th
ANNUAL OWNERS
OUTING
JULY 6TH 2009**

**BRACKETT’S CROSSING
GOLF CLUB
LAKEVILLE, MN**

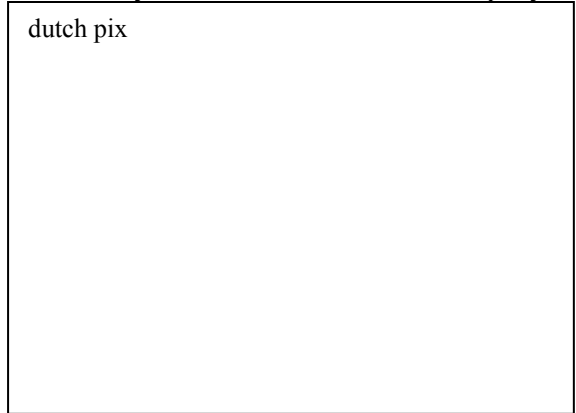


The food staff made sure nobody left hungry



Prizes were abundant as well as cash awards thanks to NGCOA Premier Partner Club Car, and Preferred Supplier the TORO Company

Dutch Cragun and his team share a bite to eat with Bob Pudenz of GPS Technologies, Tim Goranson Club Car and Andy Hockemuth the TORO Company



**MARK YOUR CALENDAR NOW--PLAN TO ATTEND THE 12TH ANNUAL CONFERENCE AND TRADE SHOW
OCTOBER 27-28, 2008 PROM CENTER OAKDALE, MN**

A GREAT IDEA IS A TERRIBLE THING TO WASTE