

## NEWS OF THE MIDWEST CHAPTER WINTER-SPRING 2008-09



To all of our members in the Midwest Chapter:

To those of us in the MWGCOA looking for new ways to attract and retain customers this program could be what you're looking for.

Now that spring is approaching, why not get in touch with NGCOA and apply for money and materials to support your enrollment in this exciting new program.

For more details, read this letter from the Golf 20/20 director. Just click on [www.ngcoa.org](http://www.ngcoa.org) to get the whole story.

Jan Arcand, President  
**MIDWEST GOLF COURSE OWNERS  
ASSOCIATION**  
PO Box 385494  
Bloomington, MN 55437

### A NON-DISCOUNTING WAY TO BRING NEW PLAYERS TO YOU

By now you're familiar with *Get Golf Ready in 5 Days*, the most ambitious initiative ever undertaken by our industry to bring new and former golfers to the game.

The NGCOA is proud to have partnered with Golf 20/20 and our allied associations in the development of *Get Golf Ready*, and I encourage you to become a part of it today.

Program details are outlined in the attached letter from Cathy Harbin, Golf 20/20 director, but here's a brief summary:

- Interested facilities can apply to become a distinguished *Get Golf Ready* certified facility.
- 700 of these certified facilities will be awarded a \$1,000 stipend to assist them in promoting the program.
- All facilities receive marketing materials.
- It is estimated that *Get Golf Ready* will attract 35,000 players to golf in its first year.



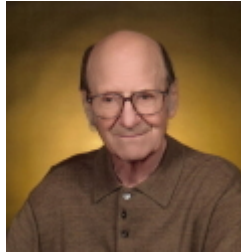
There's no better way for you to grow business at your facility than to participate in *Get Golf Ready*!

Sincerely,

Mike Hughes, CEO

It is with deep regret that we report the passing of the husband of President Janice Arcand, Owner Oneka Ridge Golf Course, White Bear Lake, MN in March of 2009

### IN MEMORIUM- Howard F. Arcand



Arcand, Howard F. Age 79 Of White Bear Lake Died March 11, 2009 from Alzheimer's Disease. Preceded in death by son Wesley, and brothers Gerald and Warren. Survived by his wife of 57 years, Janice, daughters Wendy Arcand and Jennifer (David) Trusty; granddaughters Brianna and Alyssa Trusty; sister Fern (Harlee) Anderson.

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Janice Arcand, Owner Oneka Ridge Golf Course, White Bear Lake MN at Annual Conference



**Greg Stang Past President  
Congratulates President, Jan Arcand**

### OFFICERS CHOSEN TO LEAD MWGCOA IN 2008-09

**Officers elected** at the 12<sup>th</sup> Annual Conference and Trade Show at Prom October 27-28, 2008 from among Association Directors were: **Janice Arcand** owner Oneka Ridge Golf Course White Bear Lake, MN, President; **Mike Tozier**, owner The Links at Northfork Ramsey, MN Vice President; and newly-elected Director and Past President **Mike Malone**, Owner Ridges at Sand Creek Secretary/Treasurer.

**A New Director** elected was **Chris Leman** Owner Pomme de Terre Golf Club, Morris, MN.

**Holdover Directors** re-elected were: **Tom Smith**, Owner Brackett's Crossing Country Club, Lakeville, MN, **Bill Folkes** General Manager Majestic Oaks Golf Course Ham Lake, MN, **Dan Raskob** owner Bellwood Oaks Golf Course Hastings MN, **Mike Regan** owner The Wilds Golf Course, Shakopee and Indian Hills Golf Club Stillwater, MN, and **Steve Whillock** President WP Golf, Oakdale, MN.

President **Arcand** reappointed longtime Director-at-Large **Darrell Boyd** former owner of Mt. Frontenac Golf Course in Frontenac, MN. **Greg Stang**, General Manager of the Wilson Golf Group Woodbury, MN, will continue to serve the Board as Past President.

**4<sup>th</sup> ANNUAL OWNERS OUTING AT BRACKETT'S CROSSING COUNTRY CLUB**  
**Monday July 6, 2009**

Thanks to the generous support of our two major sponsors, Club Car and The TORO Company, as well as the many individual hole sponsors, this 4<sup>th</sup> Annual Owners Outing will be held at one of Minnesota's premier golf clubs, and the winner of our 2008 Chapter Course of the Year Award **Brackett's Crossing in Lakeville, MN July 6, 2009**

The major sponsors, and individual hole sponsors, mean you as an owner can bring your whole team to represent your course for a continental breakfast, driving range, gourmet box lunch, 18 holes of golf with a cart, lavish hors d'oeuvres, prize awards, and a raffle of merchandise.

The very economical price of \$90 per owner (\$85 for your spouse) is the best golf deal in town. Add to that, the networking and relationship-building that goes with a good time, and you should have a wonderful day in Minnesota's sunshine. Take a look at the enclosed registration form, and **mark your calendar now** to play in the great 4th Annual Owners Outing at Brackett's Crossing Country Club.

**HOST TAKE YOUR DAUGHTER TO THE COURSE WEEK**  
**July 6-12, 2009**

Take Your Daughter to the Course Week is a player-generating initiative designed to attract junior girls to the game and encourage family interaction on the course.

Participating facilities simply offer at least one complimentary instructional clinic and free green fees to juniors accompanied by a paying adult. To sign up for this popular annual event go to the [NGCOA.org](http://NGCOA.org) website and sign up electronically. Your participation will be featured in advertising designed to focus local customers on your involvement.

**CHAPTER WELCOMES NEW MEMBER, LANDSCAPES, INC**

Our newest Corporate Member is already planning to see you at the 4<sup>th</sup> Annual Owners Outing. "As a division of Landscapes Holding Company, we are part of one of the world's largest golf course development and construction companies, responsible for the construction and renovation of more than 1,000 golf courses. Landscapes Golf Group continues to build its own reputation through the development and management of over 25 properties nationwide since 1990, said Scott Tricker. "We're looking forward to seeing all the Owners Outing participants on July 6"

**PATRIOT GOLF DAY SET FOR THIRD NATIONWIDE CAMPAIGN IN SEPTEMBER**  
**PALM BEACH GARDENS, Fla. --**

Since its origin in August 2007, Patriot Golf Day has captured the hearts and the passion of patriots throughout the nation. As the golf industry marks its calendar for a third Patriot Golf Day campaign, Sept. 4-7, 2009, the past year was filled with both innovative and remarkable stories of generosity to support the families of those military veterans who have been disabled or lost their lives in the line of duty.

In 2008, Patriot Golf Day raised nearly \$2 million in donations from thousands of PGA Professionals nationwide, following an inaugural 2007 campaign that yielded donations of more than \$1.1 million. There were 191 scholarships awarded last year to families of fallen or disabled military veterans, which were distributed by the Folds of Honor Foundation. The initial Patriot Golf Day scholarships were awarded in the spring of 2008 to aid students beginning in the fall semester. See [NGCOA.org](http://NGCOA.org) for more information.

## **NGCOA INITIATIVES HELP OWNERS GROW THE GAME AND OPERATE MORE EFFICIENT, SUCCESSFUL BUSINESSES**

As a member of both MWGCOA, and the National Golf Course Owners Association, you have benefits that are available to help you in managing or marketing your course. One of the most popular is the Take Your Daughter to Golf Week which is the Week of July 7–13, this year.

**Kids on Course:** Kids On Course is a national partnership between the NGCOA and the USGA that during its first six years helped more than 6,000 youngsters in communities across America improve their golf skills and increase their understanding of golf etiquette.

**Beginner Friendly Certification:** The NGCOA certifies as Beginner Friendly member courses that create a positive, welcoming atmosphere for beginners. Clinics and programs geared to beginners, as well as special rates and other accommodations that encourage players to enter the game, have fun and keep playing, distinguish Beginner Friendly courses across the nation.  
[www.getlinkedplaygolf.com](http://www.getlinkedplaygolf.com)

**PGA PerformanceTrak in Cooperation with the NGCOA:** Collects golf facility rounds-played and financial operating information to support PGA professionals, owners and operators by providing key operational metrics by local market. The program represents an alliance between the NGCOA's Financial Benchmarks and the PGA's PerformanceTrak to help courses operate more successful

**Smart Buy Network:** The Smart Buy Network provides members with significant discounts and incentives on the equipment and services needed to run a golf course business. In 2006, leading companies that are part of Smart Buy provided discounts on equipment and services totaling more than \$400,000 in rebates to participating facilities.

**NGCOA Annual Conference:** The NGCOA Annual Conference is the largest gathering of golf courses owners and operators at a single event, and is held in conjunction with the Golf Industry Show. The Conference showcases innovative products and thought leadership for owners and operators looking to increase efficiencies and profits while enhancing the golf experience they offer members and customers.

**Golf Industry Show:** The NGCOA is a founding partner of the Golf Industry Show which, in addition to the NGCOA, brings together members of the Golf Course Superintendents Association of America, the Club Managers Association of American, the Golf Course Builders Association of America and the American Society of Golf Course Architects for the industry's most diverse gathering of stakeholders. The Golf Industry Show provides exhibition, educational and networking opportunities for superintendents, owners, architects, builders, appraisers, developers, general managers, green chairmen, golf professionals and media.

### **MEMBERSHIP DOESN'T COST, IT PAYS**

**Editor's note:** One of the most important benefits members speak of is NGCOA's Listserv that links you and your questions to many other owners around the country with similar questions and importantly many answers. Listserv can give you a sense of community, as well as a useful resource when those moments arrive in which we just need to hear another opinion.

***TOGETHER WE CAN CHANGE GOLF TO BENEFIT YOU, YOUR COURSE, AND THE GAME***