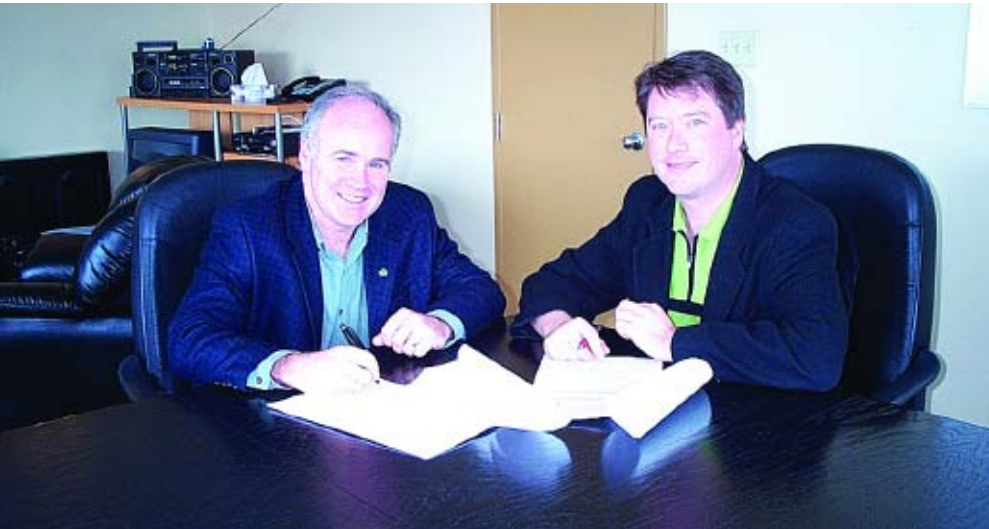




# News

NGCOA Canada

## KNOWLEDGE BREEDS SUCCESS... Announcing the NGCOA Canada Research Department



The planning and development stage is over, and the NGCOA Canada has now launched its latest major initiative, the NGCOA Canada Research Department. Forging new inroads to help golf operators' businesses, this department will introduce important nationwide research for the Canadian golf industry.

Beginning in 2006 with four diverse programs, the NGCOA Canada, in partnership with Montréal-based Optima Marketing, and under the direction of David McCafferty, NGCOA Canada - Atlantic Chapter Regional Director, have entered into a three-year agreement to focus specifically on gathering industry data previously lacking in the Canadian golf marketplace.

"Golf operations are getting decidedly more sophisticated in their management," states McCafferty. "And we are very pleased to be taking this next step to assist our members and other industry experts in gathering valuable data unique to the Canadian golf industry."

"There are a lot of assumptions being made about the golf industry in Canada. The time has come to develop strategic research that will support the positioning of the golf offer in this country," states Pierre Dessureault, partner of Optima Marketing. "Our cutting edge approach to this problem will allow us to develop initiatives tailored to each Canadian regional market's realities."

This April, NGCOA Canada members were provided with an outline of the specific details of each of the programs being implemented for the 2006 season. Take the time to review each of them very carefully and seriously consider taking part.

It is extremely important to note that in order for these initiatives to succeed, participation is critical. **The success of this project rests upon operator promotion of the various programs.**

**NOTE: Golfer and Course information will always be kept totally confidential and reports or summaries produced from this data will be based on geographical areas both nationally and regionally.**



OPTIMAMARKETING

## Programs Overview

### Compensation Report

This report will update the 2003 NGCOA Canada Compensation Report information, and members will have received the submission materials in late May to participate. The final report is expected to be released a short time after, in June 2006.

### Rounds Played Reporting

The NGCOA Canada research department is excited to be launching Rounds Played reporting nationwide. Submission materials will have been sent alongside the Compensation Survey asking for monthly and annual rounds played data for the 2005 season. Results will be compiled against 2006 data and reported to participating members at NO CHARGE.

### Grow the Rounds Incentive Program (GRIP)

Targeted to run during the latter half of July, this program involves golfer feedback and will collect survey results from golfers at participating facilities across Canada as they respond to questions relating to motivation to play, preferences and habits and frequency of play, to name only a few. "Grip Kits" will be forwarded to those courses who have registered, and results will be compiled upon receipt of the completed surveys and reported back to participating facilities.

### Golfers Web Panel

Targeted to solicit ongoing feedback from golfers on questions relating to the golf industry, the Golfers Web Panel ([www.webpanels.org](http://www.webpanels.org)) will be an interactive web-based communication tool to gather response within the golfing public to the game and its appeal. Using as many resources as possible (publications, websites, GRIP respondents, etc.), the public will be encouraged to participate, and prizing will be included to insure maximum response.

**If you have not seen this information, or if you have any questions, contact: David McCafferty at (506) 451-6201 or email [davidm@ngcoa.ca](mailto:davidm@ngcoa.ca).**

**For further information on Optima Marketing, visit their website at [www.optimarketing.com/golf](http://www.optimarketing.com/golf).**



## GolfBusiness

CANADA

2006 CONFERENCE & TRADE SHOW

It's a Grade 'AA' Opportunity...

**WANT TO BE A BETTER LEADER?  
WANT TO BE A BETTER MARKETER?  
WANT TO BE BETTER THAN THE COMPETITION?  
AND...WANT TO MAKE MORE MONEY?**

If you do - and who wouldn't? - *Stampede* your way to Calgary for the 2006 Golf Business Canada Conference & Trade Show being held at the Hyatt Regency from November 16-18.

This annual three day meeting of the most brilliant minds in the Canadian golf industry should never be missed, if you care about your business and your bottom line.

The sessions, covering all departments, enable operators and their key staff to become more successful at what they do. Teams leave the event feeling motivated and ready to make the coming season their best ever!

This year's theme, *Stampede your way to Fun and Fortune*, encapsulates the essence of our industry, one that tackles success and a better bottom line with a positive spirit and a passion for the journey. The Golf Business Canada Conference expert guest speakers will show you how to find a balance between fun and fortune, and your customers will be happier and your bottom line healthier as a result!

The Hyatt Regency, in the heart of downtown Calgary, is the ideal venue for this year's event. Over 500 movers and shakers in the Canadian golf industry will virtually 'invade' the hotel during the three day event, making it an intimate and ideal setting for networking and gathering together with friends.

### Top Grade Education

Marketing and human resource workshops make their debut this year, as varied topics and speakers focus on these essential components of golf course operations. Strong concurrent sessions throughout the three day event will further underline best practices and reinforce the educational value of the conference.



Just confirmed as a special guest speaker is the **Honourable Ralph Klein, Premier of Alberta**. The Premier, an avid golfer, will share his thoughts on the success of the Alberta economy and how it is positively affecting small and medium sized businesses such as golf courses.

Our targeted and focused four hour Golf Business Canada RODEO Trade Show will have round up all the key suppliers in the industry - find out what's new and hot for the coming season. Buckle your belts and hit the trade show floor with your guns blazin'!

As is tradition, following the trade show will be the most anticipated social event of the year - the Golf Business Canada Saloon - where the 'cowboys and cowgirls' of the Canadian golf industry will experience true western hospitality as they enjoy an Albertan feast and kick-up their heels to the best country music has to offer.

Come, load up the wagons with your key management staff and head to Calgary to dig in to great times and expert content. It's an investment that will pay for itself tenfold!

The gates are open and the time to register is now! See page 35 for registration form.



## Information, Education and Golfmax

### Successful Spring Warm-Up Events Held Across the Country

Over the course of five weeks in late February and March, the National Golf Course Owners Association Canada's - Spring Warm-Up events teed-off through nine cities across the country.

Focusing on the three pillars of **Information, Education and Golfmax**, the '06 events were designed to provide NGCOA Canada members with what they need to know, as preparations for another season began. From key association and industry updates, to notable guest speakers, departmental educational

breakout sessions, and discussions with Golfmax suppliers on the various programs available, these events took on a new look and energy for '06.

Many NGCOA Canada members were out in full force with their entire key purchasing staff in attendance, taking advantage of the education component and Golfmax savings information available to them.

In addition to the business portion of the day, networking over lunch and in some cities, wine demonstrations, combined to contribute to successful events and a great investment of time for members.



Thank you to all of our speakers, Golfmax Suppliers and in particular, our Platinum Partners for their support of the event.

In addition, a special thank you to our NGCOA Canada member host courses for their fabulous hospitality.

Capilano Golf & Country Club  
West Vancouver, BC

Mayfair Golf & Country Club  
Edmonton, AB

The Links of GlenEagles Golf Course  
Cochrane, AB

The Willows Golf & Country Club  
Saskatoon, SK

Rossmere County Club  
Winnipeg, MB

Angus Glen Golf Club  
Markham, ON

The London Hunt & Country Club  
London, ON

Club de Golf Outaouais  
Rockland, ON

Holland College  
Charlottetown, PEI



*I just wanted to take a moment to thank your dedicated team for all your efforts to pull together yesterday's meeting and wine session for all of us. It was a pleasure to see so many NGCOA members out for the day, engaged in numerous interesting discussions, networking, and just enjoying the day.*

Shawn J. Hunter  
Membership Marketing Director  
Carleton Golf & Yacht Club

## Coming to a Club Car Golf Car Near You: Inova™ GPS-Based Wide-Screen Technology



Club Car recently announced that 2006 model year Precedent golf cars will feature the industry's first in-dash, totally integrated GPS system, providing easier viewing for golfers and additional management and communications capabilities for golf courses.

The Inova™ system, the only integrated GPS and satellite golf car control system, was developed by UpLink Corporation in collaboration with Club Car. The system, with wide-screen technology and enhanced audio capabilities, is available exclusively on Precedent golf cars.

"Inova positions GPS as an integral part of the golf car," said Phil Tralies, president and CEO of Club Car. "It's a complementary system that improves both the golfer's experience and course-management capabilities."

Glenn Pierce, president and CEO of Austin, Texas-based UpLink, said: "GPS systems have gradually evolved to this point, but Inova represents a revolutionary leap in technology. It reinforces GPS as a critical course-management tool that improves course profitability."

By moving the GPS display from the traditional canopy-mounted position to the dash area of the golf car, the wider full-color monitor is easily viewed from any angle, even outside the golf car. Golfers participating in tournaments and outings also will appreciate the new leaderboard feature, which provides scores and course position for the entire field.

In addition, the system's multi-media capabilities enable the course to customize event-specific audio and visual messages, as well as advertising and food-and-beverage menu items for multiple outings occurring

on the same day. A zooming function shows different course and hole perspectives, and pop-up pro tips have been integrated more effectively into the display.

The Inova system, which requires less maintenance and installation time than canopy-mounted units, was installed at several courses throughout the U.S. in the fourth quarter of 2005 for testing purposes. It is now available at any course featuring Precedent golf cars.



## Club Car Helps Golf Courses Become More Energy Efficient

### New Online Tool Helps Estimate Vehicle Energy Costs, Make Informed Purchasing Decisions

Gas or electric? The question just got easier for golf course decision makers wondering which type of golf car or utility vehicle is better suited for their facility.

Club Car has developed the online Energy Cost Estimator to help courses evaluate their energy costs and compare gasoline vs. electric powered vehicles. The Energy Cost Estimator is part of Club Car's new Energy Efficiency Program designed to make courses aware of the wide range of products and services offered to reduce energy costs and operate facilities as efficiently as possible.

"The question of whether gas or electric vehicles are the right choice for your course, and which is most cost-effective, has gotten more complicated as electric golf car and utility vehicle

technology has advanced," said Mike Read, Club Car's director of marketing. "Electric vehicles are now capable of handling most any course terrain and most any maintenance task; so the choice between electric and gas is no longer obvious in many cases." The increased cost of gasoline has made the decision more critical for many courses this year, Read added.

The Energy Cost Estimator can be accessed at [www.clubcar.com](http://www.clubcar.com) or by going to [http://www.clubcar.com/cost\\_calculator.aspx](http://www.clubcar.com/cost_calculator.aspx). By entering some course-specific information, including the number of golf cars in the fleet, number of days per week and months of the year the course is open, and the cost per kilowatt-hour of electricity, course personnel can use the tool to calculate the costs of operating gas and electric Club Car Precedent golf car fleets or Club Car utility vehicles at their facility.



## Member Advisory Regarding Organic Product Liability and Environmental Issues

Recent trends in the industry have prompted many of us to take a closer look at incorporating organic products into our golf course management strategies. With pesticide pressures and IPM being top of mind, this trend promises to continue.

As your facility managers, superintendents, or you yourself are investigating, incorporating and purchasing an organic source or product from a supplier, please note that there are very few products that meet the Canadian Food Inspection Agency's "Zero Detect" specifications for contaminants and pathogens. The specifications outside of Canada for such products are not as rigid and if put into use on your facility's acreage, pose significant risks from both a liability and environmental standpoint.

Surprisingly, some products are coming over the Canada/US border that do not meet these requirements. An example of an *approved* product is Milorganite, available through our Golfmax Purchasing Program Partner Nu-Gro and its national distribution network. The Canadian approved version of

Milorganite is exclusive to Nu-Gro, its distributors and the Golfmax program. The product goes through longer and more stringent processing than its US counterpart to ensure it meets CFIA's specifications.

In its pure or raw form, Milorganite will arrive at your facilities with Canadian labeling requirements such as metric measurements and with the Nu-Gro name on the product packaging, which will always be in a polybag. If these items do not appear on the bag, or you have received product that is encased in paper, your supplier should be asked to provide you with documentation of the organic source's approval.

When considering a blend with an organic component, note that a product must contain minimum 15% organic in order to be labeled "Organic Based". Nu-Gro has assured the NGCOA Canada that any of the blends available through them in Canada will contain the Canadian version of Milorganite and therefore, a CFIA approved organic source.



*With concerns over salmonella, bird flu and E. coli a reality, it is prudent, as owners, to consider dealing with an approved supplier, such as Nu-Gro, for approved organic sources.*



# ChapterNews

NGCOA Canada

## ADVOCACY

### Ontario Property Assessment

The Assessment Review Board has scheduled 6 golf course assessment appeals to be held during July & August. Decisions based on these hearings are expected by the end of the year.

### British Columbia

Meetings with the Greater Vancouver Regional District provided for further input regarding proposed Tynehead Regional Park Golf Learning Centre in Surrey. These efforts are instrumental in presenting member concerns and insuring the project is respectful of and fair to existing golf businesses.

Provincial Sales Tax review efforts have resulted in the 2006 Provincial Budget expanding the authorized use of coloured fuel to include ALL unlicensed vehicles not used on a highway. This is a great step forward in the process of insuring our voice is heard on all local and provincial issues affecting member operations.

A committee will meet with ICBC Fair Practices Review regarding equipment and cart licensing legislation and fees. A formal presentation will be made to the Ministry in late June.

## ATLANTIC CANADA

### Membership / Board News

With another season upon us, our focus will be to increase our membership from its current 119, and we hope to increase the number of members on our board to address this membership increase. Anyone interested is asked to contact David McCafferty. Scott Hatchard from the Terra Nova Resort in Newfoundland has volunteered to become a member of the board and his position will be voted on at the fall meeting.

### Initiatives

Golf Atlantic Expo 2006 in Halifax, Nova Scotia was deemed a success. Contributing to this was the movement from a 3-day show to a 2-day show, and the date shift to the end of March

when people were thinking about golf. More changes are being considered for 2007 to attract more exhibitors and keep attendance high.

The Atlantic Public Golf Program has now launched, focusing on corporate businesses for 2006. Initial response has been tremendous. Visit the program website ([www.apgp.ca](http://www.apgp.ca)) for more information.

### Events / Meetings

Our fall Golfmax Invitational Golf Tournament and Annual Meeting - targeted to be held in the Moncton area - has not yet been confirmed. Regional tournaments are being considered this year as well including one in Newfoundland in July.

## QUEBEC

### Membership / Board News

Welcome new members; Club de golf Le Parcours du Cerf & Club de golf Le Mirage.

Board elections will be taking place in September. Interested individuals should contact regional director Justine Freund.

### Initiatives

The Quebec Chapter Board is once again implementing a fundraising project to support chapter initiatives and the Take-a-Kid-To-The-Course-Week in 2006.

We encourage our QC golf courses members to participate in the new research department surveys conducted by Montreal-based research firm, Optima Marketing in partnership with the NGCOA Canada. Look for details to have arrived by the end of May.

### Events / Meetings

Announcing the 4<sup>th</sup> Annual Golfmax Invitational Golf Tournament, October 3rd at Club de golf Hemmiford. Look for details to arrive soon.

The Canadian Tour's Montreal Open will be hosted this year by long-time NGCOA Canada member course Les Quatres Domaines. Arrangements to allow NGCOA Canada members to attend and possibly volunteer at the event will be discussed shortly.

## EASTERN ONTARIO / OUTAOUAIS

### Membership / Board News

The Eastern Ontario/Outaouais Chapter Awards held at Stonebridge Golf & Country Club revealed Joanne Thivierge of Calabogie and Pakenham Highlands Golf Clubs won Staff Member of the Year and Cody Barbeau of Pine View Municipal Golf Course won NGCOA Canada Member of the Year. NGCOA Canada founding member Tom Welch of Metcalfe Golf & Country Club was honoured with the Clayton McCredie Award. Roy Mlkar, President and CEO of the Ottawa Senators regaled members and guests with hockey stories.

### Events/Meetings

The Ottawa Golf & Travel Show, March 3-5 showcased 90 exhibitors and a dozen feature areas, and was considered a success.

A sunny March 28<sup>th</sup> marked our Spring Warm-Up Day as over 90 members and guests gathered at the Club de golf Outaouais. Many attended due to the ARB pre-hearing meeting, while others took in strong educational sessions led by Scott McDeivitte of Gordon Food Service and Bobby Ramjst from OnTour Sport.

### Initiatives

The 2006 Golfers' Red Book is available at 34 retail outlets across the region. With more than 1000 coupons included in this publication, sales are going very well.

Distribution of the 2006 edition of the Eastern Ontario/Outaouais Golf Map began at the Ottawa Golf & Travel Show and will continue all season through various networks. Watch for maps at your local LCBO store and CAA locations among others.

## CENTRAL ONTARIO

### Membership / Board News

Congratulations to Mississauga Golf Club on the celebration of their 100<sup>th</sup> anniversary.

### Initiatives

The Play Golf Ontario pavilion within the Toronto Golf & Travel Show was a huge success with participation from members within all 3 chapter areas forming 96 booth spaces at the centre of the golf show.

Thanks to our members and great word of mouth, 5,000 rounds of free golf provided by over 40 members were given away for our Spring into Golf kick-off to the 2006 season on April 23 and 24.

The Play Golf Ontario pavilion and Spring into Golf initiatives continue to pay dividends from anxious golfers just waiting to start another great season of golf.

### Events / Meetings

Thanks to Dalt Hicks and staff at Cardinal G.C. for hosting our well attended winter meeting in January.

The Spring Warm-Up event hosted by Angus Glen attracted one of our largest audiences in recent years. Combining information, education and networking proved to be an irresistible draw for owners and department heads. Thanks to Kevin Thistle and staff for a memorable day.

## SOUTHWESTERN ONTARIO

### Membership / Board News

November 2006 marks the end of the 2-year Chapter Advisory Board terms. Board nominations are currently being taken for those wishing to join the SWO Board. Voting will take place in October.

### Initiatives

Ongoing pesticide issue- it is important all owners approach their local counsellors to voice opinions regarding exclusion of golf courses within municipal guidelines and mandates. Be sure to visit our website for further information and updates.

### Events / Meetings

Monday, May 24<sup>th</sup> was the inaugural SWO Starters & Player Assistants Day at Rebel Creek Golf Club in Petersburg.

Tuesday, May 16, 2006 is the May SWO Chapter Meeting to be held at Ironwood Golf Club in Exeter. A full morning of updates & education, lunch & golf will be at no charge to NGCOA Canada members.

Mark Monday, October 16, 2006 down for the SWO Fall Golfmax Invitational Golf Tournament at Willow Valley Golf Club in Mt. Hope. Details to come...



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[davidm@ngcoa.ca](mailto:davidm@ngcoa.ca)



**Justine Freund**  
Quebec  
Regional Director  
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## MANITOBA

### Membership / Board News

Current membership is 44 with 3 new members in the last 2 months. Welcome to the new members.

If you are interested in being a chapter advisory board member please contact Dave McDonald, Chapter President at 204-326-4653 or regional director, Janet Jones.

### Initiatives

Building off the spirit of Play Golf and NAGA, meetings of the various provincial golf associations are planned to enhance communication within the industry in Manitoba.

### Events / Meetings

The Spring Warm-up March 21st at Rossmere Country Club was very well attended. Presentations by DevStudios, Rainbird, Ontrak and Grant Golf provided strong informative educational sessions and the networking lunch with Golfmax suppliers followed by a wine sampling by Peller Estates wrapped up the event. We thank all contributors and our host for their support.

If you wish your facility to host a chapter meeting or event please contact Janet Jones.

We are in the initial planning stages for a golf tournament to be held in the late summer, watch for details.

## SASKATCHEWAN

### Membership / Board News

Employment changes have created openings on the Chapter Advisory Board. If interested contact Murray Sadownick, Chapter President at 306-956-1100.

Our membership is at 31 and growing this number is a focus of the chapter.

### Initiatives

If you know of a group needing fundraising (sports teams, cub scouts, social groups, etc.) consider the Golf Saskatchewan value book with \$10.00 of each book sold going directly to the seller. At under \$35, the book features 107 Saskatchewan golf courses and can be acquired through our partner, The Lung Association at 306-343-9511. Net proceeds stay exclusively with the chapter and go to initiatives as determined by the Advisory Board.

## Events / Meetings

The Spring Warm-up March 15<sup>th</sup> at The Willows G&CC again contained excellent presentations from DevStudios, Rainbird and Ontrak and Steve Suchan, Assessment Coordinator Technical Standards, SAMA spoke on the current state of the Property Assessment issue for the 2009 revision. A networking lunch and wine sampling by Peller Estates wrapped up the event. We thank all contributors and our host for their support.

## ALBERTA

### Membership / Board News

Now 162 facilities strong, purchasing power within the Golfmax Program continues to grow. All members are encouraged to utilize this program, and the chapter is again engaged in another round of bulk energy purchasing from Direct Energy where natural gas as well as electricity is purchased as a group at a substantial discount.

Legislation: New in 2006 is a province-wide smoking by-law; Server Intervention Program is needed for all facilities serving alcohol; concerns facing operators in 2006 include increasing tax burden, increases in golf dues, and a severe worker shortage.

### Initiatives

Occupational Health and Safety continues as an important issue. With 50% of facilities compliant to the April 1, 2004 legislation, our chapter has developed a Golf Specific Safety Template available to all members. Educational seminars will continue to assist operators in developing a safety program for their facility.

Golfers Guide has increased advertiser participation and distribution in 2006, and has been an effective marketing tool for clubs and the chapter.

We look forward to even better results in 2007.

The Hit-The-Green fundraising initiative is alive and well for 2006. Contact Brent Hutcheon for details.

### Events / Meetings

March into the Golf Season-Spring Demo Days were held in Edmonton and Calgary. Allen Watt of the Oilers and Ken King of the Flames spoke in

their respective cities, creating the association's version of the Battle-of-Alberta. The event also included educational breakout sessions, chapter and national updates, a wonderful lunch and a wine tasting seminar. Thanks to our hosts: The Mayfair Golf & CC. and The Links of Glen Eagles.

Golf operators are anxiously awaiting the 2006 Chapter Golf Tournament at Alberta Springs Golf Resort in Red Deer as well as to showing the country our western hospitality at the Golf Business Canada Conference and Trade Show in Calgary.

## BRITISH COLUMBIA

### Membership / Board News

A special welcome to new members Sparwood Golf Club, Sunnydale Golf Club in Courtenay, Newlands Golf & Country Club in Langley and The Links at Boundary Bay in Delta.

### Initiatives

The 2<sup>nd</sup> Vancouver Island Golf Show owned and managed by the NGCOA Canada - BC Chapter took place March 11&12 in Victoria. The new modern/larger venue was well received by exhibitors and consumer attendance increased from the previous year. Preparations have already begun for a bigger and better event in 2007 showcasing our member facilities and promoting the game of golf in British Columbia.

The 2006 edition of Golfers Guide was increased to 20,000 copies in BC and distribution commenced with the golf show in Victoria to get the publication into the hands of golfers early in the year. The publication will be distributed throughout the province at golf courses, golf retailers, restaurants, hotels and tourism centres.

### Events / Meetings

Nicklaus North in Whistler was the scenic venue for our Golf Networking Tournament May 24<sup>th</sup>. Organized as an Owner-Operator/Superintendent Team format, the luxurious Delta Whistler Village Suites hosted a social reception the evening prior to the tournament, and the event was a great start to the season.



# Application

NGCOA Canada Membership

THE NGCOA CANADA MEMBERSHIP SCORECARD

**Primary Golf Facility/Company:** \_\_\_\_\_  
**Primary contact:** \_\_\_\_\_ **Title:** \_\_\_\_\_  
Mailing Address: \_\_\_\_\_  
City: \_\_\_\_\_ Province/State: \_\_\_\_\_ Postal/Zip Code: \_\_\_\_\_  
Telephone: ( ) \_\_\_\_\_ Fax: ( ) \_\_\_\_\_  
Email: \_\_\_\_\_ Website: \_\_\_\_\_

Preferred method of communications:  
 Email  Facsimile  English  French

Course Owner(s): \_\_\_\_\_

### FACILITY TYPE

- 9 holes / Par 3 / Driving Range  18 holes  
 27 holes  36 holes  
 over 36-hole operations. Please indicate total # of holes \_\_\_\_  
 Public  Semi-Private  Private

### OWNERSHIP TYPE

- Privately Owned  Member Owned  
 Government Owned (Federal / Provincial / Municipal)  
\*please circle one

### MEMBERSHIP TYPE

- Regular Membership:** open to private owners or lessors of profit-oriented golf facilities  
 **Associate Membership:** open to member-owned or government golf courses (not-for-profit)

### Contact us or mail or fax payment to:

National Golf Course Owners Association Canada 105-955 Green Valley Crescent, Ottawa, ON K2C 3V4  
Toll free: 1-866-626-4262 Tel: (613) 226-3616 Fax: (613) 226-4148 Email: ngcoa@ngcoa.ca Website: www.ngcoa.ca

### ANNUAL DUES

9 holes / Par 3 / Driving range . . . . . \$350.00 + GST\*  
18 holes . . . . . \$695.00 + GST\*  
27 holes . . . . . \$845.00 + GST\*  
36 holes . . . . . \$1,020.00 + GST\*

Over 36-hole operations add \$62.50 per each additional 9 holes exceeding 36 holes  
\* Above rates are subject to change without notice.  
7% GST (#89503 9253RT0001)

### PAYMENT

- Cheque  MasterCard  VISA  American Express

Credit Card Number: \_\_\_\_\_

Expiry: \_\_\_\_\_

Cardholder Name: \_\_\_\_\_

Applicant Signature: \_\_\_\_\_

Date: \_\_\_\_\_

The NGCOA Canada works hard to support golf facilities' businesses and bottom lines.

## Did You Know...?

NGCOA Canada members are automatically members of the NGCOA in the United States, and get all the benefits of two associations in one, including: Subscriptions to their own Golf Business magazine, access to the NGCOA "Listserv" email community, free admission to PGA Championship, PGA Merchandise Show, PGA Fall Expo, GCSAA Show and CMAA Show, access to Get Linked. Play Golf programs and a long list of business manuals to help operate a more profitable facility! Visit [www.ngcoa.org](http://www.ngcoa.org) for more information.

Thirst for resolution. The NGCOA Canada has successfully lobbied against beer companies that portrayed golf in a negative light, won the battle to allow licensed beverage carts on course, is currently investing tens of thousands into advocacy relating to pesticide bans and property tax assessment methodologies and has added advocacy relating to Permits to Take Water to its growing list of lobbying concerns.



## NEW MEMBERS February 8 - May 4, 2006

<b>Atlantic Canada</b>			<b>Southwestern Ontario</b>			<b>Lakeshore Golf Club</b>			Edmonton	AB
Halifax Golf & Country Club Ltd.	Halifax	NS	Beaverdale Golf Club	Cambridge	ON	Miquelon Hills Golf Course	Kingman	AB		
<b>Quebec</b>			Brant Valley Golf Course	St. George	ON	Speargrass Golf Course	Carseland	AB		
Club de Golf Harwood	Vaudreuil-Dorion	QC	Calerin Golf Course	Erin	ON	Stony Plain Golf Course	Stony Plain	AB		
Club de Golf le Mirage	Terrebonne	QC	Cedar Creek Golf Club	Woodstock	ON	<b>British Columbia</b>				
Golf Boucherville	Boucherville	QC	Conestoga Golf & Country Club	Conestogo	ON	Newlands Golf & Country Club	Langley	BC		
Golf St-Francois	Laval	QC	Dundee Country Club	New Dundee	ON	Sparwood Golf Club	Sparwood	BC		
<b>Eastern Ontario / Outaouais</b>			Fairview Golf Club	Fergus	ON	Sunnydale Golf Club	Courtenay	BC		
Golf-O-MaxGatineau			Foxwood Golf Club	Baden	ON	The Links at Boundary Bay	Delta	BC		
Indoor Golf Centre	Gatineau	QC	Golf North Properties	Conestogo	ON	<b>Corporate Members</b>				
			Lake Belwood Golf Club	Fergus	ON	Black Bull Resources Inc.	Dartmouth, NS	ATL		
			Paris Grand Country Club	Paris	ON	Consono Services Inc. - Golf Division	Cambridge, ON	SWO		
<b>Central Ontario</b>			<b>Manitoba</b>			Flagstick (A Bauder Media Group Company)	Metcalfe, ON	E00		
Acton Golf Club	Acton	ON	Granite Hills Golf Course	Winnipeg	MB	FWGOLF	Montreal, QC	National		
Big Cedar Golf & Country Club	Innisfil	ON	Kelburn Golf & Conference Center	Winnipeg	MB	G.D.F. Distribution	Oshawa, ON	National		
Canterbury Golf Club	Port Perry	ON	Southwood Golf & Country Club	Winnipeg	MB	Golder Associates Ltd.	Kanata, ON	National		
Donalda Club	Toronto	ON	The Golf Dome	Winnipeg	MB	MacEwen Petroleum Inc.	Kemptville, ON	E00		
Orangeville Golf Club	Orangeville	ON	<b>Alberta</b>			Pro Putt Synthetic Turf	Mississauga, ON	National		
Orr Lake Golf Club	Elmvale	ON	Carstairs Golf Club	Carstairs	AB	Teeblockers Inc.	Toronto, ON	National		
Root River Golf Club	Sault Ste. Marie	ON	Country Hills Golf Club	Calgary	AB					
Sandy Falls Golf Course Inc.	Timmins	ON	Glencoe Golf & Country Club	Calgary	AB					
Spring Creek Golf Club	Claremont	ON	Hinton Golf Club	Hinton	AB					
Wyndance Golf Club	King City	ON								

The NGCOA Canada is thinking about the future of your business. This summer, we are targeting 500 golf courses to participate in the national Take A Kid To The Course Week grow the game initiative, where for one week, courses offer free golf to youth under 16 when accompanied by an adult. It's a great way to generate both new players to the game and loyalty to your course! Contact us to sign up for this annual event!

The recent Golf Business Canada Magazine Readership Survey revealed that 9 out of 10 Canadian golf course operators consider the magazine to be the best the industry offers for their interests, and 9 of 10 also pass the magazine on to other key staff at their operations, making the true circulation numbers over double the actual sworn circulation distribution.



# Calendar of Events

NGCOA Canada

## NGCOA Canada Events

### Take A Kid To The Course Week

July 3-9, 2006  
Various NGCOA Canada Courses across Canada  
(866) 626-4262  
www.kidsgolfingfree.ca/members

### NGCOA Canada Golfmax Invitational Golf Tournaments

**Newfoundland Region - July 19**  
Terra Nova Golf Resort, Port Blandford, NF  
**Alberta - August 23**  
Alberta Springs Golf Course, Red Deer, AB  
**Eastern Ontario/Outaouais - August 29**  
Club de golf Sorcier, Gatineau, QC  
**Quebec Chapter - October 3**  
Club de golf Hemmingford, Hemmingford, QC  
**Central Ontario - October 4**  
Cardinal Golf Club, Newmarket, ON  
**Southwestern Ontario - October 16**  
Willow Valley Golf Course, Mount Hope, ON

## GolfBusiness CANADA 2006 CONFERENCE & TRADE SHOW

November 16-18, 2006  
Hyatt Calgary, Calgary, AB  
(866) 626-4262 • www.ngcoa.ca

## GolfBusiness CANADA

### Ad Directory

**Abernethy & Son Clockmakers** ..... 45  
905-887-5327  
**Ash City** ..... 6  
www.ashcity.com • 1-800-761-6612  
**Burnside Golf Services** ..... 39  
www.rjburnside.com • 877-799-8499  
**Club Car** ..... 68  
www.clubcarprecedent.com • 800-461-3322  
**Coca-Cola** ..... 13  
www.coke.net • 1-800-241-COKE  
**Golf Business Canada Conference & Trade Show 2006** ..... 34/35  
www.ngcoa.ca • 866-626-4262

## Allied Association / Industry Events

**2006 PGA Fall Expo**  
September 13-14, 2006  
Mandalay Bay Resort & Casino, Las Vegas, NV  
1-800-840-5628 • www.pgafallexpo.com

### Canadian Society of Club Managers

2006 Annual Conference  
September 23-27, 2006  
Fairmont Winnipeg, Winnipeg, MB  
www.cscm.org

### Golf 20/20

Vision for the Future  
October 30 & 31, 2006  
World Golf Renaissance Hotel, St. Augustine, FL  
www.golf2020.com

### Golf Industry Show

February 22-24, 2007  
Anaheim Convention Center, Anaheim, CA  
www.golfindustryshow.com  
**NGCOA Solutions Summit**  
February 20-23, 2007  
www.ngcoa.org  
**GCSAA Education Conference**  
February 19-24, 2007  
www.gcsaa.org  
**World Conference on Club Management (CMAA)**  
February 22-28, 2007  
www.cmaa.org

### CPGA Buying Shows

**Salon de golf AGP du Québec**  
October 5-7  
Bonaventure, Montréal, QC  
(450) 349-5525 • www.app.qc.ca

### Manitoba PGA/CGIA Merchandise Show

October 10-12  
Best Western Victoria Inn, Winnipeg, MB  
(204) 632-8341, ext. 3 • www.manitobapga.com

**Golfmax Insurance Plans** ..... 67  
www.mooremclean.com • 888-404-0000  
**Golfmax Inc.** ..... 41  
www.golfmaxonline.com • 866-GOLFMAX  
**Iceberg Dispensing Systems Ltd.** ..... 21  
www.icebergdispensing.com • 905-326-3381  
**Global Golf Advisors** ..... 46  
www.globalgolfadvisors.com • 1-888-432-9494  
**Kraft Canada** ..... 28  
www.kraftcanada.com • 1-800-567-KRAFT  
**NGCOA Canada Golfmax Purchasing Program** 25  
www.ngcoa.ca • 866-626-4262  
**NGCOA Canada Research Department** ..... 31  
www.ngcoa.ca • 866-626-4262  
**NGCOA Canada Take A Kid To The Course Week** ..... 47/48  
www.ngcoa.ca • 866-626-4262

### BCPGA Trade Show

October 11-13  
Penticton Trade & Convention Centre, Penticton, BC  
1 800 667-GOLF • www.bcpqa.org

### Alberta PGA Buying Show

October 17-20  
Edmonton Northlands Agricom, AB  
(888) 866-6140 • www.albertapga.com

### Ontario PGA Golf Merchandising Show

October 25-27  
International Centre, Toronto, ON  
1-888-322-7333 X 218 • www.reedexpo.ca/ontariopga

### Ottawa Zone PGA Buying Show

October 16-18  
Location TBD  
(613) 623-1078 • www.ottawapga.com

### Atlantic PGA Merchandise Show

November 1-2  
Future Inn, Dartmouth, NS  
(902) 254-3552 • www.cpgaatlantic.com

### Saskatchewan PGA Buying Show

November 7-9  
PrairieLand Exhibition Park, Saskatoon, SK  
(306) 867-8266 • k.morrow@sasktel.net

### Superintendent/Turfgrass Events

**40th CGSA Fall Field Day**  
September 18, 2006  
Le Diable, Mont Tremblant, QC  
800-387-1056 • www.golfsupers.com

### CGSA 58th Annual International Turfgrass Conference and Trade Show

March 1-6, 2007  
Palais des congrès de Montréal, Montréal, QC  
800-387-1056 • www.golfsupers.com

**Nu-Gro** ..... 40  
www.nu-groturf.com • 519-757-0077  
**Ontrak Purchasing & Consulting Services** ... 29  
www.ontrakpurchasing.ca • 905-632-8592  
**Optima Research** ..... 30  
www.optimarketing.com/golf • 1.877.978.9977  
**Petra Hygienic Systems** ..... 45  
www.petrasoap.com • 800-463-2516  
**Rain Bird International** ..... 2  
www.rainbird.com/golf • 604-931-6565  
**Textron Financial Corporation** ..... 3  
www.textronfinancial.com • 877-395-5368  
**Waterloo Biofilter Systems** ..... 39  
www.waterloo-biofilter.com • 519-856-0757  
**Wendover Construction** ..... 19  
www.wendover.on.ca • 905-876-4096

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www.ontrakpurchasing.ca



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www.mooremclean.com  
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Contact: Larry Green (888) 641-0212  
**HOME & AUTO INSURANCE**  
Administered by Zenith Insurance  
Contact: Customer Service (888) 440-4876



Contact: Matt Welliver (800) 267-4447  
www.jenness.com



Contact: Gord Bushby (905) 831-6555 ext. 4343  
www.lenbrook.com



Contact: Merchant Sales Centre (866) 666-3747  
www.moneris.com

### PRO SHOP



Contact: Jane Raymond (800) 387-7000  
www.callawaygolf.com



Contact: Patrick Stojka (800) 267-2751  
www.dolicoogolf.com



Contact: Mark Zecchino (800) 565-7462  
www.fersten.com/golf



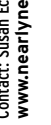
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www.teemate.com



Contact: Craig Moody (800) 661-1873  
www.gogsh.com



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www.nearlynewgolfballs.com



Contact: Bobby Ramjist (800) 723-8383  
www.trimarksports.com



Contact: Jamie Mackenzie (877) 538-5810  
www.srixon.com



Contact: John Limoges (800) 265-2454  
www.tournament-sports.com

### TURF & MAINTENANCE



Contact: Ross Wallace (905) 294-7477  
www.kubota.ca



Contact: Ryk Vissier (780) 462-6611



Contact: Tony Zegers (514) 968-9792  
Ontario & Atlantic Canada:  
Contact: John Bladon (519) 574-2013  
www.nu-groturf.com



**Western Canada**  
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**Eastern Canada**  
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www.rainbird.com



Contact: Doug Colley (905) 627-4351  
www.smithco.com

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www.rjburnside.com



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www.golfmaxonline.com



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Contact: Allen McEvoy (613) 258-3343  
www.macewen.ca



Contact: Customer Service (800) 465-2888  
www.nebs.ca



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www.petro-canada.ca



Contact: Terry Windsor (800) 747-9560  
www.sparlings.com