

# The Sunny Side

Golf course owners are some of the most optimistic people I know. We are always seeing the 40% chance of sun. We get to interact with people who are coming to have fun and have not had their dreams of their best round ever dashed with an errant shot on one of our courses. We listen patiently as each player recounts their round and why it could have been better if only... we could be hockey team owners in Eastern Canada (ok South of Ottawa!) and we would have to hear about another miserable season.

We love to hear the enthusiasm in a player's description of their 'win' every time they visit our courses. For an operator in a game funded with discretionary funds, it is nice to know that in our target market, the cash that might have gone to playoff tickets can now go to the sport played by more people than any other sport in Canada – golf.

Golf is a tempting mistress. It is a game where one fickle glance of fame is delivered in the shot that you remember for the rest of your round. From the business perspective, Canada is the envy of the golfing world with our participation rates and the number of courses that are open to the public. This has potential through and through and this in itself is a reason for optimism that there is a strong market demand for our product if we do our marketing properly. How many times has the player coming through your shop said they would love to own a golf course? To them it must be the best life ever. So, we are surrounded by optimism by the informed and the uninformed. We are immersed in it on a daily basis.



As I look around my home territory of Muskoka, I think the owners here must be on optimism steroids. We have 30 courses for 55,000 people – do the math – that's one course for every 1,833 people on average. The national population is roughly 35 million people and there are roughly 2000 courses in the country – for an average of 17,500 people per course. Even this ratio is at a level where many owners are struggling to survive. While not exactly optimistic, it is the equivalent of the 10% chance of sun...

But we get up every morning and go to some of the best jobs in the country. The clubhouse is an awesome location. I remember working in office towers in a previous life as a Chartered Accountant and the air was filtered. There were no sounds other than the normal office hum. No birds, no dogs, no snapping turtles walking across greens or deer wandering nearby.

Not everything has only upside – there is the old saying – no pain no gain. As owners you know your own pain. And as owners, we all share in the same gain of lifestyle – and we love it. So optimism abounds in the golf business. Let it rein for years to come!

Don MacKay  
President, NGCOA Canada

Go Now To  
[www.golfresearchcentre.ca](http://www.golfresearchcentre.ca)

## Golf Industry Barometer

If you aren't hooked on the value of tracking your facility against your region then now is the time to start! By all accounts this is going to be a year that is referenced against all others. Make sure your data is included in this critical reporting by spending a few minutes each month putting in your information.

We have updated this critical benchmarking site to make it even more user friendly and it has great new reports and visuals to make the data easier to understand and more meaningful to use. Some new features include:

- A new reporting module bar and line graph options on reports to allow you to view data in the format that best works for you
- Pro Shop and clubhouse square footage for better comparison and understanding of revenue reports
- Per hole equivalent reports. This allows you to compare yourself to other facilities on a per hole basis, and can be scaled to any number of holes, 9, 18, 27, 36, etc.
- New security roles (data entry only, view reports only) will allow you to share reports with key management
- Increased data validation on data entry page

- Password reset function for users
- The overall navigation is even more user friendly than the previous system
- A new standard comparative analysis at the bottom of each graph

Visit [www.golfresearchcentre.ca](http://www.golfresearchcentre.ca) today and get connected to the golf industry benchmarks in your region.

See below for a sample of just one of the 20 reports available to you immediately upon entering your data.



## GOLF INDUSTRY BAROMETER

	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Total
<b>My Facility</b>	0	0	0	0	4478	650	4274	4374	4686	0	0	0	18462
<b>Ontario</b>	0	0	0	773	2743	4165	4532	4814	4081	2192	929	5	24234
<b>Canada</b>	280	314	538	1352	3328	4598	5016	5275	4363	2137	1009	526	28736

**Comparative Analysis**  
My Facility is lower than ON by 24%  
My Facility is lower than Canada by 36%



# Are You On The List?

Take A Kid To The Course participating members as of April 23 2012

**ATLANTIC**

**Newfoundland**

Gander Golf Club  
Pitcher's Pond Golf  
The View Golf & Lodging Limited

**Nova Scotia**

14 Wing Greenwood Golf Club  
Amherst Golf Club  
Bell Bay Golf Club  
Berwick Heights Golf Course  
Brookfield Golf & Country Club  
Chester Golf Club  
Clare Golf & Country Club  
Digby Pines Golf Resort and Spa  
Eaglequest Grandview  
Fox Hollow Golf Club  
Hartlen Point Forces Golf Club  
Le Portage Golf Club  
Linacy Greens Golf Club  
Lost Creek Golf Club  
Mountain Golf Club  
River Oaks Golf Club  
The Lakes Golf Club  
The Links at Montague

**Prince Edward Island**

Andersons Creek Golf Club  
Belfast Highland Greens  
Brudenell River Golf Course  
Countryview Golf Club  
Dundarave Golf Course  
Eagles Glenn Golf Resort  
Eagles View Golf  
Forest Hills Golf Course  
Fox Meadow Golf & Country Club  
Glasgow Hills Resort & Golf Club  
Green Gables Golf Course  
Mill River Golf Course  
The Links at Crowbush Cove

**New Brunswick**

Algonquin Golf Course & Academy  
Carman Creek Golf Course  
Country Meadows Golf Club  
Gage Golf & Curling Club  
Gilridge Golf Club  
Mountain Woods Golf Club  
Sussex Golf & Curling Club  
Welsford Golf Course

**QUEBEC**

Auberge et Club de Golf Héritage  
Centre de Golf Le Versant  
Château Cartier Golf Course  
Club de Golf Acton Vale  
Club de Golf Bonniebrook  
Club de Golf Castor

Club de Golf et chalets Royal  
Laurentien  
Club de Golf Hemmingford  
Club de Golf La Vallée de Ste-Adèle  
Club de Golf Lac Megantic  
Club de Golf Le Château  
MontebelloClub de Golf  
Le Grand Vallon  
Club de Golf Le Manoir Richelieu  
Club de Golf le Portage Inc.  
Club de Golf Le Sorcier  
Club de Golf les Cèdres Inc.  
Club de Golf les Quatre Domaines  
Club de Golf les Ruisseaux Inc.  
Club de Golf New-Glasgow  
Club de Golf Piedmont  
Club de Golf Rougemont Inc.  
Club de Golf St-Polycarpe  
Club de Golf St-Zotique  
Club de Golf Touraine  
Club de Golf Waterville  
Edelweiss Valley Golf & Country Club  
Golf Gray Rocks  
Golf Île des Soeurs  
Golf Le Sélect  
Golf St-Francois  
Golf Val St-Côme  
Larrimac Golf Club  
Le Club de Golf Carling Lake Ltée.  
Manitou Golf Course  
Mont-Cascades Golf Club  
Mont Tremblant Resort  
Norway Bay Golf Club  
Owl's Head Golf Club

**EASTERN ONTARIO/  
OUTAOUAIS ONTARIO**

Anderson Links Golf & Country Club  
Archie's Family Golf Centre  
Arnprior Golf Club  
Barry's Bay Golf Club  
Bay of Quinte Golf and Country Club  
Black Bear Ridge Golf Course  
Blue Heron Golf Club  
Briar Fox Golf & Country Club  
Brockville Highland Golf Club  
Calabogie Highlands Resort & Golf Club  
Canadian Golf & Country Club  
Capital Golf Centre  
Casselview Golf & Country Club  
Cedar Glen Golf Course  
Cloverdale Links Golf Course  
Club de Golf Nation  
Copperdale Golf Course  
Dragonfly Golf Links  
Emerald Links Golf & Country Club  
Falcon Ridge Golf Club  
Garrison Golf & Curling Club

Glen Lawrence Golf Club  
Glengarry Golf & Country Club  
Greensmere Golf & Country Club  
Hammond Golf and Country Club  
Hylands Golf Club  
Innes Road Golf Club  
Loch March Golf & Country Club  
Lombard Glen Golf & Country Club  
Loyalist Country Club  
Madawaska Golf Course  
Manderley Golf Club  
Mapleview Golf and Country Club  
Mattawa Golf & Ski Resort  
Metcalf Golf & Country Club  
Mississippi Golf Club Ltd.  
Mountain Creek Golf Course  
NationView Golf Course  
Oak Hills Golf Club  
Pakenham Highlands Golf Club  
Pine View Municipal Golf Course  
Poplars Golf Club  
Renfrew Golf Club  
Rideau Lakes Golf & Country Club  
Summerheights Golf Links  
The Homestead at Wolf Ridge  
The Landings Golf and Teaching Centre  
The Marshes Golf Club  
Wellington on the Lake Golf Course  
Westbrook Golf Club and Driving Range  
Whitetail Golf Club

**CENTRAL ONTARIO**

4 Seasons Country Club  
Acton Golf Club  
Angel's View Golf Course  
Ash Brook Golf Club  
Banty's Roost Golf & Country Club  
Barcovan Golf Club  
Bathurst Glen Golf Club  
Batteaux Creek Golf Club  
Baxter Creek Golf Club  
Bear Creek Golf Club  
Beaverbrook Golf Course  
Bellmere Winds Golf Club  
Bonaire Golf Club  
Brooklea Golf & Country Club  
Byrnell Golf Club  
Caledon Country Club  
Canterbury Golf Club  
Cardinal Golf Club  
Carrickmacross Golf Centre  
Cedar Green Golf Club  
Cedarhurst Golf Club  
CFB Borden Golf Club  
Cider House Golf Course  
Cobble Beach Golf Links  
Cobourg Creek Golf Course

Crestwood Golf Course  
Deer Creek Golf & Banquet Facility  
Dragon Hills Golf Course  
Dunroon Highlands Golf Club  
Eagle Lake Golf & Country Club  
Eagles Nest Golf Club  
Glen Eagle Golf Club  
Glen Cedars Golf Club  
Loyalist Country Club  
Grand Highland Golf Club  
Green Acres Golf Centre  
Grill Marks Bistro Golf & Conference Centre  
Harmony Creek Golf Centre  
Heron Landing Golf Club  
Hidden Lake Golf Club  
Hidden Ridge Golf Club  
Homestead Resort  
Island Springs Golf Resort  
Kettle Creek Golf Course  
King's Bay Golf & Country Club  
Kitchen Creek Golf Club  
Lyndebrook Golf Course  
Lyndhurst Golf Club  
Markdale Golf & Curling Club  
Markham Green Golf Club  
Marvel Rapids Golf Course  
Meadow Land Golf Club Inc.  
Meaford Golf Course  
Midland Golf & Country Club  
Mill Run Golf Club  
Muskoka Highlands Golf Links  
Nobleton Lakes Golf Club  
North Granite Ridge Golf Club  
Nottawasaga Inn Golf Course  
Oakridge Golf Club  
Oakville Executive Golf Course  
Orangeville Golf Club  
Orchard Beach Golf & Country Club  
Osprey Links Golf  
Pine Grove Golf Club  
RedCrest Golf Course  
Richmond Hill Golf Club  
Royal Woodbine Golf Club  
Shanty Bay Golf & Country Club  
Silver Brooke Golf Club  
Silver Lakes Golf & Country Club  
South Muskoka Curling & Golf Club  
StoneHill Golf Club Inc.  
Sturgeon Point Golf Club  
Tamarac Golf & Country Club  
The Highlands Golf Club  
Timberwolf Golf Club  
Turnberry Golf Club Inc.  
Warkworth Golf Club  
Westview Golf Club  
Windermere Golf & Country Club

**SOUTHWESTERN  
ONTARIO**

Ainsdale Golf Course  
Ambassador Golf Club  
Ariss Valley Golf & Country Club  
Arrowdale Public Golf Course  
Baldoon Golf Club  
Beaverdale Golf Club  
Black Creek Golf Course  
BlackHorse Golf & Country Resort  
Bluewater Golf Course and Campgrounds  
Bonnie Doon Golf & Country Club  
Brant Valley Golf Course  
Brookfield Golf Club  
Burford Golf Links  
Burlington Springs Golf Club  
Calerin Golf Course  
Cambridge Golf Club  
Caradoc Sands Golf Course Ltd.  
Cedar Creek Golf Club  
Chippewa Creek at Mount Hope  
Conestoga Country Club  
Cornerstone Golf Club  
Deer Run Golf Course  
Dundee Country Club  
Dutton Meadows Golf Club  
East Park Golf Gardens  
Elmira Golf Club  
Emerald Pines Golf Club  
Erie Shores Golf & Country Club  
Fanshawe Golf Course  
Fergus Golf Club  
FireRock Golf Club  
Flamborough Hills Golf Club  
Forest Glen Golf Centre  
Foxwood Country Club  
Freedom Oaks Golf Club  
Goderich Sunset Golf Club  
Grand Valley Golf and Country Club  
Grey Silo Golf Course  
Innerkip Highlands Golf Club  
Ironwood Golf Club  
Listowel Golf Club  
Llyndinshire Golf & Country Club  
Lowville Golf Club  
Maitland Country Club  
Maple Ridge Golf Club  
Merry-Hill Golf Club  
Millcroft Golf Club  
Mitchell Golf & Country Club  
Mount Elgin Golf Club  
Mystic Golf Club  
Norfolk Golf & Country Club  
Northern Dunes Golf Club  
Northridge Public Golf Course  
Orchard View Golf Course  
Otter Creek Golf Club  
Owen Sound Golf & Country Club

Paris Grand Country Club  
Pike Lake Golf Centre Limited  
River Road Golf Course  
RiverEdge Golf Club  
Rochester Place Resort Inc.  
Rockway Glen Golf Course & Estate Winery  
Sauble Golf & Country Club  
Savannah Golf Links  
Sawmill Golf Course  
Scenic Woods Golf & Country Club  
Science Hill Country Club  
Seaforth Golf & Country Club  
Seven Lakes Golf Course  
Somerhill Golf Club  
Southern Pines Golf & Country Club  
Springfield Golf & Country Club  
Springview Farm Golf Course  
Stone Tree Golf and Fitness Club  
Sundrim Golf Club  
Sutton Creek Golf & Country Club  
Thames Valley Golf Course  
The Bluffs Golf Club Ltd.  
The Greens at Renton  
Tilbury Golf Club  
Twin Streams Golf Course  
Victoria Park East Golf Club  
Victoria Park Golf Club West  
Wardsville Golf Club  
Waterloo Golf Academy  
Westminster Trails Golf Club  
Whisky Run Golf Club

**PRAIRIE CHAPTER**

**Manitoba**

17 Wing Winnipeg Golf Club  
Fantasy Lake Golf Club  
Granite Hills Golf Course  
Heritage Golf Course  
Links on the Lake  
Minnedosa Country Club  
Netley Creek Golf & Country Club  
Oak Island Golf Resort  
Poplar Ridge Golf Course  
Shilo Country Club  
Shooters Family Golf Centre  
South Interlake Golf and Country Club  
Swan River Golf & Country Club  
The Golf Dome  
The Players Course  
Transcona Golf Club  
Tuxedo Golf Course

**Saskatchewan**

Cooke Municipal Golf Course  
Dakota Dunes Golf Links  
Deer Park Golf Course  
Elk Ridge Resort

Emma Lake Golf Club  
Rolling Pines Golf & Country Resort  
The Willows Golf & Country Club  
Weyburn Golf Club

**ALBERTA**

Balmoral Golf Course  
Bashaw Golf & Country Club  
Bear Creek Golf Club  
Black Bull Golf Resort  
Boulder Creek Golf Course  
Brooks Golf Club  
Calgary Elks Lodge & Golf Club  
Cold Lake Golf & Winter Club  
Collicutt Siding Golf Club  
Cottonwood Golf and Country Club  
Deer Meadows Golf Course  
Eaglequest Douglasdale  
Elbow Springs Golf Club  
Elk Point Golf and Country Club  
Fairview Golf Club  
Gleniffer Lake Resort & Country Club  
Grouse Nest Golf Course  
Gull Lake Golf Course  
HeatherGlen Golf Course  
Lancaster Park Golf and Curling Club  
McCall Lake Par 3 Golf Course  
McKenzie Meadows Golf Club  
Meadows Executive Par Three Golf Course  
Miskanaw Golf Club  
Olds Central Highlands Golf Club  
Oxbow Country Golf Course  
Paradise Valley Golf Course  
Pineridge Golf Resort  
RedTail Landing Golf Club  
Ross Haven Golf Course  
Silver Creek Golf Course  
SilverTip Golf Resort  
Silverwing Golf Course  
Stony Plain Golf Course  
Strathmore Golf Club  
The Dunes Golf & Winter Club  
The Nursery Golf & Country Club  
Tooth of the Dogpound Creek Golf Course  
Wainwright Golf & Country Club  
Whitetail Crossing Golf Club  
Wintergreen Golf Course  
Woodside Golf Course

Comox Golf Club  
Copper Point Golf Club  
Cordova Bay Golf Course  
Cottonwood Golf Course  
Cowichan Golf & Country Club  
Cultus Lake Golf Club  
Eagle Ranch Golf Resort  
Eaglequest Coquitlam  
Eaglequest Coyote Creek  
Fairwinds Golf Club (3536696 Canada Inc.)  
Farmington Fairways  
Fraserglen Golf Course  
Furry Creek Golf & Country Club  
Gallagher's Canyon Golf & Country Club  
Glacier Greens Golf Course  
Golden Eagle Golf Club  
Greywolf Golf Course  
Highland Pacific Golf  
Juan De Fuca Par 3 Golf Course  
Kelowna Springs Golf Course  
Langley Golf and Banquet Centre  
Meadow Gardens Golf Course  
Mission Hills Golf Developments Ltd.  
Par 3 and Practice Facility  
Morgan Creek Golf Course  
Mountainside Golf Course  
Musqueam Golf and Learning Academy  
Nanaimo Golf Club  
Nicklaus North Golf Course  
Nk'Mip Canyon Desert Golf Course  
Olympic View Golf Club  
Poppy Estate Golf Course  
Prospect Lake Golf Course  
Quesnel Golf Course  
Radium Resort Limited Partnership  
Redwoods Golf Course  
Royalwood Golf & RV Resort  
Sandpiper Golf Resort  
Squamish Valley Golf & Country Club  
Storey Creek Golf & Recreation Society  
Trickle Creek Golf Resort  
Valemount Pines Golf Club and RV Park

**NORTHWEST  
TERRITORIES**

Hay River Golf Club  
Yellowknife Golf Club

**BRITISH COLUMBIA**

Arbutus Ridge Golf Club  
Arrowsmith Golf and Country Club  
Big Sky Golf and Country Club  
Bootleg Gap Golf  
Brigadoon Golf Course  
Cedar Ridge Golf Course

Register Your Course Today!

July 9-15, 2012

**What is it?**

A week-long grow the game national initiative geared to encourage junior and family golf at NGCOA Canada member facilities.

**What do I have to do?**

Offer one free round of golf to every child under the age of 16 who is accompanied by a paying adult during the week of July 9-15, 2012.

**Why Register?**

This **free** NGCOA Canada member program will help you to grow golfer participation at your course. We develop all the tools needed to run the program all you have to do is administer it.

For more information on the Take A Kid To The Course program please contact Sarah Allen at 866-626-4262 ext. 32 or visit [www.kidsgolffree.ca/members](http://www.kidsgolffree.ca/members).

Please register us for the 2012 Take A Kid To The Course program!

Course Name: \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

Contact Name: \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

Telephone Number: \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

Email Address: \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_



Please fax form to: 613-226-4148  
Additional offers and restrictions will be posted on the website under the individual golf course.

For more information please visit [www.kidsgolffree.ca/members](http://www.kidsgolffree.ca/members)



Golfmax Supplier List

**FOOD SERVICES**

Ontrak Procurement Services  
[www.ontrak.ca](http://www.ontrak.ca)

Acklands Grainger Inc  
Agropur, Division Natrel\*  
Canada Bread  
Canadian Linen  
Cintas  
Coca-Cola Refreshments  
Canada  
Courtney's Distribution  
Courtney's Wholesale  
Ecolab Institutional  
Ecolab Pest Control

Fresh Start Foods\*  
Gordon Food Services  
Hendrix  
Hubert  
ISO Cleaning Solutions  
(Swish, Wesclean, Larose)  
MacGregors\*  
Purolator Courier Ltd  
Sherwin Williams  
Staples Advantage  
Sysco

**TURF & MAINTENANCE**

BrettYoung\*  
[www.brettyoung.ca](http://www.brettyoung.ca)  
Kubota Canada Ltd.  
[www.kubota.ca](http://www.kubota.ca)  
NAPA Canada  
[www.napaonlinecanada.com](http://www.napaonlinecanada.com)  
Rain Bird  
[www.rainbird.com](http://www.rainbird.com)  
SmithCo  
[www.smithco.com](http://www.smithco.com)  
Synthetik Surfaces Canada  
[www.sgolfdesign.com](http://www.sgolfdesign.com)  
Sylvite Turf & General Partners  
[www.sylviteturf.ca](http://www.sylviteturf.ca)

**OPERATIONS**

Club Car, LLC  
[www.clubcar.com](http://www.clubcar.com)  
GM Canada  
[www.gm.ca](http://www.gm.ca)  
Golfmax Insurance Plans  
[www.moorecleaninsurancegroup.com](http://www.moorecleaninsurancegroup.com)  
Lenbrook Canada  
[www.lenbrook.com/motorola](http://www.lenbrook.com/motorola)  
Moneris Solutions  
[www.moneris.com](http://www.moneris.com)

**PROSHOP**

Dollco Printing  
[www.dollcogolf.com](http://www.dollcogolf.com)  
GOLF EMS  
[www.golfems.com](http://www.golfems.com)  
Golf Supply House  
[www.golfsupplyhouse.com](http://www.golfsupplyhouse.com)  
Levelwear  
[www.levelwear.com](http://www.levelwear.com)  
Tee-on Golf Systems Inc.  
[www.tee-on.com](http://www.tee-on.com)  
TTG Course Guide  
[www.ttgcourseguide.com](http://www.ttgcourseguide.com)



**UNIQUE PRODUCTS & SERVICES**

AltaGas Ltd\*  
[www.altagas.ca](http://www.altagas.ca)  
Burnside  
[www.rjburnside.com](http://www.rjburnside.com)  
D&E Industries  
[www.dewood.com](http://www.dewood.com)  
Golfmax Inc.  
[www.golfmax.com](http://www.golfmax.com)  
iGotcha Golf Network\*  
[www.iGotchaMedia.com](http://www.iGotchaMedia.com)  
Levac Propane\*  
[www.propanelevac.ca](http://www.propanelevac.ca)  
MacEwen Petroleum\*  
[www.macewen.ca](http://www.macewen.ca)  
Merit Golf Vacations  
[www.meritgolfvacations.com](http://www.meritgolfvacations.com)  
NEBS Business Products  
[www.nebs.ca](http://www.nebs.ca)  
NEBS PAYweb  
[www.payweb.ca](http://www.payweb.ca)  
PEI Vapor Systems Ltd.  
[www.vapordragon.ca](http://www.vapordragon.ca)  
Rockway Glen Estate Winery Inc.  
[www.rockwayglen.com](http://www.rockwayglen.com)  
Sonic (La Coop fédérée)\*  
[www.lacoop.coop](http://www.lacoop.coop)  
Sparling's Propane\*  
[www.sparlings.com](http://www.sparlings.com)  
Suncor/Petro-Canada (Retail)  
[www.superpassonline.com](http://www.superpassonline.com)

\*Regional programs not available in every area across Canada

Ontrak Summer Promotions!

Ontrak 'Added Value Promotions' deliver savings, prizes, and great giveaways to NGCOA Canada members registered with Ontrak Procurement Services. The 2012 Special Offers began April 1st, just in time for the start of the new golf season. Be sure to visit the Ontrak website or contact your Ontrak representative for full promotions details.

A portion of Ontrak promotions for the summer of 2012 include:

**REBATES on selected products from:**

- Renée's**  
\$2 rebate per case on selected salad dressing
- Otis Spunkmeyer**  
\$2 rebate on Supreme Muffins & Tasty Grain Bars
- Heinz**  
\$1.50 rebate per case on selected ketchup and other condiments
- Gordon Food Service**  
various rebates on selected products
- E.D. Smith**  
\$1 rebate per case on selected SauceMaker Sauces
- Kellogg's**  
\$4 rebate per case on selected cereal bars and cereal cups
- Give & Go**  
\$1 rebate per case on selected snack products
- Mars**  
5% rebate on selected snack products)

**GIVEAWAYS**

- Heinz**  
Free Table Top Caddies
- Renée's**  
Free squeeze bottles, salad dressing pumps and ladles
- Mars**  
Free Mars Chilled Cooler Bag. Great for beverage cart sales!
- General Mills**  
Free Lunch Box offer. Great for golf tournaments, lunches or meals at other events!



**PRIZES**

**Campbell's**  
Enter for your chance to WIN 1 of 4 Bose® SoundDock® Series II Digital Music Systems

**SPECIAL OFFERS**

**Acklands Grainger**  
Extra special pricing on selected products

**Ecolab**  
Free site evaluations and price matching offer

For full details on these promotions, contact your Ontrak Regional Account Manager.

**Chapter Ontrak Representative**

**Southwestern Ontario, Central Ontario**  
Garfield Waller: 1-877-632-8592 ext. 33337  
Garfield.Waller@Sodexo.com

**Central Ontario, Eastern Ontario, Quebec, Atlantic**

Peter Andreozzi: 514-973-3099  
Peter.Andreozzi@sodexo.com

**British Columbia**  
Chris Strand: 604-318-3248  
Chris.Strand@sodexo.com

**Prairies**  
Marten Keashly: 780-707-7280  
Marten.Keashly@Sodexo.com

**Head Office**  
Veronica Haining:  
1-877-632-8592 ext 33310  
Veronica.Haining@Sodexo.com



Optimism abounds at the 2012 Spring Warm Up Events



Beginning in Paradise Valley Golf Club on February 29th, just outside Medicine Hat Alberta, the NGCOA Canada's Spring Warm Up Events delivered information, education, and savings to members across Canada. From coast to coast, there was a great sense of optimism with record early starts in much of the country. With the last of the 20 events just completed at Gowan Brae Golf Club in Bathurst New Brunswick, Golf Business Canada Magazine would like to share some of the highlights from this year's Spring Warm Up Events.

Each of the 20 Spring Warm Up events had a slightly different agenda that catered to the specific needs of NGCOA Canada members in that region. NGCOA Canada members learned about regional issues, legislation, and initiatives facing golf operators in their Chapters. Members were also presented with a National report outlining the NGCOA Canada's work on delivering meaningful results in areas such as advocacy, education, smarter purchasing, new charitable work, and grow the game initiatives.

Talented guest speakers delivered interactive talks on a wide range of topics including: Integrated Pest Management, Rising beef commodity prices, Reduced liability through insurance waivers, New marketing initiatives, and Creating a first aid emergency plan. The NGCOA Canada would like to extend a special thank you to all of our educational speakers, Platinum Partners, and Golfmax Suppliers for their dedication to making our 2012 Spring Warm Up events a great success. We would also like to thank the NGCOA Canada members who provided us with great venues to host these special events:

**Venues**

- Paradise Valley Golf Course, Medicine Hat, Alberta
- Chinook Country Tourist Association Office, Lethbridge, Alberta
- Edmonton Country Club, Edmonton, Alberta
- Country Hills Golf & Country Club, Calgary, Alberta
- The Dunes Golf & Winter Club, Grand Prairie, Alberta
- St. Paul Golf Course, St. Paul, Alberta
- Red Deer Golf & Country Club, Red Deer, Alberta
- Mayfair Lakes Golf & Country Club, Richmond, British Columbia
- Brantford Golf & Country Club, Brantford, Ontario
- Georgian College, Barrie, Ontario
- Ottawa Hunt & Golf Club, Ottawa, Ontario
- Culinary Institute of Canada - Holland College, Charlotte, PEI
- Berwick Heights Golf Club, Aylesford, Nova Scotia
- Eaglequest Grandview, Dartmouth, Nova Scotia
- Antigonish Golf Club, Antigonish, Nova Scotia
- Grand Falls Golf Club, Grand Falls, New Brunswick
- Royal Oaks Golf Course, Moncton, New Brunswick
- Rockwood Park Golf Course, Saint John, New Brunswick
- Kingswood Golf, Fredericton, New Brunswick
- Gowan Brae Golf Club, Bathurst, New Brunswick

We hope that you will be able to join us at next year's Spring Warm Up events. To learn about other upcoming NGCOA Canada events, please visit [www.ngcoa.ca/events](http://www.ngcoa.ca/events)



**Golf EMS** EVENT MANAGEMENT SYSTEM

**Golf EMS takes event management to new levels!**

Golf EMS has entered into a 3 year partnership agreement with the NGCOA Canada as the preferred event management software products and services supplier.

What is Golf EMS you ask? Golf EMS is the industry leading online Event Management Software Program that runs directly from your facilities website. The six components of Golf EMS provide online tools to help your golf event organizers build a better event while allowing golf course owners and operators the ability to "up-sell" products and services otherwise provided by third party suppliers.

Golf EMS is designed to help golf course owners and operators:

- Increase Player Rounds
- Register Event Players directly from your clubs website
- Drive Sales to your Pro Shop
- Create Event signage and Sponsor signage
- Sell Player Gifts and other services directly from your website
- Event Plan coordination between facilities departments
- Grow your database for future marketing use

"The NGCOA Canada partnered with Golf EMS because of the great synergy between our organizations. The NGCOA Canada's mission is to help golf course owners operate more profitable and efficient businesses; Golf EMS will help our members generate more incremental revenue at their facilities, and improve efficiencies in how they manage events," says Cedar Nisbet, Director of Business Development for the NGCOA Canada.

NGCOA Canada members save \$750.00 on the installation of a Golf EMS system. NGCOA Canada members will also save an additional \$25.00 per month in perpetuity!

To learn how Golf EMS can benefit your business, please contact James Morrow, of Golf EMS, at 888-573-3343.



**Lenbrook delivers savings on Motorola Radios!**

Lenbrook is one of the country's leading independent specialty electronics import and marketing organizations. As the preferred supplier of Motorola Business Two-Way Radios and accessories within our Golfmax Purchasing Program, Lenbrook offers 20-25% savings on a range of Motorola business two-way radios to keep course and clubhouse managers, groundskeepers, maintenance personnel, and staff connected...and players coming back. In addition to these great savings, Lenbrook and Motorola are pleased to offer a great promotion:



Earn up to \$2400 Cash Back or FREE Multiunit Chargers: March 1 through June 30, 2012  
Maximum of 10 total redemptions (60 radio units) are eligible for cash rebates or free Multi-unit Chargers per customer/business/company

**CLS SERIES™**

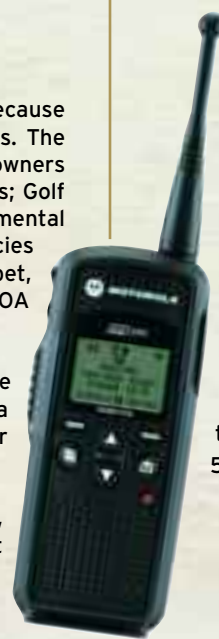
Buy six radios and choose Multi-unit Charger: 56531 or \$120 rebate.

**DTR SERIES™**

Buy six radios and choose Multi-unit Charger: 53960 or \$240 rebate.

**RDX SERIES™**

Buy six radios and choose Multi-unit Charger: Rln6309 or \$180 rebate.



NGCOA Canada members can take advantage of these savings by calling (800) 263-4666, ext. 5102.

**NGCOA Canada Calendar of Events**

**2012 Take A Kid To The Course**

July 9-15  
Exclusive to NGCOA Canada members, this National Player Development Program that encourages family and junior golf through a dedicated national marketing blitz. See page 54 to make sure 'you are on the list'!  
866-626-4262 • www.kidsgolffree.ca/members

**2012 Get Golf Ready in 5 Days**

2012 Golf Season  
Exclusive to NGCOA Canada and PGA of Canada members, this Adult Player Development Program is intended to remove intimidation barriers for new and returning golfer....in just 5 lessons! See page 45 for additional information.  
866-626-4262 • www.getgolffready.ca

**2012 Golf Business Canada Conference & Trade Show**

November 15-17, 2012  
Deerhurst Resort, Huntsville, ON  
Mark your calendars and make sure you don't miss the Conference of Champions!

**2012 NGCOA Canada Golf Invitational Tournaments**

These chapter events accomplish what the NGCOA Canada does BEST! They create a sense of community among Canadian golf course operators, their staff and the suppliers that support our industry! Mark your calendars!

Chapter	Date	Venue
Eastern ON/Outaouais	August 21	Equinelle Golf Club
British Columbia	August 23	Predator Ridge Golf Resort
Alberta	August 28	D'Arcy Ranch Golf Club

\*confirmed dates as of April 12, 2012

Check out your NGCOA Canada monthly E-Newsletter and www.ngcoa.ca for more details on NGCOA Canada Golf Invitational Tournaments, Allied Association and Industry events.

**NGCOA Canada Board Members and Staff**

**PRESIDENT**

DON MACKAY Muskoka Highlands Golf Links, Bracebridge, ON

**VICE-PRESIDENT**

RETO STEINER Woodside Golf Course, Airdrie, AB

**SECRETARY/TREASURER**

GILLES DEBUT Club de golf les Quatre Domaines, Mirabel QC

**CEO**

JEFF CALDERWOOD NGCOA Canada

**PAST PRESIDENT**

NEIL KAPP East Park Golf Gardens, London, ON

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- ALASTAIR BARR Welsford Golf Course, Welsford NB
- BILL BROWN Mont-Cascades Golf Club, Cantley QC
- EDGE CARAVAGGIO ClubLink Corporation, King City, ON
- NEIL CHAMPAGNE Mont Tremblant Resort, Tremblant QC
- GIB DOW JR. Ironwood Golf Club, Exeter ON
- DOUG HAWLEY Redwoods Golf Course, Langley BC
- ANDY HEDLEY Golf BC, Vancouver BC
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- RICK RUMBERGER Candle Lake Golf Course, Candle Lake, SK
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- STEVEN SPRATT Falcon Ridge, Gloucester ON
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- NATHALIE LAVALLÉE Chief Operating Officer
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- CEDAR NISBET Director, Golfmax & Business Development
- JIM THOMPSON Director, Member Services
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- SEAN FARRELL Graphic Designer
- LÉONA FOLUSEWYCH Office & Business Development Administrator
- GLORIA HAMMOND Manager, Communications
- TRISTA-LEE LEGARE Receptionist/Member Services & Administration Coordinator
- STACEY TAYLER Manager, Brand & Design
- QIXIA XIONG Accounting Assistant

## NGCOA Canada Membership

### Government Relations

The NGCOA Canada has seen successful completion of efforts to:

- Eliminate cart and equipment licensing in B.C.
- Establish an equitable municipal property assessment formula in Ontario

The NGCOA Canada is currently representing the needs of its members on issues including:

- Allowable tax deductions on green fees
- Pesticide legislation
- Water and conservation permits
- Fuel taxes
- Weather forecasting

NGCOA Canada has joined forces with industry partners on various initiatives, such as:

- 2009 Economic Impact Study to illustrate strength of industry
- Provincial and Federal lobby days that raised government awareness of the golf industry

### Purchasing Power

- Save on all aspects of your operation with the Golfmax Purchasing Program
- Preferred pricing with over 220 suppliers Opportunity Buys use the buying power of NGCOA Canada members to provide one time deep discounts/ rebates on popular products at select times
- Some courses report annual savings as high as \$30,000
- Average yearly per member savings of \$5200 - far exceeding the cost of membership
- Calculate your annual estimated savings through the on-line Golfmax Savings Calculator

- The more courses that utilize the Golfmax Purchasing Program the greater the negotiating power of the NGCOA Canada



### Grow Your Business

#### Get Golf Ready in 5 Days:

- National adult player development program proven to generate new golfers
- 100% of the golfers surveyed will continue to play golf
- They average 8 rounds played in their first year
- All marketing materials and course curriculum provided FREE to all NGCOA Canada members

#### Take A Kid To The Course July 9-15, 2012:

- National junior and family grow the game program
- Over 625 member facilities participated in 2011
- All marketing materials provided FREE to members

## What's In it For you?

### Regional Representation and Promotion

- 8 regional chapters across Canada
- All NGCOA Canada chapters have regional representation at the national board
- Regional initiatives to meet your needs including:
  - Spring Warm Ups
  - Golf Invitationals
  - Chapter Meetings
  - Golf Shows
  - Golf Maps, Golfer's Red Books, Golfer's Green Cards and so much more!

### Resources at your fingertips

- Annual Golf Business Canada Conference & Trade Show
  - The industry unites with over 500 leaders in one place
- Award winning Golf Business Canada Magazine with educational content for all your departments
- Monthly E-Newsletter with timely national, chapter and industry updates
- Powerful benchmarking tools available through the Golf Research Centre
- Partnership with the PGA of Canada on Get Golf Ready, Golf Business Canada Conference & Trade Show, the Rounds Played reporting system and Take A Kid To The Course



**The BEST investment you can make for your business is to join the only Association in Canada that focuses on the BUSINESS OF GOLF!**

*We can meet YOUR Needs*

*We have the strongest united voice in the golf industry with over 1300 members!*



**New Members**

January 24, 2012 to April 20, 2012

*The NGCOA Canada  
Board of Directors welcomes  
the following members to the  
NGCOA Canada TEAM!*

**Call today to  
become a member**

**Call Jim Thompson,  
Director, Member Services  
today at 866-626-4262  
to discuss membership with  
the NGCOA Canada or visit  
www.ngcoa.ca to join today!**



*"I find the NGCOA Canada  
more valuable each year as  
I strive to become a better  
General Manager."*

*Greig Burnie, General Manager  
Arnprior Golf Club  
Arnprior, ON*

**Facility**

- Eagle Point Golf Course
- Greenview
- Highlands Golf Club
- Forest Hills Golf Course
- 108 Resort Golf Course
- Kings Links Golf Course by the Sea
- Carruther's Creek Golf & Country Club
- Hidden Ridge Golf Club
- Copperdale Golf Course
- Last Oak Golf and Country Club
- Thomson Lake Golf Course
- Club de Golf Bonniebrook
- Club de Golf Boule Rock
- Club de Golf de Fauvel
- Club de Golf Lac Megantic
- Club de Golf Revermont
- Exeter Golf Club
- Heritage Heights Golf & Curling Club
- The Bridges at Tillsonburg

**Corporate Members**

- Atlantic Marketing With A-Peel
- Employers First Inc.
- First Aid by Paramedics
- Food Cycle Science
- Golf EMS
- GT Golf & Turf (John Deere)
- Mardon Insurance Brokers

**Chapter**

- Alberta
- Alberta
- Alberta
- Atlantic
- British Columbia
- British Columbia
- Central Ontario
- Central Ontario
- East. Ont. & Outaouais
- Prairie Chapter
- Prairie Chapter
- Quebec
- Quebec
- Quebec
- Quebec
- Quebec
- Quebec
- Southwestern Ontario
- Southwestern Ontario
- Southwestern Ontario
- Atlantic
- Central Ontario
- East. Ont. & Outaouais
- East. Ont. & Outaouais
- National
- East. Ont. & Outaouais
- British Columbia

# Letters to the Editor



## What's Your Opinion?

**Let Us Know!**

Golf Business Canada is your magazine and any input, suggestions and feedback on our articles is always welcome! Email your thoughts to Shawn Hunter, Managing Editor at shunter@ngcoa.ca.

**Golf Business Canada Conference & Trade Show Exceeded my Expectations**

Being new to the industry I was looking forward to attending the Golf Business Canada Conference & Trade Show held at Lake Louise. The Conference & Trade Show exceeded my expectations. From the three very dynamic keynote speakers, the different breakout sessions to the events held at the ski hill, it was a very informative and enjoyable few days. Thank you to the organizing committee for a well run event with great networking opportunities in a fantastic location.

*Kevin Christiansen  
Three Hills Golf Club, Three Hills, Alberta*

**Some days all you can do is laugh!**

I was very inspired by the article in the Spring edition of Golf Business Canada titled "Putting Humour to Work." Our club, like many, is a fun place to work. Some of the ideas from the article were already in practice on our course from clever signage: "You're an athlete, stay hydrated. Flag down your beer cart girl!" on the 3rd hole and our daily giggle on our two welcome boards. We will be integrating some of Michael's suggestions on our course this summer.

*Gail Burrows  
Silver Brooke Golf Club, Lisle, Ontario*

**My First Time Attending the Conference**

Hosting the Golf Business Canada Conference & Trade Show where I grew up was awesome! It was my first time to the Conference and it was well worth the trip from the east coast. I took a lot out of the conference, and at the trade show we purchased the Tee-On Golf System Tee Sheet & POS. It was a very well organized event, and I will be going to Deerhurst for sure!

*Ross Percy  
Mountain Golf & Country Club, Truro, Nova Scotia*

**Thank you for the Special Issue!**

I have been attending the Golf Business Canada Conference & Trade Show for many years, but unfortunately I was unable to attend the event in Lake Louise. Thank you for highlighting many of the great session in the last edition of the magazine, as I wasn't able to capture them in person. Doug Hawley's Food & Beverage article "4 Weddings & A Funeral" provided some great solutions to help build your non-golf revenue; and the example he provided helped showcase the true profits that are available with some effort and ingenuity. I look forward to seeing you at the 2012 Golf Business Canada Conference & Trade Show in Muskoka!

*Gib Dow Jr.  
Ironwoods Golf Club, Exeter, Ontario*

**A Moment to Re-Energize**

I find the Golf Business Canada Conference & Trade Show a great way to re-energize myself after a long season. The NCGOA Canada staff continues to deliver a top notch program year after year. Thanks for all your hard work!

*Mike Nisbet  
Westview Golf Club, Aurora, Ontario*

## Surviving The Fire

As we drove to the golf course at 3am on August 6, 2007, the night sky was bright from the flames devouring our clubhouse. Our neighbour had woken to a loud explosion and as she looked out her window she saw the roofline of the building on fire. It was the Holiday Monday of the Civic Holiday/Caribana Festival weekend and vandals decided to end it by spray painting racial graffiti on the 18th green and brick walls of the clubhouse. They also set a golf cart on fire that was parked on a concrete pad and locked up to one of the support columns for the patio. When the gas tank exploded, the cedar shake roof of the clubhouse caught fire. As dawn broke the reeking, charred remains of the building and its contents stood in stark contrast to the lush fairways and greens that surrounded it.

Our short term strategy was to get golfers on the tee - even though we didn't have a clubhouse, we still had two immaculately groomed golf courses to offer. Bell was able to reroute two of our four phone lines to our cell phones so we could answer calls and take reservations for the upcoming days. We used picnic tables and umbrellas to create a Pro Shop area under the catalpa trees between our putting and chipping greens.

Within two days we had a trailer set-up and had hydro and telephone lines rerouted to it and we were back in business with computers and high speed credit card processing. We immediately entered into a new contract for a point of sale system. We had two new portable toilets delivered but in hindsight we should have solicited better washroom options - we have a large female clientele and some of them stopped playing while we were rebuilding.

Once set up we were able to turn our attention to our long-term goals: filing a comprehensive insurance claim and building a new clubhouse. The key to our successful insurance claim was in hiring an insurance claims lawyer. Dominion of Canada Insurers paid out every claim we made, up to its maximum. We were also reimbursed for expenses we incurred getting our business back up and running after the fire - "Extra Expenses" that we wouldn't have known about without the claims lawyer.

We recouped every penny spent on the trailer, tent, toilets, cell phone bills and even advertisements that we took out weekly letting people know that both courses were still open. We were also able to claim an artist's rendering of our future clubhouse that we ran on our website and in our ads and even the cost of the nighttime security we hired to protect the contents of our temporary Pro Shop.

Once construction was completed on the new clubhouse, we moved into the new building one room at a time. Settling into the new space was bittersweet. The end of the golf season was upon us and it was no secret the devastating toll the senseless fire had on us financially and personally. We experienced significant declines in league play, we lost 80% of our tournaments for the 2007 and 2008 seasons, and regular green fee play dropped.

We didn't have profits and loss insurance prior to the fire, we always felt that food and beverage just broke even and that it would be difficult to prove loss of revenue because of the impact weather has on the profitability of a golf season. We now know that we could have claimed lost tournament and league revenue since they are relatively stable income sources.

We are a tightly knit family who worked hard to establish Oakville Executive in every way. The fire required us to hustle and put in long hours in order to move forward. We knew how to work hard so we persevered and got through it. We suffered emotionally though since we had poured our hearts into the business and considered the clubhouse our second home. We also felt helpless to prevent another attack and spent countless nights awake worrying and wondering how we'd be victimized again. On April 20, 2009 we hosted the official opening of the clubhouse and celebrated the 20th Anniversary of Oakville Executive.

We have settled into the new clubhouse with a new alarm system incorporating laser beams that surround the perimeter of the building and criss-cross our patios. Whenever a beam is violated either my sister or me get a phone call and we nervously go online to view our onsite webcams and see what triggered it. Thankfully, to date it's always been Rocky the Raccoon trying to jump into a garbage can.



**KATRINA MYERS**

Katrina is the Vice President of Oakville Executive Golf Courses (comprised of Mystic Ridge Golf Course and Angel's View Golf Course) with her sister, Alexandra D'Cunha. Katrina is also Secretary/Treasurer of the NGCOA Canada Central Ontario Advisory Board. Contact Katrina at [katrina@oakvillegolf.ca](mailto:katrina@oakvillegolf.ca) or 905-875-3932.