

# DRAGONS' DEN IDEA SESSION



## 4<sup>TH</sup> PLACE IDEA: "FEED THE TOWN"

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Feed The Town is a community initiative that provides Christmas Dinner to everyone! All we ask is that you bring either a non-perishable food item or donation to support our local Food Bank.

As you are aware, golf course owners receive hundreds of donation requests a year. In 2004, as we were conducting our weekly Managers Meeting (where we also bring forward all the donation requests), our President at that time was frustrated with the amount of requests and said "why don't we just feed the entire town?" Well, we took that comment to heart and actually did feed the entire town, and that was the year Feed the Town was born.

This past December 1st was our 10th Annual Feed the Town where we raised funds and food for our Local Food Bank. Over \$3,000 dollars was raised as well as five truck-loads of food.

Of course this could not happen without the generous support we received from our Food Suppliers, Gordon Foods and Sysco. In addition, Pepsi provides refreshments and a local food store (AG Foods) provides a discount to us for purchasing 28 large turkeys. Our Catering Manager/Chef, Anne Riches, schedules the volunteers and does most of the cooking herself.

Our great volunteers peeled over 600 pounds of potatoes, cooked 28 turkeys, 4 hams, served over 1,400 people and helped with the clean up at the end of the night. Of the 1,400 people, 10% are golfers and the remaining people are non-golfers.

This program has eliminated the stigma between non-golfers visiting the Clubhouse and the belief that the Clubhouse restaurant exists only for the golfers. In turn these non-golfers support our restaurant year round and account for over 1/3 of the restaurant's revenue. We support our local Food Bank which in turn supports underprivileged families that live in our community. It is truly a win-win for everyone involved!

Delegates of the 2013 Golf Business Canada Conference & Trade Show entered in to the Dragons' Den to try to prove they had what it takes to impress the Dragons! Modeled after the successful Dragons' Den reality television series, each group of delegates chose their best idea, and it was then presented on stage to the Dragons. The goal was to select a proven idea that generated improved revenues and then one that decreased expenses.

Presented by Kubota Canada, the Dragons' Den Session is one of the most highly regarded and beneficial components of the annual Golf Business Canada Conference & Trade Show.

The 1<sup>st</sup> place winner was given an opportunity to choose the Kubota tractor, mower or utility vehicle of their choice. The selected Kubota vehicle will be delivered to the winning club, and will be theirs for one full season. Kubota also provided the top four winners with generous gift baskets.

Due to the originality of many of the submitted ideas, the top four will be presented in upcoming issues of Golf Business Canada magazine.



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