



THINK OUTSIDE the BARREL Idea Session

The annual Idea Session, generously sponsored by Kubota Canada, was held again at the 2008 Golf Business Canada Conference & Trade Show in Niagara Falls, ON, with a new twist for delegates that really encouraged them to "Think Outside The Barrel." This year's ideas were not proven ideas as in previous years, and instead, delegates were challenged to get creative and develop an 'Out of the Barrel' idea that could generate revenue, manage expenses or build staff morale.

Each issue of Golf Business Canada will feature a summary of the ideas collected from the session, featuring all 26 great ideas by Winter 2009. These ideas have genuine creativity, and some even have a touch of humour, so challenge yourself to "Think Outside The Barrel" as you read the 2008 Ideas.

If you implement a new program as a result of one or a combination of these ideas, we'd love to hear about it. Please contact us at ngcoa@ngcoa.ca to tell us all about it.

THE TEAM: CADDIES 4 CANCER

Lou Nieuwland, Whisky Run GC, Port Colborne ON
Shawn Steele, Prospect Lake GC, Victoria BC
Greg Downer, The Rock GC, Minett ON
Ken Fowler, The Rock GC, Minett ON
Wilda Schab, Fairmont Hot Springs Resort, Fairmont Hot Springs BC
Brad Doey, Georgian College, Barrie ON

The Idea: "Caddies for Cancer"

Host a shotgun charity event for cancer in the form of a golf invitational complete with sponsor involvement. Caddies could be high school students, volunteers etc. The players would make a donation to the caddy and 100% of profits raised would go to charity.

THE TEAM: BRIGHT IDEAS

Cheryl Ferguson, Glen Lawrence GC, Kingston ON
Tony Lightbody, Glen Lawrence GC, Kingston ON
Tanya McGee, Ballantrae GC, Ballantrae ON
Debbie Titus, Trilinks Golf Ltd., Wasaga Beach ON
Marc Ray, Trilinks Golf Ltd., Wasaga Beach ON
Kelly Summerfeldt, Cardinal GC, Kettlby, ON
Mary Evelyn, Bushwood GC, Markham ON

The Idea: "Cost-cutting"

Cost expenses reduction plan:

- Work with city courses to share equipment that is not used daily
- Ex: aerators

THE TEAM: SANTA'S HELPERS

Nicky Noel, Copetown Woods GC, Copetown ON
Annie Versteegh, Mount Elgin GC, Mount Elgin ON
Theo Versteegh, Mount Elgin GC, Mount Elgin ON
Lloyd Boughner, Westminster Trails GC, London ON
Robert Trask, Chesley Lake Camp GC, Allenford ON
Tim Ertel, Mitchell G&CC, Mitchell ON
Craig Evans, Pheasant Run GC, Sharon ON

The Idea: "Build Staff Morale & Connect with the Community"

Get involved with the annual local Santa Claus parade and start a toy drive to collect gifts beginning in October. This is a great opportunity to build staff morale and give back to the community and keep a presence in the off season.

THE TEAM: YORK REGION GOLF TRIANGLE

Rob Brandon, Cardinal GC, Kettlby ON
Marty Weber, Kleinburg GC, Kleinburg ON
Vince Boada, Kleinburg GC, Kleinburg ON
Bruce Gilmour, Richmond Hill GC, Richmond Hill ON
Lorie Bodanis, Richmond Hill GC, Richmond Hill ON
Bruce Gilmour, Richmond Hill GC, Richmond Hill ON

The Idea: "Trivia Training"

On a regular basis, post a question on the staff board regarding your golf course to educate your staff members about your club. This will assist them when interacting with your clients/members.

THE TEAM: TWO MINUTES FOR HOLDING

Stephen Hill, HeatherGlen/GlenEagles GC, Cochrane AB
Tyler Lussier, HeatherGlen/GlenEagles GC, Cochrane AB
Blake Clayton, HeatherGlen/GlenEagles GC, Cochrane AB
Slade King, HeatherGlen/GlenEagles GC, Cochrane AB
Rosemary Atkinson, HeatherGlen/GlenEagles GC, Cochrane AB
Scott Atkinson, HeatherGlen/GlenEagles GC, Cochrane AB

The Idea: "Supplier Partnership"

Tournaments are a big business so why not partner with a supplier to subsidize the cost? Try doing a \$15 gift card regularly with one of your major suppliers. You can increase the tournament prize value to \$17 and have the supplier subsidize the extra cost.



THE TEAM: THE TWO FORES

Rory MacLennan, Summerheights Golf Links, Cornwall ON
Kathy MacLennan, Summerheights Golf Links, Cornwall ON
Katie MacLennan, Summerheights Golf Links, Cornwall ON
Ashley Gravett, Goderich Sunset GC, Goderich ON
Gary Gravett, Goderich Sunset GC, Goderich ON
Lynne Gravett, Goderich Sunset GC, Goderich ON
Corey Strauss, Elmira GC, Elmira ON
Dave Cours, Ambassador GC, Windsor ON

The Idea: "Happy Environment and Happy Staff"

- Clubhouse sells re-useable bottles that contain your product
- Put your logo on bottles and refill them at a reduced rate
- Reduces waste, increases profit, and helps the environment

THE TEAM: FRONT NINERS

Jennifer Kells, Heron Landing GC, Peterborough ON
Shelley Traver, Rockway Glen Golf Course & Estate Winery, St. Catharines ON
Louise DeCorso, Victoria Park East GC, Guelph ON
John DeCorso, Victoria Park East GC, Guelph ON
Al Helmer, South Muskoka Curling & Golf Club, Bracebridge ON

The Idea: "Appreciation Night"

Partner with your Chamber of Commerce and offer to hold a Chamber Member appreciation night at your facility. Partner with a local winery and some of your suppliers to provide drinks and appetizers. Set up stations featuring your banquet business, pro shop, wedding programs etc.

