

85+ Speakers • 26 Educational sessions • 8 Networking events

Innovative Ideas, the Latest Trends and Wicked Good Networking



Golf Inc.
Strategies Summit

September 25 - 27, 2017

**The Ritz-Carlton Reynolds, Lake Oconee
Greensboro, GA**

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To register or for detailed info
www.GolfIncMagazine.com/Summit

What to expect

Welcome to the Golf Inc. Summit, the golf industry's premiere event for investors, operators and managers. The three-day event brings together golf industry icons, bold innovators and renowned experts to inspire, educate and network.

Exceptional Content

With 26 informative and interactive sessions presented in three tracks — private club, public courses and investors — you will gain the know-how to achieve the extraordinary. Learn and be inspired through three exceptional keynotes, one-on-one interviews, in-depth case studies, panel discussions, and problem-solving sessions.

Power Networking

Through a mix of eight networking events, you will meet industry leaders, connect with peers, and learn from cutting-edge vendors.

Southern Charm

While you're getting down to business at the Summit, use your free time to experience the best in Southern hospitality at the Ritz Carlton at Lake Oconee, complete with a tranquil setting, lodge-inspired luxury accommodations and five golf courses.

CEO KEYNOTE



Dana Garmany
CHAIRMAN & CEO
TROON GOLF



Steve Skinner
CEO
KEMPERSPORTS



Mark Burnett
PRESIDENT
CLUBCORP



Peter Hill
CHAIRMAN & CEO
BILLY CASPER GOLF

The Big Picture

Tuesday., Sept. 26, 8am

- State of the Industry: What's ahead for golf?
- Forecasts on revenue growth, market needs, challenges
- What will separate tomorrow's winners from the rest of the pack?
- To position your company for future growth, you have to know what the future holds in terms of challenges and opportunities.

We have assembled a panel of the most strategic minds in golf — CEOs with a proven track record of being able to see the future. Submit your questions or topics you'd like to see the panel address when you register

Dana Garmany, Chairman and CEO, Troon Golf
Steve Skinner, CEO, KemperSports
Mark Burnett, COO, ClubCorp USA, Inc.
Peter Hill, Chairman & CEO, Billy Casper Golf
Moderator: Jack Crittenden, Editor In Chief, Golf Inc.

CLOSING KEYNOTE

Inside the Brand: What golf courses can learn from the most successful brands in the world

Wed., Sept. 26 8am

We bring together the co-hosts of one of the most popular television shows on branding — **INSIDE THE BRAND**. They are sought-after thought leaders who will share their insights to building and growing brands in today's ever-changing competitive landscape. Plus, what they have learned as hosts of the TV show that showcases CEO brand champions of leading global companies. Get ready to be educated, inspired, and entertained!

Larry Gulko, Entrepreneur & Brand Strategist
Roger Berkowitz, President, Legal Sea Foods



Larry Gulko (left) and Roger Berkowitz on the "Inside the Brand" TV show.

OPENING KEYNOTE

How to Make Golf the Next Big Thing

Monday Sept. 25, 1:30pm

Three of the brightest minds in golf will share their thoughts on how the industry can work together to make golf the hottest leisure activity around. Learn how we can leverage the biggest trends, from artisan F&B to fitness, to rethink the golf and club experience.

Jeff Morgan, CEO, Club Managers Association
Jay Karen, CEO, NGCOA

Moderator: Henry DeLozier, Principal/Partner, Global Golf Advisors



Morgan



Karen



DeLozier

Agenda

■ Public Track ■ Private Track ■ Investor Track

Monday SEPTEMBER 25

7:15am - 12pm

Golf Outing: The Oconee Course

Meet and compete at The Oconee Course. Golfers at any level can have fun and connect with peers. Meet before the shotgun start and spend quality time with your team of four. Additional fee.



Sponsored by GolfBoard.



12:30 - 1:15pm

Southern Charm welcome hour



1:30 - 2:30pm

Opening Keynote:
How to Make Golf the Next Big Thing



Morgan

DeLozier

Karen

2:45 - 3:45pm

■ Tee Time Pricing Strategies

■ Mobile Technology, Social Media and Video for the Private Club

4:00 - 5:00pm

■ Mobile Technology to the Rescue

■ Emerging Trends in Private Clubs

5:15 - 6:30pm

Power Networking Reception followed by fireworks

Meet with speakers, peers and industry leaders at this kickoff event, all while sampling the best in BBQ and craft beers. Concludes with fireworks over the resort. Sponsored by Yamaha.



Tuesday SEPTEMBER 26

8:00 - 9:15am

CEO Keynote:
The Big Picture



9:15 - 10:00am

Club Car Coffee break



10:00 - 11:00am

■ How to Win Golfers in a Competitive Market

■ Creating a Membership Culture to Grow your Club

■ How to Invest in a Golf Asset: Acquisition, Financing, Repositioning

11:15 - 12:15pm

■ How Technology can Improve your Turf Management

■ 3 Key Strategies for Membership Recruitment

■ Capital Structures for Private Clubs

12:30 - 1:30pm

Power lunch:
Networking on the lawn
Or lunch on your own



1:45 - 3:00pm

■ Most improved Golf Courses

■ Industry Benchmarks
How does your club compare?

■ Breathe New Life into Old Assets

3:15 - 4:15pm

■ How to Increase Revenue Per Round

■ Best Practices in Programming & Amenities

■ Buy & Sell: Market Assessment

4:30 - 5:30pm

■ Best Practices in Golf Course Operations

■ What Members Want in a Club Today

■ Meet the Top Buyers

5:30 - 6:30pm

Southern Charm Happy Hour presented by 19th Hole Cart and Davey

Meet the speakers, get your photograph taken with fellow attendees and enjoy the best in Southern cuisine appetizers. Plus, a visual display of the past year's award-winning clubhouses, golf courses and food establishments.



Wednesday SEPTEMBER 27

8:00 - 9:15am

Keynote: Inside the Brand: What golf courses can learn from the most successful brands in the world



9:15 - 10:00am

Coffee break



10:00 - 11:00am

■ The WOW factor: Great Ideas for Your Course

■ A Better Future: Reposition or Repurpose?

11:15 - 12:15pm

■ What Great Golf Courses Do: Brand Building Principles

■ Redevelopment Strategies to Unlock the Value in Your Property

12:30 - 1:30pm

Awards Luncheon
Dine with award-winning developers, architects and operators



Investor Track

BUY/SELL SESSIONS

How to Invest in a Golf Asset: Acquisition, Financing, Repositioning

Tuesday, Sept. 26, 10am

- How to own a golf asset and increase its value
- Financing in 2017: Who has the money and how to get it
- How to exit with a profit: Mistakes when selling

Andy Crosson, Senior Vice President, Arcis Equity Partners

Ray Munoz, CEO, Leisure Financial Group

Andrew Fleming, SVP Strategy, KemperSports

Steven Ekovich, National Managing Director, Leisure Investment Properties; First VP, Director National Golf Division of Marcus & Millichap



Crosson



Munoz



Fleming



Ekovich

LATEST TRENDS

Buy & Sell: Market Assessment

Tuesday, Sept. 26, 3:15

- What courses are worth and whether prices will rise or fall
- Strategies to get the best price for buyers and sellers
- How buyers evaluate a course's worth: cap rates, gross revenue and more

Hilda Allen, Owner, Hilda Allen Real Estate

Thomas Bennison, SVP Business Development, ClubCorp

Peter Nanula, Chairman, Concert Golf Partners

Moderator: Jeff Woolson, Managing Director, CBRE

HIGHLY RATED

Meet the Top Buyers

Tuesday, Sept. 26, 4:30pm

- Learn from today's most active buyers
- Case studies on property assessment and valuation
- Negotiation techniques from the masterminds
- Due diligence essentials for buyers and sellers

Understand the special considerations for privately-owned, member-owned, resort and community-affiliated courses

John Brown, CEO, Brown Golf Management

Bob Jones, COO, General Manager, Desert Mountain Club

Thomas Bennison, SVP Business Development, ClubCorp

Moderator: Randy Addison, Shareholder, Addison Law Firm



Mountain
Shadows CC

AWARD-WINNING CASE STUDIES

Breathe New Life into Old Assets:

Tuesday, Sept. 26, 1:45

Learn in-depth about two recent award-winning projects — the redevelopment of Mountain Shadows in Paradise Valley, Ariz.; and the clubhouse renovation of the Country Club at Mirasol in Palm Beach Gardens, Fla.

Both case studies will show how they brought old assets back to life with creative design and smart planning.

Forrest Richardson, Golf Course Architect, Forrest Richardson & Assoc.

Brian Idle, President, Peacock + Lewis



Richardson



Idle

NEW SESSION

A Better Future: Reposition or Repurpose?

Wednesday, Sept. 27 10am

- Reposition to improve market value
- How to determine your property's highest and best use
- Case studies for public and private clubs

Christian Anastasiadis, COO, McConnell Golf

Dan Bachrach, Partner, Foley & Lardner

Moderator: Laurence A. Hirsh, President, Golf Property Analysts



Hirsh



Anastasiadis



Bachrach

HOT TOPIC!

Redevelopment Strategies to Unlock the Value in Your Property Wednesday, Sept. 27 11:15

- How to get approval to redevelop part or all of your golf course into something of higher worth
- Hot amenities: What customers are looking for in the new lifestyle communities
- How to lower risk and maximize ROI
- Keys to smart reinvestment

Erik Larson, Business Development Executive, Brightview Golf Maintenance

Michael Plotnick, Vice President, Ridgewood Real Estate Partners

Moderator: Dallas Addison, Shareholder, Addison Law

NEW SESSION

Capital Structures for Private Clubs

Tuesday, Sept. 26, 11:15am

The panel of private club Board members will discuss their clubs' challenges with capital and governance issues — namely, how to fund capital projects; dealing with bank debt and member assessments; doing long-term strategy with a rotating Board of Governors; decision-making in the member-owned club environment. They will also discuss their experiences with alternative methods of funding their clubs' capital needs, gaining Board and member consensus, and working with a professional club hospitality firm.

Michael Sommers, Past Board Member, West Lake Country Club

Dan Hartnett, Board Member, MacGregor Downs Country Club

Meigan Putnam, Board Member, Heathrow Country Club

Moderator: Peter Nanula, Chairman, Concert Golf Partners

Mobile Technology, Social Media and Video for the Private Club

Monday Sept. 25, 2:45pm

- Learn how media and technology are transforming clubs
- How mobile technology is improving the member experience
- Tips for using social media and video to sell memberships

Rob Hoffman, VP of Operations, Gallus Golf
Chris Hunt, Managing Member, Baggr
Bob Mulcahy, Golf Consultant, Go Club Golf
Ben Cavey, Business Developer, Davey

HIGHLY RATED

Emerging Trends in Private Clubs

Monday Sept. 25, 4pm

- How to capitalize on the trends that are forcing clubs to change
- Trends in F&B, amenities and membership categories
- The latest in membership initiation fees, dues, and other trends
- Thinking outside the box on how to increase revenues

Henry DeLozier, Principal/Partner, Global Golf Advisors
Mark Bado, General Manager, Myers Park Country Club
Chad Parker, General Manager, East Lake Golf Club
Michael Wheeler, COO and General Manager, Cherokee Town & Country Club



DeLozier Bado Parker Wheeler

NEW SESSION

Creating a Membership Culture to Grow your Club

Tuesday, Sept. 26, 10am

- Knowing What Business You're In
- Utilizing a Multi-Media Approach to Grow the Club
- How to Achieve Successful Member Growth by Investing in Your Team
- Preparing for the Unexpected

Heidi Voss, President, Bauer Voss Consulting
Burt Baine, Golf Club General Manager, The Greenbrier
Chris Calvert, Managing Director, Club Consulting Group
David Sawyer, Managing Partner, The Cliffs Clubs
Bo Rogers, Business Development Manager, Infinity Marketing



Voss Calvert Sawyer Rogers

www.golfincmagazine.com/strategies-summit

3 Key Strategies for Membership Recruitment

Tuesday, Sept. 26, 11:15

- New strategies for old clubs
- How to get your members to sell memberships

Steve Graves, President, Creative Golf Marketing



Graves

ROUND TABLE DISCUSSION WITH PEERS

Industry Benchmarks: How Does Your Club Compare?

Tuesday, Sept. 26, 1:45

Are you spending more than the most successful clubs? How does your revenue compare? In this interactive session, you will meet first as a group to review benchmark essentials and receive a personalized report. You will then be divided into smaller peer groups to discuss how to bring your club into alignment with industry benchmarks. Attendees must sign up in advance to receive a personalized report.

Moderator: Ray Cronin, CEO & Co-Founder, Club Benchmarking

NEW SESSION

Best Practices in Programming & Amenities

Tuesday, Sept. 26, 3:15

- Programming that creates a social network and activates members
- How to turn your club into a vibrant mecca
- Events that members want to participate in with friends
- Amenities that add pizzazz: Media lounges, outdoor patios, upscale grills

Kirk Kokoska, Senior VP, Bluestar Resort & Golf
Mark Jackson, Division Manager, Davey Golf
Sara Rainey, Lifestyle Director, BlueStar Resort & Golf



Kokoska Jackson Rainey

HIGHEST RATED

What Members Want in a Club Today

Tuesday, Sept. 26, 4:30pm

- How private clubs are changing
- Creative food & beverage ideas that sizzle
- Families: The amenities non-golfers want in a club
- How to manage members

Whitney Reid Pennell, President, RCS Hospitality Group
Beverly Marler, General Manager, Sedgefield Country Club
Greg Hobbs, General Manager, Greenville County Club
Cameron Wiebe, General Manager, Champions Retreat Golf Club

Public/Private

SECRETS FROM THE PROS

The WOW factor: Great Ideas for Your Course

Wednesday, Sept. 27 10am

- Creative and innovative ideas that are transforming the guest experience
- Leverage technology, video and GoPro to add pizzazz
- How to incentivize golfers with pre-purchase, gift and loyalty cards

Lon Grundy, General Manager, The Ritz-Carlton Reynolds Lake Oconee
Mike Cole, Golf General Manager, Stone Mountain Golf Club
Moderator: Kris Strauss, SVP Marketing and Sales, Troon



Grundy Strauss Cole

HIGHLY RATED

What Great Golf Courses Do: Brand Building Principles

Wednesday, Sept. 27 11:15

- How a strong brand can work for you
- Learn how capturing mind share can help you dominate your market
- Focus your brand to "own" something special in the customer's mind
- Target a mindset to drive brand loyalty

Vic Aliprando, SR Director Business Development, PGA TOUR Golf Course Properties
Danielle Hopper, National Director of Sales and Marketing, Billy Casper Signature Club Management
Kris Strauss, SVP Marketing and Sales, Troon
Moderator: Rich Katz, Managing Director, Buffalo Brand Invigoration Group

NEW SESSION

Tee Time Pricing Strategies

Monday Sept. 25, 2:45

- Understanding your cost per round and how that should impact your greens fee
- Why you should consider yield management and dynamic pricing and how to make it work
- Industry benchmarks: How does your course compare?
- How to use technology and third-party tee time sellers to fill your tee sheet

Brendan McCarthy, National Director of Marketing Services, KemperSports
Jay Karen, CEO, NGCOA
Arnaud Zunz, Co-Founder, PriSwing
Ray Cronin, CEO & Co-Founder, Club Benchmarking



Karen Cronin Zunz

HIGHEST RATED

Mobile Technology to the Rescue

Monday Sept. 25, 4pm

- What is truly possible with mobile technology and why is it so important for golf course operators?
- Learn how to easily put mobile to work for you
- How are operators leveraging mobile technology to win in their markets?
- Mobile app vs mobile web

Mobile technology is a very powerful tool that is the priority marketing initiative for many businesses and industries today. Unfortunately, the majority of golf course operators aren't truly leveraging mobile. If you want to improve your mobile strategy, learn more about what is possible, and how clubs are using it, you do not want to miss this session.

Jason Wilson, CEO, Gallus Golf
Ryan Wood, President, 1-2-1 Marketing
Julie Roberts, General Manager, Minor Park Golf Course
Jill Timon, Regional Director of Marketing, Billy Casper Golf



Wilson Wood Roberts Timon

NEW SESSION

How to Win Golfers in a Competitive Market

Tuesday, Sept. 26, 10am

Proven strategies & practices you can do in 60 minutes or less to attract new golfers and increase repeat play

- Tips to build loyalty and frequency
- Maximizing your social media and digital footprint
- Largest database wins: How to build it

Kevin DeDonato, General Manager, Tiburon Golf Club
Brian Rashley, Director of Golf, Stockton Seaview Hotel & Golf Club
Joel Ragar, CEO, foreUPSoftware
Moderator: Guy Sugden, Vice President, Corporate Sales & Marketing, Troon



Sugden DeDonato Ragar

CUTTING EDGE

How Technology can Improve your Turf Management

Tuesday, Sept. 26, 11:15am

- The latest in irrigation, turf management software, sensor and mapping technologies
- How new tech can improve labor, water, chemical and nutrient management
- What data you need to make better economic and environmental decisions

Troy Carson, Senior Research Agronomist, Toro
Collier Miller, Sr. Director, Agronomy, TPC
Trey Hammett, CEO, Precision Turf Technologies
Jerry Lemons, President, Golf Links Inc.

101+ GREAT IDEAS

How to Increase Revenue Per Round

Tuesday, Sept. 26, 3:15

- Ramp up revenue per round through F&B, retail, and other sales
- Banquet, grill and hidden revenue sources
- Retail common sense: Get more sales per square foot
- Creative ways to enhance tournaments and outings

John Sido, Marketing, Sales & Customer Support, 19th Hole Cart
Matt Welliver, VP Corporate Development, Chronogolf
Moderator: Dawn Prebula, Senior Vice President, VGM Club Resorts & Gaming



AWARD-WINNING CASE STUDIES

Most improved Golf Courses

Tuesday, Sept. 26, 1:45pm

The leaders behind two phenomenal turnarounds share their secrets to success in this case study-driven session.

Christopher Schaeffer will talk about how Coral Hospitality improved rounds by 28% and increased revenue in one year at Eagle Ridge Golf Club in Fort Myers, Fla. using online marketing, annual memberships and yield management.

Quinn Smith will share how he worked with Quail Ridge Golf Club in Ada, Mich. to turn that facility's revenues around. He used dynamic pricing, outings and tournaments.

Christopher Schaeffer, CFO, Coral Hospitality
Quinn Smith, President, QNorth Golf Management

HIGHLY RATED

Best Practices in Golf Course Operations

Tuesday, Sept. 26, 4:30pm

- What's working today for top operators
- Proven methods for measuring success
- Quick and easy strategies to match your operational needs and your staff resources
- How to give your customers the ultimate golf experience

Bruce Glasco, International COO, Troon
Lon Grundy, General Manager, The Ritz-Carlton Reynolds Lake Oconee
John Easterbrook, Chief Membership Officer, PGA of America



Easterbrook Glasco



Southern Hospitality at its best

While you're getting down to business at the Summit, use your free time to experience the best in Southern hospitality at the Ritz-Carlton Reynolds, Lake Oconee. Enjoy the tranquil setting, which is complete with sprawling landscapes, lodge-inspired luxury accommodations and seven dining options, including a steakhouse and BBQ Butler. Experience five golf courses, kayaking, fishing, boating and a relaxing spa. Or explore the nearby antebellum towns that offer shopping and dining.

Summit Registration Rates

Owners, Operators & Developers	Pre-Early Bird by July 21	Early Bird Aug 18	Regular
3 Day Pass	\$600	\$665	\$850
Industry Professionals	Pre-Early Bird by July 21	Early Bird Aug 18	Regular
3 Day Pass	\$920	\$995	\$1190

Questions?

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Inside the Brand: What golf courses can learn from the most successful brands in the world

*Larry Gulko, CEO & Brand Strategist, technoHome (above left)
Roger Berkowitz, President, Legal Sea Foods (above right)*

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- Three tracks: Public, Private, Investor
- 3 inspiring keynotes
- Highest-rated event in industry
- Innovative marketing advice
- Peer-to-peer networking
- Buy/Sell sessions
- How to redevelop a golf course
- Happy hours, coffee hours, Luncheons, golf outing & more

Stories shared by:

Arcis Golf, Brown Golf, McConnel Golf, PGA Tour, Renovation, clubhouse and redevelopment of the year honorees, Desert Mountain Club,
PLUS MANY MORE!!