

GO PLAY

A COURSE PARTNER COMMUNICATION FROM GOLFNOW

WINTER 2017

FEATURE

Kicking off 2017 in Orlando
at the 2017 PGA Merchandise Show

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"GolfNow makes me more competitive in the market. They help me get my tee sheet."

— Sean Beattie
Member of Golf Courses
Headlines Golf



GOLFNOW BUSINESS

Services
Simplifying your success



"I've come to GolfNow... need."



GOLFNOW BUSINESS

Technologies
Industry-leading software solutions



"GolfNow's technology has evolved the way we do business, making us more efficient & effective."



GOLFNOW BUSINESS

PGA MERCHANDISE SHOW

Kicking off 2017 in Orlando

Thousands of your fellow golf course owners and operators from around the world descended on Orlando, Fla., for the 2017 PGA Merchandise Show, which provided an unmatched opportunity to meet with manufacturers, suppliers and service providers. More than 40,000 industry professionals spent the event exploring the offerings from over 1,000 exhibitors packed into the 1 million-square-foot convention center space.

GolfNow was right in the mix, offering demos and presentations about our latest technologies and services designed to maximize your efficiency and profitability. The GolfNow Business team hosted more than 200 meetings during the event, in addition to helping Golf Advisor announce its anticipated list of the Top 50 public courses in the U.S. live on Golf Channel.

Additionally, with its stage next door, we were able to work with Golf Channel during the Show to arrange interviews on Morning Drive with several of our key partners, including Billy Casper Golf CEO and Chairman Peter Hill, and Longitudes Group President and Owner Sara Killeen.

If you weren't able to make the trek to Orlando, though, you can still get up-to-date information about new features within Ride and Plus, as well as demonstrations of the latest GolfNow Reservations functions, by contacting your GolfNow representative today or visiting business.golfnow.com. ■



Announcing Golf Advisor's Top 50

With valuable insight from everyday golfers that can help you make informed business decisions, encouraging your customers to review your course on Golf Advisor is always a good idea. One of the many highlights of this year's PGA Merchandise Show was Golf Advisor's reveal of the Top 50 public golf courses in the U.S., generated from more than 2,000 eligible courses reviewed in 2016. With 37 new courses on this year's list, it demonstrates both how golfers' tastes can change from year to year and that there is a chance for any course to hit it big with customers.

Ram's Hill Golf Club in Borrego Springs, Calif., the top course for 2016, was recognized live on Golf Channel when Morning Drive's Matt Ginella interviewed the club's executive vice president, Shannon Smith. You can see the entire 2016 Top 50 list by visiting GolfAdvisor.com. ■



Rams Hill's Shannon Smith and Matt Ginella



Riding into new savings

One of the stars of GolfNow's 200-plus meetings at the 2017 PGA Merchandise Show was the recent expansion of our Ride group purchase program. From Florida to Michigan, Pennsylvania to Texas, course operators came by to find out how they could increase their bottom lines with the expanded products and services Ride has added for 2017.

No matter the size of your operation, agricultural equipment and landscaping supplies are always needed. But just as the seasons change, so do your specific requirements and quantities. Synatek—our agro partner—helps you reduce your risk and your overhead with their product swap program, exclusive pricing and outstanding distribution coverage.

The addition of local produce to Ride's existing F&B offerings gives you greater access to fresh, locally sourced ingredients, making your course the place for customers to enjoy the best and freshest food in your area.

Beyond these categories, Ride has added new product, equipment and service categories to give you new ways to save. The growing list includes cellular voice and data services, auto rentals, furniture and office supplies, pest control services, environmental management and much more.

Explore the ways that your operation can save between 6% and 35% by contacting our team today to learn more about Ride. ■

Standing up for military families

GolfNow and thousands of our course partners give back to our troops, veterans and their families by offering exclusive opportunities for great golf on **MilitaryTeeTimes.com**. Military Tee Times was present at the PGA Merchandise Show, offering all course operators in attendance a chance to learn more about how they can recognize and support our men and women in uniform while supporting veterans charities at the same time.

Contact your market sales manager today to learn more about how your course can help current and past service members by listing your inventory on Military Tee Times.



PowerUp your business

If you weren't able to make it to the PGA Show and learn about GolfNow's latest firsthand, PowerUp conferences are a great alternative. GolfNow PowerUp conferences provide unique and valuable opportunities for golf course owners and operators to learn more about GolfNow and how we can work together to help your business grow. Our leaders hosted more than 40 PowerUp attendees in 2016 at GOLF's Orlando campus. With group sessions, one-on-one meetings and a little golf thrown in the mix, each PowerUp conference can be a valuable asset to your organization.

Keep tabs on upcoming opportunities in 2017 by visiting business.golfnow.com/golfnow-powerup or talk to your GolfNow representative for more details. ■



Scenes from the 2017 PGA Merchandise Show

GolfNow and Golf Channel booths were popular destinations on the exhibition floor of the 2017 PGA Merchandise Show



Michael Breed tapes The Golf Fix from the Golf Channel set



Technology demonstration



Volunteers from our GolfNow Cares team



Morning Drive's Matt Ginella live from GolfNow's booth



Partner meetings with 1-on-1 support



GolfNow's 2,400-square-foot booth at the 2017 PGA Merchandise Show spotlighted Technology and Services

Learn more about GolfNow's products, programs and services.
Visit us online at business.golfnow.com.

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