

GO PLAY

A COURSE PARTNER COMMUNICATION FROM GOLFNOW

WINTER 2018

FEATURE

Introducing *The Index*

Your source for golf industry expertise and business resources

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Business resources, simplified

In golf, the word “index” has been defined, in part, as a measurement of a player’s potential ability. In order to reach that potential, many golfers seek coaching, instruction and tips from trusted sources. It’s no different within the world of golf course management and operations. When we talk about “index” at GolfNow, we recognize a responsibility to provide course operators with a contemporary resource of practical and useable information, as well as shared best practices from fellow operators – all to help them build toward success and, ultimately, reach their potential.

If you’ve visited business.golfnow.com lately, we hope you have noticed our newly launched content hub created and dedicated to your success, titled *The Index*. Years of industry experience and thought leadership – from many who previously have excelled in golf course management and operations, and now walk the hallways of GolfNow and NBC Sports – share their knowledge for the sole purpose of helping you. The Index, a one-stop resource for industry information, including tips, best practices, online learning series, roundtable discussions, white papers and much more can be accessed right from a tab on the home page of GolfNow Business. We would love to hear your thoughts. If you have any ideas for *The Index*, please share with your GolfNow representative. ■



GolfNow asks “Why golf later?”

A good portion of the U.S. is still riding out the doldrums of winter, with courses waiting out the weather and golfers itching to get back on the tee box and log their first rounds of 2018. Too often for most golfers, though, even when the skies are clear and the temperature is right, life has a way of getting in the way of their favorite activity - which in turn has a negative impact on the sport and on your business.

This is a big part of the reason why GolfNow has teamed up with renowned creative group The Martin Agency to launch a new series of commercials that tell golfers they should just go play.

The new campaign kicked off during pre-game coverage of the Patriots-Eagles matchup on Feb. 4, with the lead ad sharing a cautionary tale of a golfer allowing life’s excuses to get in the way of his favorite pastime.

This first ad is just one of several that GolfNow and The Martin Agency—creators of the popular Geico campaigns—have planned, each of which aims to help grow the game by inspiring more people to play more often.

“We’re excited to find a partner that not only can help us show how the technology we provide golf courses can better connect golfers with the game they love, but also shares our passion to help grow the game by inspiring more people to play more often,” said Jeff Foster, senior vice president, GolfNow. “We want to provide that motivation for unapologetic play.”



Additionally, this creative partnership will work to create better, more informative and more valuable communications with course partners. In turn these materials will help you get the most from your work with GolfNow, as well as cultivating the best possible relationships with your golfers.

As the winter weather begins to ease up in the coming weeks, keep your eyes out for the new ads and contact your GolfNow representative to ensure that your course is ready for the influx of avid golfers who are ready to play. ■

Teeing up success

2018 PGA Merchandise Show

By all accounts, the PGA Merchandise Show, which descends upon the Orange County Convention Center in Orlando each January, seems to be the most efficient way for those within the golf industry to make important connections and get a jump-start to the year. The sheer size and varied exhibitions make the three days some of the most important on the business calendar.

GolfNow unveiled a new booth design this year, which stood out among the hustle and bustle of the Show floor and allowed for an efficient flow of visitors. New demo stations made it easy for our team to host more than 400 meetings with existing and potential partners. We also were lucky to be located in a busy hub that included next-door neighbor Golf Channel, a sister business within the NBC Sports Group of companies, which produced live programming on its stage throughout the week.



“It’s always great visiting with GolfNow during the PGA Merchandise Show. The ‘One Stop Shopping Experience’ with all of the decision makers in one place helps settle issues, learn about new products and create stronger relationships between our organizations. We appreciate the effort and time they always afford us every year!”

Dave Wasenda

President, Appliedgolf Course Management

GolfNow course partners, prospective partners and curious onlookers were glad they stopped by. Even old friends discovered new services, solutions and technologies that could be their keys to a successful year and beyond. They found out about Ride, our group buying program that saved participating courses nearly \$3 million in 2017, and has expanded beyond food and beverage to include nearly everything your business needs, including agronomy products to office supplies. They were introduced to further enhancements and options our technology team has implemented to our tee-sheet offerings, which better connect courses to millions of golfers. And were happy to hear more about our ever-evolving Plus service, now offering even more customized combinations of the tools to manage your inventory, marketing and brand reputation that helps sell more rounds, save time and simplify operations. There also were introductions to GolfNow’s new, cloud-based management platform that many are saying will be a game-changer in the years to come. ■



After meeting with the GolfNow team at the PGA show, all of our concerns about their technology offerings were taken care of. It’s nice to meet with a partner like GolfNow and walk away feeling like they truly care about helping our business! Thanks GolfNow and we look forward to growing our business with you in the future!

Nick Arrigo

*Owner/ Superintendent
Beechwood Golf Club, Fairview, PA*



Our Partnership with Golf Now has been open and positive over the past year. The staff at GolfNow listens to our challenges and works hard to develop ideas that will help best promote our facility. I look forward to working with many of the tools they provide to help make our operation run more professionally and efficiently.

Mike Roeder

*General Manager,
Ravenwood Golf Club, Victor, NY*

What you get with GolfNow

Automakers list out the “standard equipment” that you get with each and every model right on the sticker. But when it comes to solutions for your business, even the starter packages often neglect to fully explain what you get when you sign on for software or technology options. Plus, transitioning to a new software system can be difficult enough, and at the most basic level that still doesn’t address one of the key challenges of running a golf course – putting golfers on the tee.

Success starts with the fundamentals and, recognizing that, GolfNow packages critical items together in our initial level of service – the GolfNow Platform.

The GolfNow Platform goes beyond simply connecting your tee times to millions of golfers through GolfNow.com and the GolfNow app; it includes the important tools you need to grow your business:

- ▶ Tee-time marketplaces that connect millions of golfers with the most comprehensive tee-time inventory anywhere
- ▶ White-label booking engine that allows you to capture revenue from multiple channels and meet golfers wherever they browse
- ▶ Marketing suite gives you the ability to stay in contact with your golfers and keep them coming back time and again
- ▶ Customized, responsive website lets you connect with golfers before they arrive at your course
- ▶ Personal account manager helps you incorporate GolfNow technologies into your business and is there to help resolve any challenge or provide advice, when needed



The GolfNow Platform combines essential functions in one package, meaning that you don’t have to rely on multiple suppliers or sources for what your business needs. Every new GolfNow partner receives these benefits no matter what, and it serves as an outstanding starting point from which you can grow your revenue, save time and add more services or technology, as needed.

If you want to learn more about the Platform, contact your GolfNow representative. ■

Investing in you

Reinvest in your business – a common refrain for the thousands of independent golf courses striving for profitability throughout North America and much of the world. But finding those extra resources to reinvest can be a never-ending challenge.

More than 600 golf facilities are enjoying the benefits of Ride by GolfNow and are realizing six to 35 percent savings on almost everything they buy, from food and beverage to office products, furniture and, even cellular voice and data services. The busiest time on the golf course calendar is just around

the corner, so there’s no better time to get started on savings. With no out-of-pocket costs required, if you’re not saving with Ride yet, what’s stopping you?

Want to know what your savings might look like before jumping in? No problem. We can provide an audit of your buying patterns and deliver a custom report on where you could be saving and how much. Or, if you’re ready to start saving now, we can get the application process underway. Either way, a GolfNow Ride specialist is ready to help. See your GolfNow representative to find out more. ■

Find all the resources to help build your business. Visit *The Index* at business.golfnow.com.