



Buckeye Golf Association

newsflash

buckeyegolf.com

June 2017

Support our Corporate Members:
They support you.

Aqua Doc Lake & Pond Mgt
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Baker Vehicle Systems
Rick Baker Rick.baker@bakervehicle.com

Columbus Turf & Nursery
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Corporate Tax Resources
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Michael Grabeman mandsres@aol.com

DryJect
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Employers Choice Plus
Kelly Pavloff kp@echoiceplus.com

Froggy's Ball Service
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Global Turf Equipment
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International Club Supplies
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**The preferred insurance supplier
of the Buckeye Golf Association**
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Saling Simms Associates
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South East Golf Car
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Teesnap
Ed Baker Ed.baker@teesnap.com

VGM
Keaton Juergens Keaton.juergens@vgm.com

Wolf Creek Company
Alan Clark aclark@wolfcreekcompany.com

SAVE
THE
DATE



Annual Meeting

November 14 & 15, 2017

Firestone Country Club, Akron, Ohio



P.O. Box 42
Delaware, OH 43015

740-417-4528
Fax: 866-594-0823

KenG@buckeyegolf.com
buckeyegolf.com

Association Officers

PRESIDENT | Trent Sheridan, Pine Hill Golf Course **VICE PRESIDENT** | Rick Snode, Tannenhaufl Golf Club
TREASURER | Bill Fitch, Bob O Link Golf Course

Board of Directors

Roy Clark, Liberty Hills Golf Club | Rich Kitchen, Locust Hills Golf Club | John Whittle, Thorn Apple Country Club
Rich Alden, Painesville Country Club | Todd Ingraham, Bunker Hill Golf Course
Tom Holtsberry, Colonial Golfers Club | Dan Sutter, Loyal Oak Golf Course

Questions with Wilson Golf President **Tim Clarke**



The NGF's latest Q&A is with Wilson Golf President Tim Clarke, who discusses innovations at an equipment company with more than 100 years of history, how the golf equipment industry continues to evolve, and how crowd-sourcing and a TV show brought a new driver to the marketplace. Clarke has been the president of Chicago-based Wilson Golf since 2006.

Wilson Golf turned 100 just a few years back. What are some of the benefits and drawbacks of having a brand with so much history?

We have always been an equipment company, and the benefit is having 100 plus years of experience in materials, manufacturing and innovation within several sports categories. Many don't realize the cross-over benefits of sports equipment development that occurs on a day-to-day basis. Our engineers from every sport group are literally sitting side-by-side and gaining insights and learnings is not only easy but essential.

When you look at the golf equipment industry, where does it stand and how is it evolving? What are the biggest challenges facing equipment companies today?

We know that technology works and the equipment that we are developing today will help golfers of all skill levels enjoy the game more because it will help them hit more fairways, gain distance and score lower than they ever have. That being said, the golf industry is changing rapidly. We have already seen the movement to where the industry is trying to capture more golfers through experiences in gamification such as simulator golf or Topgolf. Although those are great outlets of entertainment, I truly believe that golf played on a golf course will always be that avenue in which we thrive as a manufacturer. We are obviously seeing in many retail applications that direct-to-consumer is how products are sold and we have seen an increase in activity through our e-comm business. Wilson golf is dedicated to those who truly want to enjoy the game through continuous improvement, and we still believe that getting one of our products in your hands through one of numerous in-store events and experiencing first-hand the performance benefits is how the majority of equipment is being sold today.

When you look at the golf industry as a whole, are you optimistic?

Yes, we are confident in the future of the golf industry. We're seeing more kids getting into the game, and that's huge for the industry. With the success of the PGA Junior League, having grown 300% in 2016 from just three years prior, we're confident that golf is going in the right direction. In addition, the growth of the LPGA has been incredible. There's not only more kids getting into the game, but more women and girls as well... that's undoubtedly great for the game. Golf isn't going anywhere. And neither is Wilson Golf.

Leagues – The Bread & Butter of Your Business



Enjoy a **FUN** day

2017 Buckeye Golf League Tournament

What is it?

A fun day of golf, food and friendship for all league players in a 2 person team with handicaps event.

Where is it?

2 locations for your convenience:
Bob O Link Golf Course, Avon, OH
Thorn Apple Country Club, Galloway (Columbus), OH

When is it?

Sunday, August 6, Bob O Link Golf Course*
Saturday, August 19, Thorn Apple Country Club*
*pick one or for more fun, play both

What's the cost?

\$140 team entry (\$70 each) before 7/20
\$150 team entry (\$75 each) after 7/20
Includes 18 holes of golf/cart, cont. breakfast,
box lunch, dinner, awards and gifts

Entries Close?

Entries will close when the event is full or
July 31 — Bob O Link Golf Course
August 11 — Thorn Apple Country Club



www.ohiogolfleague.com

**Golf League
Championship**

For more details and to register your team, go to
www.buckeyegolfleague.com.

For many golf courses in Ohio and the Midwest, golf leagues are a staple business. Your league golfers are consistent business throughout the season year after year. Keeping these league golfers actively playing golf is important to your business and to the golf industry as a whole.

Playing in the **2017 Buckeye Golf League Tournament** can be an excellent opportunity to keep league golfers involved. This event gives league golfers and their buddies the chance to have a fun day of golf and meet other league golfers from courses around the state.

We are offering two dates and two locations for your league golfers convenience; Sunday, August 6 at Bob O Link Golf Course, Avon, and Saturday, August 19 at Thorn Apple Country Club, Galloway (Columbus). The entry fee includes 18 holes of golf with cart, continental breakfast, box lunch, dinner and awards.

You will be receiving in the mail a poster like the one pictured to the left. We are asking for you to display the poster in a key spot in your clubhouse and to encourage your league golfers to register for this fun day of golf. Registration is very easy and simple by just going on our website www.buckeyegolfleague.com. Space will be limited, so do your leagues a favor and get this information to them quickly.

Get the coverage
you need



at the price you want.

Keystone offers built-in exclusive coverages that can be tailored specifically to meet the needs of public golf courses including:

- Specialized golf endorsement that broadens property and general liability
- Association credit
- Golf course grounds, golf carts and equipment
- Golf specific property - repair or replacement of outdoor property unique to golf courses including irrigation systems
- Flood damage
- Equipment breakdown



KEYSTONE

Keystone is proud to be the preferred insurance provider of the Buckeye Golf Association.

FOR MORE INFORMATION, CALL YOUR LOCAL AGENT OR CONTACT KEYSTONE AT:

888.892.5860
programs@keystoneinsgrp.com

Information provides a general overview of product and does not constitute a binding contract. Your insurance policy provides actual terms and conditions. All products and services may not be available in all states and may be subject to change without notice.

What's
Happening
at Your
Association

July 25

Board Meeting

August 1

**Field Day,
Locust Hills Golf Club,
Springfield**

August 6

**Golf League Tournament,
Bob O Link Golf Course,
Avon**

August 8

**Field Day,
Bob O Link Golf Course,
Avon**

August 19

**Golf League Tournament,
Thorn Apple Country Club,
Galloway**

November 14-15

**Annual Conference,
Firestone Country Club,
Akron**



Don't Be Confused!

It is that time of year again when you are being flooded with offers from multiple companies selling their workers comp programs. Don't get confused by all these claims and offers; workers comp rates are set by the State of Ohio. No one can give you a better rate than another, your rate is based on your claim history. Employers Choice Plus (ECP) is the one company that your association recommends.

ECP has been an excellent partner for our member courses for years. We recommend them for two very important reasons. First, they have always been very responsive to member's needs. And second, they are the only workers comp company that has attorneys to represent you at hearings regarding employee claims. I can't stress to you enough the importance of proper legal representation. All of the other companies will send a non legal staff person to your hearing.

If you have any questions about ECP or workers comp, please contact us. We can help with the confusion on at least this business issue.