

THE FAIRWAYS

GOLF COURSE OWNERS OF WISCONSIN NEWSLETTER

SPRING 2022

GCOW FALL MEMBERSHIP MEETING RECAP

Thank you to everyone that attended our 2021 GCOW Fall Membership meeting on Monday, October 25, 2021, at the Brookfield Suites Hotel.

We had a great line up of speakers. Their presentations can be viewed on the by clicking the links below.

LIABILITY FOR GOLF COURSE ACCIDENTS AND INJURIES

[Click Here to View Presentation >](#)

Chris Strohbehn, Attorney at Gimbel, Reilly, Guerin, Brown, LLP, Milwaukee

Chris will discuss different liability issues that GCOW owners face such as: golfers being struck by golf balls; residential homes on golf course struck or damaged by errant shots; golf cart accidents or damage; slips & falls and personal injuries; theft from cars in parking lot; thefts on site, etc.

OVERVIEW OF THE PROPERTY TAX APPEAL PROCESS

[Click Here to View Presentation >](#)

Chris Strohbehn, Attorney at Gimbel, Reilly, Guerin, Brown, LLP, Milwaukee

Relevant laws, procedural pitfalls, issues, assessments, appeals, etc.

SUCCESSION PLANNING FOR GOLF COURSE OWNERS

[Click Here to View Presentation >](#)

Brian Thiet, CLU-Senior Vice President and Rodger Premeau, ChFC, CLU, CRPC, RICP – Retirement Planning Specialist from The Equitable Company

- Planned Business Succession — Gift It, Sell It, Bequeath It
- Unplanned Business Succession – Death, Disability, Divorce, Termination

GCOW PRESENTS ANNUAL SCHOLARSHIPS AT FALL MEMBERSHIP MEETING

Kris Schoonover from the UW-Stout GEM program and GEM Alumni and Owner/Operator Dustin Stiloski from Brookfield Hills GC and Storm Range are presented with one of the GCOW Scholarships at our Fall Membership Meeting on October 25, 2021.



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GCOW

Golf Course Owners of  Wisconsin



GCOW SPOTLIGHT COURSE: SENTRYWORLD

SentryWorld was the idea of former Sentry Insurance CEO John Joanis, who led a project to build a cutting-edge recreation complex, a place where residents and visitors alike would feel welcome. In the early 1980s plans were made to construct SentryWorld and course designer Robert Trent Jones Jr. made that dream a reality.

In 2013 SentryWorld had a major renovation, and in 2021, The Inn at SentryWorld was built along with more enhancements to the course in advance of hosting the 2023 U.S. Senior Open.

SENTRYWORLD CREATES NEW GOLF EXPERIENCE FOR 2022

This year SentryWorld will feature fully inclusive rounds on a renovated course to appeal to all who love golf.

In the lead-up to the 2023 U.S. Senior Open, SentryWorld, one of America's top public courses, is creating a new, truly one-of-a-kind experience that will appeal to all who love playing golf.

"The focus is on making each and every round outstanding, serene, and unlike anything you've ever experienced," said Mike James, SentryWorld general manager.

The new golf experience begins with spacing out tee times to 20-minute intervals so that guests feel less rushed on the course. The expanded intervals will also help to ensure

impeccable playing conditions on the course all season long.

SentryWorld also will open two new on-course refreshment stations that will offer locally curated food and beverage options, all of which are included in the green fees. The new \$275 day guest rate includes on course food & beverage selections, plus a GPS-equipped golf cart and all gratuities.

"Once you've paid for your round, if it's on the course, it's on the house," James said. "Few public courses in the country offer a fully inclusive experience such as this."

"While this new golf experience may signal a change to some, I trust that our longtime, loyal golfers will embrace this one-of-a-kind experience," said Danny Rainbow, director of golf for SentryWorld, and GCOW President. "It provides something for everyone, including access to a premium parkland course designed for all, but challenging even to the pros. It continues to be a great value considering everything that's included in a round."



GCOW SELF ANALYSIS

One handout at the Fall Membership meeting was a “GCOW Self Analysis” worksheet.

The point of the GCOW Self Analysis is to be able to use this offseason to do an honest and open audit of your golf course operations. This exercise can be crucial to your future and brings in all your stakeholders like staff, golfers, community members, etc. to fairly evaluate your golf course.

[CLICK HERE](#) to download the “GCOW Self Analysis Explanation”

[CLICK HERE](#) to download “What is a GCOW Self Analysis?”

GCOW NEWS

GCOW LAUNCHES NEW WEBSITE

The GCOW has recently launched a new website at www.gcow.org. The new site is much more user-friendly and enables us to hold more and better content and provide owners with more links to speakers, corporate members, and cost-savings programs for you.

The GCOW would like to sincerely thank board member Brian Weis from GolfWisconsin.com for designing the website for us.

NGCOA BUYERS GUIDE

[CLICK HERE](#) to view the NGCOA Buyers Guide that can provide you with cost-saving benefits that can save your course money in 2022.

For more information or to access other benefits from the NGCOA contact Michelle Lee at mlee@ngcoa.org or 843-471-2737.



ALLIED ASSOCIATIONS

First Tee of Southeast Wisconsin

National Golf Course Owners Association (NGCOA)

PGA-Wisconsin Section (PGA)

Wisconsin Golf Course Superintendents Association (WGCSA)

Wisconsin State Golf Association (WSGA)

INDUSTRY PARTNERS

Southwest Technical College

Tourism Federation of Wisconsin (TFW)

Wisconsin Bed & Breakfast Association (WBBA)

Wisconsin Department of Tourism

Wisconsin Hotel & Lodging Association

Wisconsin Restaurant Association

UW-Stout Golf Enterprise Management (GEM)



FROM THE EXECUTIVE DIRECTOR

Happy 2022 to all GCOW owners and operators!

I hope you are having a relaxing offseason and getting ready for another great year.

This is the first edition of "The Fairways" a quarterly newsletter that will keep you up to date on what the GCOW has to offer owners.

We will continue sending you periodic email updates in our efforts to provide you with information on all the benefits, costs savings, legislative actions, membership events, that are available.

We have recently launched our new GCOW website at www.gcow.org. It is much more user friendly and will allow you to access GCOW event information, Corporate Member and NGCOA benefits, our new online community and plenty more items for you.

As you plan for 2022, please check out the information we will post on the website and email you on the various Corporate Members and how they can assist you for this year and save you money. As a GCOW member you are also a member of the NGCOA and please check out their numerous cost savings programs at www.ngcoa.org. The savings you can reap can cover your annual membership dues.

I again thank you for being a valued GCOW member and we appreciate your support of your association. As always, if there is ever anything I or our Board of Directors can do for you, please reach out and contact us at any time. **Have a great 2022!**

Jeff Schwister

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GCOW MISSION & VISION

The mission of the Golf Course Owners of Wisconsin (GCOW) is to provide education and advocacy on behalf of its members and to promote golf throughout the state of Wisconsin. Established as a non-profit association in 1984, they are a member of the National Golf Course Owners Association (NGCOA). It is governed by an elected board of directors.

We aspire to provide many benefits for golf course owners including:

- Provide savings on member-only programs
- Provide networking opportunities and a chance to learn new ideas and work with their peers
- To keep courses informed of trends, regulatory and legislative issues
- To work with the Wisconsin Department of Tourism to support our member courses