

THE FAIRWAYS

GOLF COURSE OWNERS OF WISCONSIN NEWSLETTER

WINTER 2023

GCOW LAUNCHES “RESOURCE CENTER” FOR OWNERS

The GCOW Resource Center ([CLICK HERE](#) to view) is a place you can log on to view past speakers, seminars, and presentations and to get alerts on upcoming online discussions we have scheduled.

Topics will include a wide variety range of information of interest to GCOW owners such as:

- Presentations by GCOW Owners
- Webinars from GCOW Corporate Members
- NGCOA “Golf Business LIVE”
- NGCOA “Golf Business” Podcasts
- Schedule of upcoming online discussions

To lead a presentation or round table discussion, call the GCOW office at (414) 443-3568 or jeffs@gcow.org.

PRESENTATIONS ARCHIVED IN THE GCOW “RESOURCE CENTER”

- GCOW Fall Meeting Speakers (October 25, 2021)
 - *Succession Planning* Brian Thiet, CLU-Senior Vice President and Rodger Premeau, ChFC, CLU, CRPC, RICP- Retirement Planning Specialist” from The Equitable Company
 - *Golf Course Liability* by Chris Strohbehn, Attorney at Gimbel, Reilly, Guerin, Brown, LLP, Milwaukee
 - *Property Tax Appeals* by Chris Strohbehn, Attorney at Gimbel, Reilly, Guerin, Brown, LLP
- GCOW Awards Presentation (October 31, 2022)
- NGCOA “Golf Business LIVE” Library
- NGCOA “Golf Business” Podcast Library

UPCOMING!

- February 12, 2023 – Webinar by new GCOW Corporate Member Source 1 Purchasing

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CONTACT GCOW

Jeff Schwister
GCOW Executive Director
11350 W. Theo Trecker Way
West Allis, WI 53214

Office: (414) 443-3568
Cell: (414) 520-5964
Fax: (414) 443-0817
Email: jeffs@gcow.org

GCOW

Golf Course Owners of  Wisconsin



GCOW SPOTLIGHT COURSE: FAIRFIELD HILLS GC

Fairfield Hills Golf Course has a unique design inspired by some golf professionals who believe that to “Grow the Game”, courses need to offer more flexible play and a more enjoyable experience for the average golfer. With three sets of tees, and 3, 9, 12 or 18-hole layout options, Fairfield Hills provides a fun and affordable experience for players of all ages, abilities, and time constraints. It is not too difficult for beginners and kids yet challenging enough for more experienced players.

Fairfield Hill Golf Course is a public course that opened in 1997. The original 9-holes were designed by Harold Spink. In 2004, the facility was expanded, adding a new clubhouse and a large driving range. Jim Tracy purchased the course in 2014 to add golf as an amenity to the Fox Hill RV Park & Campground he owned next door. Over the past nine years, the facility has been transformed into a family-friendly golf course where Baraboo area golfers and visitors to the Wisconsin Dells have more golf options and the opportunity to improve their game on the area’s largest practice range.

Many golfers today are finding it hard to spend 5+ hours playing 18 holes. To address this trend, some professionals are encouraging exploring 12-hole layouts or redesigning our existing holes to offer the option to play various layouts in less time. When Fairfield Hills Golf Course opened 3 new holes in June 2018, it became the area’s first and only

course to offer golfers the option to play 3, 9, 12 or 18 holes. The addition created a fun, casual, and far less time-consuming experience for golfers.

Fairfield Hills added 3 holes and they were a great addition to the existing 9 holes. The new holes included a short 126-yard par three, a 405-yard par 5, and a 283-yard par four. The par 5 11th hole provided a more challenging golf experience. The new holes also gave golfers the option to hit a bucket of balls on the practice range, take some practice putts on the putting green, and then go play 3 holes with the entire experience taking just 60 to 90 minutes.

Owner Jim Tracy states, “The new course design has been a big success with most golfers selecting the new 12-hole option where they can play in about 2.5 hours. The addition of the 3 new holes gave their golfers more options that fit their schedule and interest. The new layouts is appealing to golfers of all levels and business groups which often include people who are not frequent golfers.”

Fairfield Hills Golf Course & Range has consistently been selected one of the top 9-hole golf courses in the state, winning over a dozen GCOW awards including several Appearance and Maintenance, Marketing, and Teacher of the Year awards. In 2018, Fairfield Hills was selected Wisconsin’s 9-Hole Course of The Year.

GCOW 2022 AWARDS PRESENTATION



Jim Lombardo from Erin Hills Accepts the GCOW Scholarship on behalf of the UW-Stout GEM Program

The GCOW Awards process ([CLICK HERE](#) to view) was updated in 2022 to involve golfers, owners, and members of the GCOW, PGA, WSGA and people in the golf community.

- The awards process featured online voting by golfers and the GCOW community
- All courses nominated by the golfers were then sent to GCOW owners and they were asked to fill out a nomination form for their course in the categories in which they were nominated.
- Completed nominations will then be given to the Awards Committee comprised of staff from the GCOW, PGA, WSGA and community leaders. The awards committee then evaluated the nominations received from the GCOW owners and made the final award decisions.

2022 GCOW AWARD RECIPIENTS

Food & Beverage Award

9 hole: Tribute GC
18 holes+: The Orchards of Egg Harbor

Golf Course Maintenance Award

9 hole: Edgewater CC
18 holes+: The Bull at Pinehurst Farms

Marketing Award

9 hole: Fairfield Hills GC
18 holes+: Wild Rock GC

Player Development/Teaching Facility Award

9 hole: Trapp River GC
18 holes+: Western Lakes GC

Pro Shop/Customer Service Award

9 hole: Swing Time GR
18 holes+: Petrifying Springs GC

Friend of the GCOW Award

Brian Weis, GolfWisconsin.com, Golf Trips, etc.

Lifetime Achievement Award

Jim Gaugert, Harris/Yamaha Golf Cars

Course of the Year Award

9-hole: Missing Links GC
18-holes+: Whistling Straits



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

jeffs@gcow.org

As we begin the 2023 golf season, it is my goal to assure more owners are educated and take advantage of the numerous Corporate Members and NGCOA Partners we have that can offer you cost savings for your course. We have so many rebates from Pepsi/Gatorade, Toro, Yamaha, through the **NGCOA** and many more that are saving owner money that easily covers your membership dues and much more.

We have also just created our GCOW "Resource Center" page ([CLICK HERE](#) to view) on our website. This Resource Center page is where you can view links to past speakers, seminars, and presentations and to get alerts on upcoming online discussions we have scheduled.

We are looking for GCOW Corporate Members and all owners to lead a presentation or round table discussion. Contact the GCOW office at (414) 443-3568 or jeffs@gcow.org.

Jeff Schuister

GCOW BOARD OF DIRECTORS

PRESIDENT

Daniel Drier

Kenosha County Golf
830 248th Avenue
Kansasville, WI 53139-9601
(262)857-1865
daniel.drier@kenoshacounty.org

Bradd Bucks

Edgewater Country Club
N10369 Echo Valley Road
Tomahawk, WI 54487-9741
(715) 453-3320
braddnmary@gmail.com

TREASURER

Bill Rogers

Evergreen Country Club
N6246 US Highway 12
Elkhorn, WI 53121-3960
(262) 723-5722
bill@evergreengolf.com

David Brandenburg

Rolling Meadows GC
PO Box 1331
Fond Du Lac, WI 54936-1331
(920) 929-3735
davidb@rollingmeadowsgolfcourse.com

MEMBERS

Jessica Blaska-Grady

The Oaks/Kestrel Ridge
4740 Pierceville Road
Cottage Grove, WI 53527-9743
(608) 837-4774
jessicablaska@golftheoaks.com

Jim Tracy

Fairfield Hills Golf Course
141 Hillcrest Ct.
Barrington, IL 60010
(608) 356-5524
jim.tracy141@gmail.com

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

