Award Criteria

Food & Beverage Operations

Criteria:

The golf course is engaged in outstanding food & beverage service. Course serves the general public thru luncheons, dinners, banquets, meetings, wedding, outings, and/or catering business. Quality of food and customer service are vital.

Golf Course Maintenance

Criteria:

GCOW member golf course is aesthetically pleasing and well maintained. Every detail of the course and clubhouse is taken care of. The course has a well trained and experienced grounds and maintenance staff and the operation is well run and efficient.

Marketing

Criteria:

Member courses have engaged in innovative marketing efforts designed for effective recruitment and retention of members. They have demonstrated creativity in their advertising, marketing and Social Media platforms.

The course has utilized their website to promote events, tee times, specials, etc. They have also utilized Social Media such as Facebook, Twitter, Instagram, etc. to promote their course, increase rounds, and generate traffic to their website and their course.

Player Development & Teaching Facility

Criteria:

Member courses have an organized Player Development Program in place and adhere to how vital that is to grow the game. They have both created their own programs (Juniors, Seniors, Women, Minorities, etc.) while also utilizing National Programs like *Drive, Chip and Putt, Tee it Forward, Get Golf Ready,* etc.

Member course must also have an excellent facility to promote Player Development programs while using their course and training facility they have. They should have a specific area of the course dedicated to teaching and learning the principal skills of golf. This includes aspects like Practice Range, Sand Traps, Putting Green, Simulators, Training Aids, and most important quality staff to assist. The course has various lesson plans and options established to serve as many populations as possible.

Pro Shop & Customer Service

Criteria:

GCOW member Pro Shop provides outstanding service to the golfing public who come to their course. This pro shop consistently fulfills the needs of their customers and has a well-trained and knowledgeable staff.

The Pro Shop has a wide variety of inventory for the golfers, from clothing to the newest equipment, and provides up to date technology to assist the consumer. Training aids, simulators and the newest innovations of golf are available to the consumer. The Golf Shop also provides services such as re-gripping of clubs, lessons and anything else for the ultimate customer service experience.

Friend of GCOW

Criteria:

GCOW members may nominate an individual or an association that stands out as a strong and consistent supporter of the goals of the GCOW and/or the game of golf in Wisconsin.

The recipient, by their actions, have benefitted and helped grow the game of golf in Wisconsin. The recipient has been a longtime supporter of either the GCOW, WSGA, PGA-Wisconsin or other Allied Association in Wisconsin. This person has made an impact on the game of golf in Wisconsin in a very important way.

Course of the Year

Criteria:

A member golf course exhibits extraordinary characteristics. The course is of exceptional quality, has an outstanding management team, has made contributions to its community and has made a significant effort to grow the game of golf in Wisconsin.

They have outstanding staff and offer tremendous customer service. They have creative marketing efforts and a wide array of programs and services for golfers of all demographics.

The course also may have recently played host to a PGA or WSGA tournament event and did so with tremendous quality, organization and excellent condition of their course.

Lifetime Achievement

Criteria:

GCOW members may nominate an individual or an association that stands out as a lifelong supporter of the GCOW, and/or other golf organizations and associations. The individual has been a strong and consistent supporter of growing the game of golf in Wisconsin through his/her ongoing dedication to the game.

In many cases the individual has been a pioneer in the game and has taken on a leadership role in the game of golf. This person may also have held leadership positions in the GCOW, WSGA, PGA or other Allied Association in the state of Wisconsin.

2023 Award Criteria

*Food & Beverage Operations*

*Golf Course Maintenance*

*Marketing*

*Player Development & Teaching Facility*

*Pro Shop & Customer Service*

*Friend of GCOW*

*Course of the Year*

*Lifetime Achievement*