

## ADVOCACY

- Retaining lobbyists when needed to fight for our members in Madison
- Monitor legislation as member of the Tourism Federation of Wisconsin
- Alert owners when legislation affects golf and prepare them to contact their State Senators and Reps
- Leading voice in the State for golf course owners
- Part of the Wisconsin Golf Allied Associations, a combined voice of golf along with the PGA, WSGA, WGCSA, CMAA.

## COST SAVINGS

- GCOW Corporate Members
- NGCOA Preferred Partners: Yamaha, Toro, Pepsi, Rainbird, Entegra and many more

## EDUCATION & NETWORKING

- GCOW website with special “Resource Center” with archived webinars, speakers, presentations.
- GCOW CLOSED Facebook page (for GCOW Owners ONLY)
- Membership meetings & virtual speakers
- Fall Membership Meeting
- GCOW Awards Presentation
- NGCOA Webinars
- NGCOA Accelerate Discussion Board

## PROMOTE

- GCOW Website
- GCOW Public Facebook Page
- Platinum Passport
- Tourism Federation of Wisconsin (TFW) member
- GCOW Awards Program
- Scholarships for UW-Stout and Southwest Tech
- Player Development Programs

## MEMBERSHIP DOES NOT COST . . . IT PAYS!

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.

## QUICK FACTS

- Cost-Savings rebates to members in 2023
  - MORE THAN \$50,000
  - Pepsi Rebates — More than \$15,000
  - Yamaha Rebates — More than \$25,000 + Added 25 new GCOW Members
- Over 150 total GCOW Members
- In 2020, worked with Lobbyist to get golf listed as an essential business which allowed reopening of courses before the end of the “Safer at Home” Order.

*“The leadership of the GCOW was vital to our owners getting thru the COVID-19 virus. From legislative action, to great communication with owners, they made the process of re-opening and abiding by guidelines much easier for all of us.*

*This is just one reason I hope you will consider joining the ONLY association in Wisconsin that supports the owners and operators in our state.”*

— Bill Rogers, Former GCOW Board Member

## CONTACT GCOW

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