

THE FAIRWAYS

GOLF COURSE OWNERS OF WISCONSIN NEWSLETTER

SPRING 2025

GCOW NIGHT AT THE MILWAUKEE BREWERS GAME

TUESDAY, APRIL 15 VS. DETROIT TIGERS

- Johnsonville Deck Seating
- Unlimited food buffet & soft drinks and TWO (2) beers that begin one hour before first pitch and lasts throughout most of the game
- Limited to the first 50 people
- First pitch at 6:40 p.m. vs Detroit Tigers – gates open 1½ hours before first pitch
- Cost: \$60 per person

For more information or to order tickets contact Jeff Schwister, GCOW Executive Director at (414) 443-3568 or jeffs@gcow.org.

You may also order tickets online at: <https://gcow-310834.square.site/>



CLICK HERE FOR MORE INFORMATION

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GCOW

Golf Course Owners of Wisconsin

SPRING MEETING

Thank you to everyone that showed up on a bitter cold day at The Oaks in Cottage Grove for our Spring Meeting on February 18. Special thank you to owner Jessica Blaska-Grady and PGA Pro Shaun Finley for hosting us.

Special thanks to Premier Golf & Utility, our Club Car Corporate Member, for being a major sponsor for the day!

We had Ben Reid, Business Development Manager from Carl's Place in Middleton speak on all the different types of golf enclosures, screens, mates and accessories they provide for course owners. Thank you for also giving some estimated costs for different type of simulator set ups.

After a nice lunch a roundtable discussion was hosted by Shaun Finley from The Oaks and GCOW Board Member Jim Tracy, owner of Fairfield Hills GC in Baraboo. They led a discussion on their expectations and

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GCOW Board Member Jessica Blaska-Grady welcomes everyone to the 2025 GCOW Spring Meeting



GCOW SPOTLIGHT COURSE: PINECREST GOLF COURSE

Nestled away in the Northwoods of Wisconsin, Pinecrest Golf Course is a hidden gem within the village limits of Dallas, WI. Only a short 10-minute drive from Chetek, can one enjoy a serene golfing experience without the hustle and bustle of the Chetek tourism lifestyle! At Pinecrest, you can enjoy exceptional golfing conditions, a friendly course layout, a full bar and restaurant, and an assortment of apparel and golf goodies to choose from! Not to mention, Pinecrest was just named “9 Hole Golf Course of the Year” by the GCOW!

Founded in 1972, Pinecrest was built off the ashes of an old farmstead by Dale and Dorris Severson. It started as just 3 holes, because Dale wanted to build his wife a “golf course”. She enjoyed that and so did the community. Flash forward 10 years, and a full 9 holes were built on the remaining 74 acres of farmland. A full irrigation system was installed as well and thus, Pinecrest, became a community icon. The course was updated as the years went on to what it is today. A challenging yet scorable course for any golfer looking for a fun time with friends or family.

Pinecrest rapidly changed about 13 years ago when the golf course acquired a full beer and liquor license. Now, with the sale of alcohol, the previous owners could focus on starting a restaurant as well. In 2018, the facility and maintenance shops were overhauled and brought into the modern age. A full restaurant accompanied by a

40-person capacity dining room allowed Pinecrest to host celebrations, parties, and graduations. The maintenance shop was made bigger, and equipment was upgraded as well.

Whether you are an experienced golfer looking for a fresh course with a beautiful view, a family looking for outdoor recreation, or trying your hand at golf for the first time, Pine Crest Golf Course and its crew of knowledgeable, helpful staff invite you to join us for a fun and satisfying experience. You will enjoy a beautiful course set within a mature wooded area, complete with water hazards and sand bunkers. But don't worry: Our hazards are as easy on the eyes as they are a challenge to your score. We pride ourselves on offering you a course that is lovely to look at as it is fun and challenging to play.

Fast forward to the present day and we offer bingo on Thursdays, Fish Fry on Fridays, leagues on Monday and Tuesday nights, and live music one Saturday per month! We take pride on our customer satisfaction as well as our course conditions. Our owner is a UW-Stout grad who is Stout Proud! He hopes to take what he learned from his experiences as Stout and as a GM at Big Fish Golf Course in Hayward to better Pinecrest and make it a community treasure for years to come. Come visit Pinecrest this summer and see why it is the BEST 9 Hole Golf Course in Wisconsin!

SPRING MEETING (continued from page 1)

results from setting up golf simulators in their establishments and the challenges that they encountered along the way.)

After the meeting concluded, guests were able to try out the simulators at The Oaks and have a little competition. Thank you to all the owners and guests that attended and to all the staff at The Oaks for hosting this event for us.

Information on the presentation can be found on our website under the Spring Meeting page for you to check out and see if golf simulators are something you may want to consider for your facility.

FALL MEETING

The GCOW held our Fall Meeting on November 13 at Erin Hills GC. One of our topics for the day covered a roundtable discussion on "From Spectators to Players; Welcoming Women to the Golf Community"

Facilitated by GCOW Board Member Anne Krug, Owner of Eagle Springs GC, roundtable moderators included Brooke Napiwocki, CFP, MBA, Partner and Wealth Advisor, Pegasus Partners, Betsy Radue, Senior Director of Marketing and Integrated Communications, Executive, Stella & Chewy's and Andi Schoephoerster, Senior Assistant Golf Professional, Erin Hills

After a great lunch we had GCOW Board Member Kris Schoonover, who is General Chair for the 2025 U.S. Women's Open talk about "Behind the Scenes, Preparing Erin Hills for 2025 U.S. Women's Open"

She was joined by Zach Reineking, Erin Hills Senior Director of Course Maintenance who talked about all the preparations for the Women's U.S. Open coming to Erin Hills on May 28 through June 1.

2024 GCOW AWARD RECIPIENTS

COURSE AWARDS

Food & Beverage

9 hole: Tribute GC

18 holes+: Whispering Springs GC

Golf Course Maintenance

9 hole: Sioux Creek GC

18 holes+: Mid Vallee GC

Marketing

9 hole: Fairfield Hills GC

18 holes+: Wild Rock GC

Player Dev & Teaching Center

9 hole: Missing Links GC

18 holes+: Irish Waters GC

Pro Shop & Customer Service

9 hole: Big Stone GC

18 holes+: Hilly Haven GC

Course of the Year

9-hole: Pinecrest GC

18-holes+: The Golf Courses of
Lawsonia

INDIVIDUAL AWARDS

Lifetime Achievement

Mike Bolan,

Eagle Springs Golf Resort



Mike Bolan from Eagle Springs Receives the
2024 GCOW Lifetime Achievement Award

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)

[CLICK HERE TO ACCESS
THE GCOW CORPORATE
MEMBER DIRECTORY](#)



FROM THE EXECUTIVE DIRECTOR

As we begin the 2025 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.

The GCOW & NGCOA have so many rebates from Pepsi, Gatorade, Toro, Yamaha, and many more that are saving owners money that easily covers your membership dues and much more.

Please visit our GCOW "Resource Center" page 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 also looking for GCOW Corporate Members and all owners to lead a presentation or round table discussion. Let us know if there is a topic of discussion you would like to be a part of.

We will send out emails on a regular basis highlighting our Spring and Fall Meetings, Awards Presentations and other events, such as our upcoming "GCOW Night at the Brewers" game on Tuesday, April 15. To order tickets or for more information on the game, visit our website at www.gcow.org.

Please contact me at any time if I can be of assistance. You can reach me at the GCOW office at (414) 443-3568 or jeffs@gcow.org. Thank you so much for your valued membership in the GCOW!

Jeff Schuister

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GCOW MISSION STATEMENT

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. The GCOW, established as a non-profit association in 1984, is a member of the National Golf Course Owners Association (NGCOA). It is governed by an elected board of directors.

GOLF POSITION OPEN

NEW GCOW Owner Gurbinder Kaur, from Twin Lakes CC is looking for a person to work at the club and help with the Pro Shop, golf outings, events, personal and class instructions, Junior Golf and other "Grow the Game" initiatives.

Anyone interested should contact Twin Lakes to inquire. Contact Gurbinder Kaur, President of Twin Lakes Country Club & Red Barn Catering and Events at (262) 877-2500 or (262) 758-3293 or email at toor@tlccgolf.com.

