

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.
- Conducting an economic impact study report on the golf industry.

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 Facebook Page
- Membership meetings & virtual speakers
- Spring & Fall Membership Meetings
- GCOW Awards Presentation
- NGCOA Webinars
- NGCOA Accelerate Discussion Board

PROMOTE

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

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 over past few years
 - MORE THAN \$50,000
 - Pepsi Rebates — More than \$25,000
 - Yamaha Rebates — More than \$10,000
- plus 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, Evergreen Golf Course, Former GCOW Board Member

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 • www.gcow.org