



# Why Should I Join the Golf Course Owners of Wisconsin (GCOW)?

As a golf course owner, joining the Golf Course Owners of Wisconsin (GCOW) offers several compelling benefits for golf course owners in the state. Here are the key reasons why membership can be valuable.

## ADVOCACY & REPRESENTATION

- GCOW represents the interests of golf course owners at the state and local government level, helping influence legislation, regulations, and policies that affect the golf industry.
- They monitor legal and environmental issues and advocate for favorable business conditions for course operators.

## NETWORKING & INDUSTRY CONNECTIONS

- Membership provides access to a network of peers — fellow course owners, operators, vendors, and industry professionals.
- As a GCOW member, you also receive membership in the National Golf Course Owners Association (NGCOA) and receive national benefits, vendor access, webinars and annual events.
- GCOW organizes conferences, meetings, and events where members can share best practices, discuss challenges, and form partnerships.

## MARKETING & PROMOTION

- GCOW promotes member courses through their website, annual awards, Platinum Passport book, directories, and marketing campaigns aimed at golfers throughout Wisconsin and beyond.
- Joint promotional efforts help increase visibility and drive more rounds to member courses.

## EDUCATIONAL RESOURCES

- Members gain access to training sessions, webinars, and workshops on operations, agronomy, staffing, marketing, and other vital aspects of running a golf course.
- GCOW often partners with national organizations to deliver high-quality education.

## GROUP BUYING POWER & DISCOUNTS

- GCOW members may benefit from group purchasing programs for products and services like turf equipment, fertilizers, insurance, or software.
- These cost savings can significantly improve a course's bottom line.

## INDUSTRY UPDATES & RESEARCH

- Members receive newsletters and bulletins with updates on industry trends, economic data, and performance benchmarks tailored to Wisconsin's market.
- Staying informed helps owners make better strategic decisions.

## CREDIBILITY & COMMUNITY ENGAGEMENT

- Being a GCOW member shows a commitment to professionalism and continuous improvement.
- It can also enhance a course's reputation with golfers, vendors, and community leaders.

Joining GCOW provides Wisconsin golf course owners with a stronger voice, better tools, increased exposure, and valuable peer support. It's an investment in both the individual course's success and the health of the Wisconsin golf industry.

**For more information, contact Jeff Schwister at GCOW:**

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