

GCOW Spring Education Day

**Food & Beverage Operations for Your Course –
Which Model Works Best for You?**

WESTERN LAKES GOLF CLUB
W287 N1963 Oakton Road · Pewaukee, WI

Tuesday, March 24, 2026
10:00 am – 3:00 pm

All Attendees
will be Entered
to Win a Foursome
at Western Lakes
during the
2026 Season

HIGHLIGHTS

- Hosted by Jason Hoelz of Western Lakes, GCOW Board Member
- NON-GCOW Members Welcome!
- Lunch Buffet
- Drawing for Foursome at Western Lakes for 2026
- Corporate Member Tables
- Social and Cash Bar
- Cost: \$40 per person, RSVP Required

Why This Matters

Food & Beverage operations can significantly impact your bottom line. Learn how the right F&B strategy can increase overall course revenue by 15-25% through smarter menus, staffing models, technology, and event-driven sales.

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

(414) 443-3568 • jeffs@gcow.org



SCHEDULE OF EVENTS

9 - 10 a.m.

Welcome and Registration

10 a.m.

Policy, Pours & Progress: A Wisconsin Hospitality & Tourism Update
Kristine Hillmer, MBA, CAE, President and CEO, Wisconsin Restaurant Association

11:30 a.m.

Food & Beverage Revenue Beyond Golf
Moderators: Jessica Blaska-Grady - The Oaks/Kestrel Ridge, Anne Krug - Eagle Springs GR, and Rachel Montaba - Quit Qui Oc

12:30 p.m. - Networking Lunch

1:30 pm - Discussion Panel

Which Food & Beverage Execution Model is Right for You?

Moderator: Jason Hoelz (Western Lakes GC)

Panelists: Exclusive Catering Agreements - Jason Hoelz, Western Lakes GC / BYO Catering - Mike Lehmann, Ironwood GC / In-House F&B Model - Danielle Smith, Mid Vallee GC / Limited Kitchens - Adam Forsythe, Western Lakes GC / Caterers Perspective - Ryan Yttre, Zilli Hospitality Group

2:30 p.m.

Open Discussion on Other Food & Beverage or Overall Golf Course Topics
Moderators: GCOW Board of Directors

3:30 p.m.

Social and Cash Bar

Spring Education Day Registration Form

THE COST TO ATTEND THIS EVENT IS \$40 PER PERSON.

GCOW Member Course/Company Name _____

Number of Guests _____ @ \$40 each **TOTAL DUE** _____

Guest Name _____

Guest Name _____

Guest Name _____

Guest Name _____

Address _____

City _____ ST _____ Zip _____

Phone _____ Email _____

Payment

____ Credit Card Payment (circle one): VISA Master Card

_____ Exp. Date _____ CVV _____

Signature _____

____ Check enclosed (payable to GCOW)

Please make checks payable to GCOW and send to:

GCOW • 11350 W. Theo Trecker Way • West Allis, WI 53214

Please return completed registration form to:

GCOW • 11350 W. Theo Trecker Way • West Allis, WI 53214

jeffs@gcow.org

OR Reserve Online at <https://gcow-310834.square.site/>

Registration Deadline: March 17