

Nebraska Golf Day 2010



Governor Dave Heineman

Chapter Leaders Executive Symposium

March 2010 Chapter Leader Executive Symposium at GCSAA Headquarters

- Mark Woodward, then GCSAA CEO, compared golf industry to the movie industry.
- Media acknowledges, promotes, and even tracks revenue brought in by a particular movie over “a given weekend.”
- Media does not do the same for rounds of golf played and revenue generated by the golf industry.

We Are Golf Coalition



PGA
Nebraska Section



We Are Golf's Purpose

- A new coalition formed to tell the true story of golf.
- Capitol Hill
- By showcasing golf's diverse businesses and their employees, the tax revenue it creates, the tourism it spawns, the charity it generates, and the environmental benefits provided.

We Are Golf's Message

- Golf is more than just a game.
- A major industry with a positive impact on America's
 - economic,
 - environmental and
 - social agendas
- It is a job to 2 million Americans in a diverse range of jobs and professions across several industries. It is a critical workforce to the American economy and to local communities around the nation.

\$75.9

Amount in billions golf contributed to the US economy in 2005, more than the motion picture industry (73.9 billion).

So, that got me thinking...

Has there ever been a Proclamation celebrating Golf Day in Nebraska?

Answer: No, but ...

Since 2007, the Governor has celebrated May as
Nebraska Tennis Month.



Governor's Proclamation Take One

- Sent to the Governor's office a Draft Proclamation
- One day a month, groups gather at the State Capitol to celebrate their special interests, gain recognition from the Governor, have picture taken with the Governor
- Looks something like this ...



The Planning

- Called NGCSA Leadership
- Timing is everything ...
 - In December 2009, Allied Partners Meeting
 - Met for the “first time” at Ed’s Steakhouse
 - General Goals established
 - New E.D. for the NE Section of the PGA



“We Need Grass”

- Invited Allied Partners:
 - Called Nebraska Section of the PGA
 - Nebraska Golf Association
- Why not hold the ceremony outside, at a golf course, get a sponsor, invite the Governor, Lt. Governor, senators, agency directors, members of the allied associations, and make this big.
- That is what we did ...

Responsibilities

NGCSA:

- **Invitations**
 - Governor
 - Senators
- **News Release**
- **Photographer**
- **Programs**
- **Schedule of Events**
 - Talking points
- **Executive Protection**
- **Tees**
- **Name tags**

Nebraska Section of the PGA

- **Golf Course**
- **Sponsor**
- **Video**
- **Media Contact**
- **Signage**
- **Golf outing**
 - Allied partners
 - Media
 - Key officials

Nebraska Golf Day 2010 Inaugural Celebration



Nebraska Golf Day 2010

- April 29, 2010
- Shut down Wilderness Ridge Golf Club
- Purpose: educate state leaders, the media, and other key figures on the economic, human, and environmental benefits of golf
- Demonstrates how the allied golf associations joined as a coalition to speak with one voice about issues important to the game of golf

Nebraska Golf Day Proclamation Ceremony



NEBRASKA GOLF DAY

Meet & Greet



NEBRASKA GOLF DAY

State Elected Officials and Local Chambers



NEBRASKA GOLF DAY

Founding Members (and Media)



NEBRASKA GOLF DAY

New Relationships



NEBRASKA GOLF DAY

New Staff



NEBRASKA GOLF DAY

New Opportunities



NEBRASKA GOLF DAY

New Direction



NEBRASKA GOLF DAY

New Brand



NEBRASKA GOLF DAY

New Beginnings



NEBRASKA GOLF DAY

Knuckles ...



NEBRASKA GOLF DAY

Corey Fletcher NE Section PGA



Purpose of NE Golf Day

- Educate state leaders, media, other key figures on:
 - Human
 - Economic
 - Environmental
 - Health Benefits of Golf
- Allied Golf Associations join as a coalition
 - Speak with One voice about issues important to game of golf
 - Message of this coalition revolves around the 2 million US jobs generated by the multi-billion dollar golf industry

Fundraising

- Each year there are 1,000s of fundraising events held at golf facilities across the nation.
- Golf is directly responsible for raising approx. \$3.5 billion for charities.
- In NE, since 1996, the Cox Classic Golf Tournament has raised \$1.7 million.
- The NE Open will raise over \$900,000 in scholarships.

Scott Shardelow, CMAA



Human Impact

- There are 28.7 million golfers in the United States.
- The First Tee Program – impacts the lives of young people by providing learning facilities and educational programs that promote character-developing and life-enhancing values through the game of golf.

Roger Harms, NGA



Health Impact

- According to a recent study, playing 18 holes of golf even while using a golf cart burns over 800 calories (see Neil Wolkodoff, Director of the Rose Center for Health & Sports Sciences)
- Golfers who walk 36 holes a week will burn around 2,900 calories per week which lowers their risk of heart disease, diabetes, and cancer (see Neil wolkodoff, Director of the Rose Center for Health & Sports Sciences)

Mark Wible, NGCOA



Economic Impact

- The golf industry is responsible for 2 million jobs in the U.S.
- Total wage income of \$61 billion
- Total economic impact of golf in America in 2005, including direct, indirect, and induced impacts was \$195
- Golf industry is larger than performing arts and spectator sports and larger than motion picture and video business

Josh Mahar, CGCS NGCSA



Environmental Impact

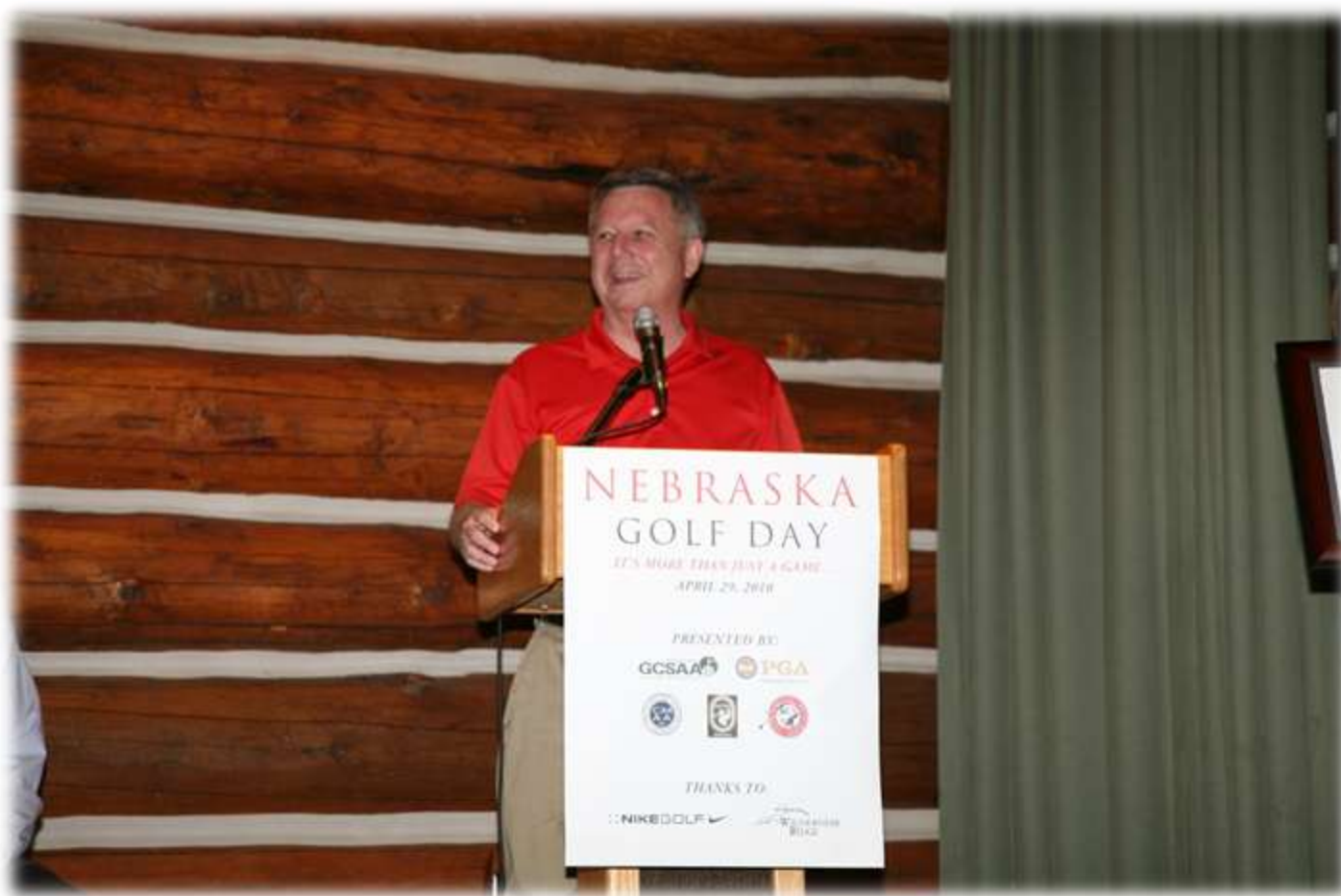
- Golf course irrigation accounts for .5% of the 408 billion gallons of water used daily in the US
- Fewer than 15% of golf courses utilize municipal water supplies
- Golf courses are actively reducing maintained acreage and increasing natural habitats for wildlife
- Golf courses have an average of 11 acres of water bodies

NGCSA President Introduces Governor



NEBRASKA GOLF DAY

“Let’s make Nebraska Golf Day carry on for an entire week.”



NEBRASKA GOLF DAY

Proclamations Presented



NEBRASKA GOLF DAY

Golf's Next Generation



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To the First Tee Box ...



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A Token of Our Appreciation



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Tee It Up



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NEBRASKA GOLF DAY

Thanks to Thad Franklin and Nike



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Nebraska Section PGA



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Nebraska Club Managers Association



NEBRASKA GOLF DAY

National Golf Course Owners



NEBRASKA GOLF DAY

Nebraska Golf Association



NEBRASKA GOLF DAY

Nebraska Golf Course Superintendents Association



NEBRASKA GOLF DAY

Steve Randall



NEBRASKA GOLF DAY

Let's Play Golf



NEBRASKA GOLF DAY



NEBRASKA GOLF DAY

Where We Started...



What Could Have Been...



How Far We've Come ...



NEBRASKA GOLF DAY

What's Next?

- **Nebraska Golf Day 2011**
- **April 28, 2011 at Quarry Oaks**
- **Advocacy Coalition**
 - **LB 101 Eliminate Daylights Savings Time**
- **Patriot Golf Tournament**
- **NE Golf Open**



**2012 GCSAA Chapter
Leaders/Executives Symposium**

**March 27 – 28, 2012
GCSAA Headquarters, Lawrence, KS**

**Program limited to 25 chapters and preference
is given to those chapters who haven't
previously participated.**

Contact Leann Cooper at lcooper@gcsaa.org

Any questions?

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