



Management, Maintenance & Supply







Meadowbrook Golf has assembled a team of knowledgeable professionals to take advantage of the increasing opportunities in the golf industry. Recent developments resulted in the supply of golf facilities exceeding demand in many locations nationwide, yet the game continues to be an integral part of the American and worldwide leisure culture. Meadowbrook believes golf is a game of a lifetime, with the greatest future of any participative sport or leisure activity in the world.

As our tagline indicates, Meadowbrook's vision is to "Lead the New Tradition in Golf." In the future, success in the golf industry will require doing many things differently than in the past. The Company's primary focus is to provide the best maintained golf facilities with the finest greens and tees coupling it with a hospitality-driven approach to player and customer experiences. This focus, through talented employees and sophisticated systems, has resulted in creating "The Meadowbrook Difference" in golf courses throughout the country.

We found that applying consistent business principles and systems to golf course maintenance, supply, marketing and management results in new success in a business steeped in tradition. To ensure financial success, Meadowbrook believes in keeping the tradition of golf a top priority as it adds solid business foundations. From unparalleled strategic alliances with associated golf industry suppliers to cutting edge marketing systems, Meadowbrook's three divisions: International Golf Maintenance, Golf Ventures, Inc. and Golf Management provide the foundation that ensures solution-driven success.



*Leading the New Tradition in Golf.*





**Ron E. Jackson,  
President and Chief Executive Officer  
Meadowbrook Golf**

Ron E. Jackson, President and Chief Executive Officer of Meadowbrook Golf, is internationally regarded as a creative leader and accomplished strategist in brand identity and development. His global expertise encompasses the United States, Canada, Mexico and South America.

Most prior to joining Meadowbrook, Jackson served as President and CEO for Resort Condominiums International (RCI), a Cendant Company. Beforehand, Jackson was the founder, President and Chief Executive Officer of Sunbelt Hotels and Sunbelt Management Company. For seven years this company was Hilton's largest franchise in the United States.

Mr. Jackson is also the longest standing board member of the Hilton Career College at the University of Houston.







## Meadowbrook Golf is a leading outsourced golf course management company with extensive expertise in golf course maintenance, management and supply.

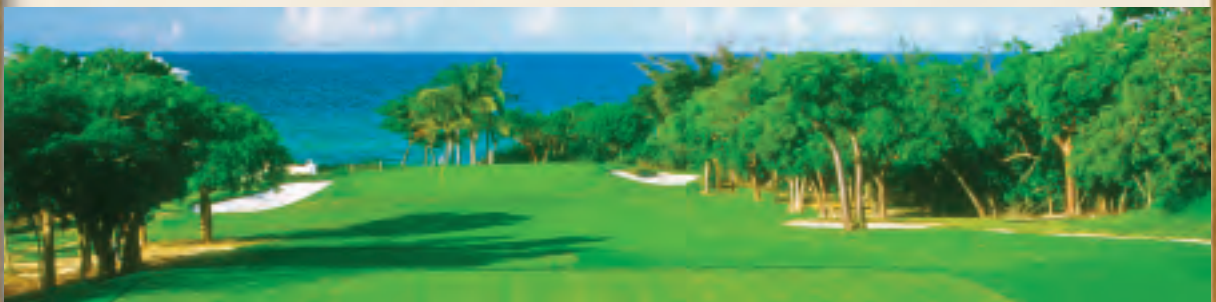
Meadowbrook Golf is the premier, full service golf course management, maintenance and supply Company. Positioning its properties for ultimate success, Meadowbrook focuses on increasing bottom line profitability and providing excellence at each of the three tiers of golf operations.

Strategically structured to offer one complete solution for course owners and operators, Meadowbrook Golf combines the efforts of its subsidiaries, Golf Management, offering an innovative and successful approach to golf operations; International Golf Maintenance, offering the best in agronomic support; and Golf Ventures and Golf Ventures West, offering the finest golf maintenance equipment and products to provide the only turnkey solution for golf courses throughout the United States.

To accomplish success on all levels, Meadowbrook relies on its highly skilled and diverse professionals to drive each property to its fullest potential by:

- Executing grass roots marketing and public relations campaigns to increase customer awareness and loyalty – *“In many respects golf is a neighborhood business.”*
- Ensuring quality control at each course resulting in the best greens, tees, and the most attractive land scaping – *“Eighty percent of players ‘value equation’ happens in these areas.”*
- Providing the best possible “golf - experience” for every customer establishing a Meadowbrook standard – *“The 100-yard zone of the clubhouse is special.”*
- Uniquely identifying and marketing the property’s strongest attributes for course success – *“Marketing and packaging golf’s future.”*
- Establishing and implementing hospitality-industry standards for customer service with friendly attitudes throughout – *“The shortest distance between two golfers is a smile.”*
- Creating a lifestyle enhancement experience – *“Quality learning and teaching facilities.”*

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To streamline Meadowbrook Golf's approach to course operations and management, Meadowbrook operates on a 3-tier approach:

- High-End Resorts / Private
- Semi-Private / Daily Fee
- Public / Municipal

By providing specialized services to each tier from initial feasibility, project design and development, to ongoing operational management, Meadowbrook can deliver a customized cost-competitive solution to each golf club.

Basing its leadership standards on trust, respect and teamwork at all its courses, everyone from the Regional Manager to the bag-drop attendants understand that employees are the key to success.

As a result, customers visiting a Meadowbrook Golf managed or IGM maintained facility can be assured that each golfing, corporate outing, wedding, dining or family experience will be approached in a manner that exceeds expectations.







# OPS Support Team

The Meadowbrook Golf Operations Support Team is a group of professionals that review all our properties, work with the GMs and plan for their future success. This was an eclectic group with expertise in marketing and media, human resources, business, club management and merchandising. The diverse backgrounds complemented each other, allowing the team to view every challenge from many different angles.

The Golf OPS Team has the expertise to determine what needs be done and the authority to move quickly and decisively. Each course is individually analyzed, from rates to course maintenance. Every aspect of a facility is evaluated with long-term profit being the primary objective. The Golf OPS Team then works with on-site course staff to make necessary revisions to help the club achieve that objective.

While many U.S. golf facilities continue to struggle in this economy, Meadowbrook Golf courses have thrived; in most cases, our courses show increases in rounds over previous years.

Individual members of the Golf OPS Team are accessible by phone or email. When any Meadowbrook Golf course needs assistance, a simple phone call or email brings immediate attention.

With our sister companies Golf Ventures and Golf Ventures West, we have access to expertise unequalled in the golf business.

As a member of the Meadowbrook Golf family, your course is part of the most effective golf network available. Meadowbrook Golf is large enough to provide the resources you deserve, but small enough to support you with the customized attention you need to be successful.



**SCOTT BEASLEY**  
**VICE PRESIDENT OF OPERATIONS**

As the Vice President of Operations at Meadowbrook Golf, Scott Beasley is responsible for the overall operations of our public, private and resort golf facilities.

Scott brings with him many years experience in business development as well as golf course operations.

Holding the same position with Kemper Sports and American Golf, Scott, a 30-year golf industry veteran, and his team, bring an unprecedented outside-of-the-box approach to golf course and club operations with one goal in mind - results.



**TERRY CROSS**  
**GOLF OPERATIONS MANAGER**

Terry Cross holds the position of Golf Operations Manager for Meadowbrook Golf. He supports our GMs and field operations people from a systems and technical standpoint. Terry gives guidance and counsel to the field in the areas of golf operations, standard operating procedures, budgeting, and forecasting.



**TONY MCMICHAEL**  
**NATIONAL CREATIVE DIRECTOR**

Tony has over 35 years experience in graphic design working for newspapers, magazines and ad agencies. He has spent 18 years in the golf business. Tony is your in-house source for Marketing materials (ad, flyers, brochures, logos), point of purchase posters, menus or signage, website design and support and email marketing.



# International Golf Maintenance

International Golf Maintenance (IGM) supplies turnkey solutions for golf course maintenance operations to properties nationwide. The Company's success is a direct result of its agronomic services and people, operating together from a foundation of solid business principles.



**Greg A. Plotner**  
**CGCS**  
**Executive**  
**Vice President**

Working on a fixed-fee basis, IGM can guarantee the delivery of a quality golf product within a specified budget. By providing every property with a menu of course condition options, the operator is able to choose those services that best suit their competitive and budgetary needs. Services include, but are

not limited to the following:

- A full-analysis of each property including fertility, chemical, seed analysis, and soil tissue tests.
- A site-specific program based on the mutually determined course condition objectives.
- A series of turnkey financial systems from PO logs to equipment maintenance schedules, payroll, insurance and liability.

In addition to services focused on enhancing a course's overall appearance and playability, IGM assumes full accountability for course maintenance and processes year round.

Consequently, owners are more able to focus their efforts on their day-to-day responsibilities, which include growing their business and improving profitability. This process provides a more tactical approach to enhancing client and market share position.

Quality service goes hand-in-hand with an experienced staff. IGM assures that each of its clients will be provided day-to-day support from a combination of knowledgeable regional and national staff that are educated and fully trained in all aspects of agronomic practices and management programs.



**Steven R. Gano**  
**Vice President of**  
**Operations**

IGM strives to be an advocate of the environment and understands the impact and effect of golf course operations. All IGM maintained facilities are immediately enrolled, upon start date, in the Audubon Cooperative Sanctuary Program, administered by Audubon International, which incorporates planning and implementation of environmentally friendly programs into its daily operations.







## IGM Helps You Achieve Success

Since 1994, International Golf Maintenance, ("IGM") has been recognized as the leading outsourced golf course maintenance company. As a subsidiary of Meadowbrook Golf, no other golf maintenance company has the depth of expertise and experience in golf maintenance, management, or supply.

At IGM, we realize that creating the perfect playing field requires time, dedication, integrity, and expertise. From Maine to Florida, the Caribbean, and all the way to California, more golf course owners have turned to IGM to help outline and define their specific golf course maintenance needs than any other solution.

### **Unique Golf Course Maintenance Services**

In today's uncertain and challenging times, golf course maintenance services from IGM provide the best value and course conditions.

Working within set golf course maintenance budget parameters, IGM facilitates the planning and execution of the day-to-day agronomic operations to ensure the best possible golf course conditions. This process

gives golf course operators a new freedom that enables them to focus on running their golf course to its fullest potential – and have complete confidence in course conditions and customer satisfaction.

If needed, IGM has the unique ability to call in industry leading expertise in Golf Supply or Golf Course Management, through other Meadowbrook Golf Divisions.

### **Reduce Golf Course Maintenance Costs**

It is no secret that golf course maintenance costs have sky-rocketed over the last decade. To counteract higher maintenance costs, IGM has developed the most efficient and advantageous programs in the golf course maintenance industry. Most often, IGM customers experience reduced golf course maintenance costs when compared to their prior golf course maintenance budget – without having to sacrifice course quality.

### **Why are IGM customers so satisfied?**

Because they are assured of receiving the greatest value in golf course maintenance – we guarantee it!







# IGM Maintenance Success Stories

We take the team concept seriously, positioning it as our primary competitive advantage. No where in the golf business has such a strong group been assembled. Our team of agronomists and turfgrass professionals, many of them certified with the Golf Course Superintendents Association of America (GCSAA), bring a wealth of experience to each of our relationships, resulting in a synergy between our maintenance operations and our clients. We estimate the combined knowledge and turfgrass management experience of our team to exceed 1,000 years. It is the synergistic effect of this experience that enables us to deliver positive results for our clients.

## IGM - Greens Rescue Del Tura Golf Club, Fort Myers, Florida

**Existing Situation:** #8 green on the North Course was closed after it started experiencing a void in turf as a result of poor past maintenance practices. The previous practice included adding organic material to push up greens and overwatering the playing areas.



**Action Plan:** Due to limited funds, IGM was unable to resod nor sprig the green area. To stay within the budgetary constraints, IGM used cup cutter plugs to correct the area instead. By using plugs from other greens, intensifying fertility and hand watering the area to prevent any algae, IGM was able to completely regrow the turf to cover the area.

**End Result:** The green is reopened for play with a new hearty turfgrass. IGM continues to correct the poor maintenance practices from prior staff through aerification of the greens to remove excess organic build-up. Applications of proper sand with PSA are being applied to further correct the issue.

## IGM - Putting Green - 100 Yard Zone Highland Fairways Golf Course, Lakeland, FL.

**Existing Situation:** The 10,000 sq ft practice green deteriorated due to the 18-year old mutated Tifdwarf turf. Many of the mutated areas had a thatch build-up of up to 3" that was not allowing water to reach soil root zone, actually making the zone hydrophobic. Not only is this the Club's putting green, but it is also in the Club's 100 yard zone, a high traffic area for all visitors.



**Action Plan:** In order to regain a consistent soil profile throughout the entire practice green without rebuilding nor spending excessive manhours and money, IGM began correcting the issue through corrective turf management practices. Through numerous steps of verticutting, aerifying, and applying proper chemicals, the crew was starting to see a soil profile instead of a thatch profile. After seven weeks, the process was finally complete with the only real expense being the labor involved.

**End Result:** For the first time in 18 years, Highland Fairways finally has a consistent soil profile across the entire area. The Club was extremely pleased with their new and greatly improved putting surface while raising the aesthetics for the Club's 100 yard zone.





# More Maintenance Success Stories



## IGM - Tees Line Improvement The Eagles Golf Club, Odessa, Florida

**Existing Situation:** The 14th tee on the Forest course was located in a highly shaded area and the turf was competing with the tree roots. Also, the area was experiencing poor air circulation. All of these factors helped create a very thin and weak turf, which in turn led to algae formation and weed infestation.



**Action Plan:** IGM performed root and selective limb pruning to reduce competition for water and nutrition and increase exposure to the sunlight. The crew also relocated adjacent shrubbery to increase air movement. After recontouring the shape of the tee, mowing height was raised in the weakest areas which, along with fertility and irrigation practices, improved the vigor and density of the turf. Post emergent herbicides were applied to control the existing weeds and a pre emergent herbicide strategy was developed to reduce future weed pressure.

**End Result:** There has been a significant improvement in the turf quality, leading to a weed free tee with greater playability and aesthetics. Other areas of the course were experiencing the same problems, but with IGM's action plans, the customer is very happy with the improvement of the course conditions.

## IGM - Golf Course Aesthetics Aqarina Golf Club, Melbourne Beach, Fl.

**Existing Situation:** The restroom facility was once located 40 yards from the location below. It was situated near some adjacent land that was on the market for sale. The lot owners did not want the facility in their backyard view.



**Action Plan:** IGM coordinated with all parties involved and agreed on a new location for the facility that was still functional to the course layout, but accommodating the new landowners wishes of keeping it out of their view. As part of the process, IGM laid out a new cart path route and prepared the area for the building, which included sod removal, fill, grading and final grading for the level structure. Landscaping the facility after the move was complete was also IGM's responsibility.

**End Result:** By doing the building move project in-house, IGM saved the client a hefty amount of money. The landowners and the clients could not be more happy with the outcome of the facility. IGM helped the club create an aesthetically pleasing appeal to the once unwanted building.





## What our clients say about IGM

### General Manager

Over the last ten years, I have worked closely with the IGM staff at Silver Lakes. During my tenure, I have seen a continuous effort on IGM's part to improve the overall golf course conditions. Our members regularly comment on how good the golf course looks and plays.

Since IGM has joined our team, they have provided a great service at a reasonable price and without any additional fees or bill backs. The Board and Club members are extremely pleased with the care and attention that is given to their property.

"IGM is my choice when it comes to providing course maintenance services. They have proven to me that they are the best in the business."

Sandy Wojecki, CMCA AMS  
General Manager  
Silver Lakes Country Club  
Helendale, CA

### Superintendent

"As the incumbent Assistant Superintendent at Waynesville Golf Resort, I was a bit skeptical when the owners hired IGM to oversee the maintenance operation. This feeling eventually subsided once I met the

management team and learned more about their approach. With IGM's expertise and resources, course conditions have improved. And with the ongoing training and one-on-one support they offer, I was able to improve my turf and people management skills and earned a promotion to Golf Course Superintendent. I now have the resources to succeed as a result of IGM's training and team approach."

Andy Fowler  
IGM Golf Course Superintendent  
Waynesville Golf Course  
Waynesville, North Carolina

### Administrator

"Running a daily fee golf course in a saturated golf market is no easy task. With IGM on board I have the peace of mind to know that I have experts that make sure my course is competitive in the market.

They keep me informed of everything that is going on and consult me when needed. This is the most efficient and effective way to run a course."

Jennifer Wolowicz  
Chief Procurement Officer  
Town of South Hadley  
Massachusetts





## **Courses IGM has taken from the original design to first day of play.**

- Silverstone Golf Club (27 holes) - Las Vegas, Nevada
- ChampionsGate Golf Club (36 holes) - Orlando, Florida
- Blue Shark Golf Club (18 Holes) - Nassau, Bahamas
- Tattersal Golf Club (18 holes) - West Chester, Pennsylvania
- Hernando Oaks (18 Holes) - Brooksville, Florida
- Lexington Oaks (18 Holes) - Tampa, Florida

### **Significant Redesign Installation**

- Ridgewood Golf Club (18 holes) - Davenport, Florida
- North Palm Beach Golf Club (18 holes) - Palm Beach, Florida
- MetroWest Golf Club (18 holes) - Orlando, Florida
- Blackthorn Golf Club (18 holes) - South Bend, Indiana
- Silver Spring Country Club (27 holes) - Milwaukee, Wisconsin
- Brigantine Golf Link (18 holes) - Brigantine, New Jersey
- Tantallon Golf Club (18 holes) - Ft. Washington, Maryland





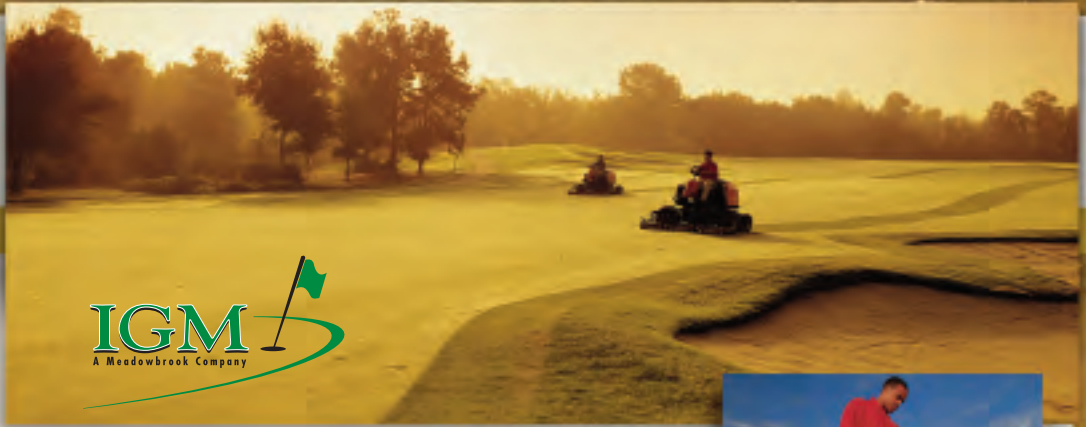


## Courses under consultant contract

- Hidden Creek Golf Club (18 Holes) - Navarre, Florida
- Shalimar Pointe Golf Club (18 Holes) - Shalimar, Florida
- Scenic Hills Country Club (18 Holes) - Pensacola, Florida
- Tiger Point Golf Club (18 Holes) - Gulf Breeze, Florida
- The Foundry, Private (18 Holes) - Powhatan, Virginia
- Rio Mar, Resort (36 Holes) - Puerto Rico
- Golden Eagle, Private (18 Holes) - Tallahassee, Florida
- Capital City, Private (18 Holes) - Tallahassee, Florida
- Doublegate CC, Private (18 Holes) - Albany, Georgia
- Long Island National (18 Holes) - Riverhead, New York
- Sky Valley Resort, Resort (18 Holes) - Sky Valley, Georgia
- Georgetown Club, Private (18 Holes) - Georgetown, Maryland
- Hunting Hills, Private (18 Holes) - Roanoke, Virginia
- South Bend CC, Private (18 Holes) - South Bend, Indiana
- Stonebridge CC, Semi-Private (27 Holes) - Gretna, Louisiana
- North Hills CC, Semi-Private (18 Holes) - Little Rock, Arkansas







At IGM, we realize that creating the perfect playing field requires time, dedication, integrity and expertise. From Maine to Florida and all the way to California, more golf course owners have turned to IGM to help outline and define their specific golf course maintenance needs.

Bear Valley Springs	Tehachapi	CA
Bray's Island	Sheldon	SC
Bray's Island	Sheldon	SC
Champions Gate	Davenport	FL
Date Palm	Cathedral City	CA
Four Lakes	Winter Haven	FL
Grand Palms	Pembroke Pines	FL
Habitat	Malabar	FL
Highland Fairways	Lakeland	FL
Indian River Soccer Field	Vero Beach	FL
King's Point	Delray Beach	FL
Lake Henry Golf	Winter Haven	FL
Lake of the Woods	Locust Grove	VA
Lake of the Woods	Locust Grove	VA
North Palm Beach	N. Palm Beach	FL
Polo Grounds	Vero Beach	FL
Sandridge	Vero Beach	FL
Savannahs	Merritt Island	FL
Sebastian	Sebastian	FL
Silver Lakes	Helendale	CA
Spessard Holland	Melbourne Bch	FL
Terraverde	Fort Myers	FL
The Ledges	So. Hadley	MA
View Point	Mesa	AZ
Waynesville	Waynesville	NC
Widow's Walk	Scituate	MA







Since its inception in 1986, Golf Ventures has been Florida's one-stop maintenance supply company for the golf course industry. Golf Ventures joined the Apollo family in 1998 and has the industry advantage and leadership to be the premier partner with Helena Chemical and Fertilizer and Jacobsen Equipment.



Golf Ventures expanded West into Southern California, Arizona, Nevada and Baha in 2004 and Northern California and all of Nevada in 2009 and quickly became the leader in the turf grass maintenance industry again with premier partners Helena and Jacobsen. Golf Ventures West also partners with other national vendors to offer you complete coverage .

They offer a complete one-stop maintenance supply for the golf course industry. Having locations throughout the U.S. to better serve the customer and over 8,000 line items in inventory from premier golf manufacturers, industrial and commercial vendors.



- Golf Course Accessories & Paint
- Turf Maintenance Equipment
- Utility Vehicles
- Specialty Fertility Products
- Seed

- Jacobsen
- National
- Standard
- Milliken
- E-Z-Go
- Kioti
- Smithco
- Foley
- Par Aide
- Grigg Brothers
- Tanaka
- Verti-Drain
- Mag Trucks and more!



Ariel view of our 20,000 foot warehouse in lakeland.

Locations in:  
Lakeland, FL. 33811  
Jupiter FL 33477-5049



# Golf Ventures



Celebrating 26 Years in the Turf Industry.

## A Winning Combination

Golf Ventures is proud to be the nation's number one Jacobsen dealer. You can't be the best unless you sell the best - Jacobsen.

"Jacobsen and Golf Ventures provide excellent equipment support for The Arnold Palmer Invitational presented by MasterCard year after year!"

- Arnold Palmer



[www.Eclipse322.com](http://www.Eclipse322.com)



LOCATIONS IN FLORIDA, GEORGIA AND ALABAMA

Garry Callahan 770-935-8022

Jeff Brown 850-503-5251

Dave Fleming 770-616-9853

John henderson 205-370-2612



Lincoln Adams 904-477-4352








## National Accounts: Golf Cars





## National Accounts: Merchandise

*Titleist*<sup>®</sup>  **TaylorMade**<sup>®</sup>

  
**adidas**

**NIKEGOLF** 

**Wilson**

**FAIRWAY & GREENE**  
*Prepared for the game*





## National Accounts: Food & Beverage



### COCA-COLA VALUE ADDED SERVICES:

- Dedicated Key Account Representative to manage internal processes such as equipment placements, contract, rebate payment, etc. (One throat to choke)
- Streamlined coordination during Meadowbrook Golf acquisitions ensure proper pricing/packages.
- Dedicated face-to-face sales representative to monitor sales, manage inventory levels and ensure no out-of-stocks.
- Execute Coca-Cola's 'Look of Success' to best communicate with the golf consumer.
- Support with Marketing materials such as point of sale.
- 24 hour response time on equipment service/repair.
- 2 day flexible delivery schedule (before or after business hours if needed)



Edward Don & Company





## National Accounts: Maintenance



### JACOBSEN BENEFITS:

- 30 to 33% discounts
- Third year warranty at no cost
- Annual factory training for equipment technicians
- Loaner equipment during warranty period
- Various test sites for new equipment
- Overnight shipping on back ordered parts



### HELENA BENEFITS

- Access to floor scrapings and overruns
- Spreader usage
- Direct manufacturer support and training
- Discounts
- Early order additional discounts
- Proprietary products
- Injection units at no cost



### RAIN BIRD BENEFITS

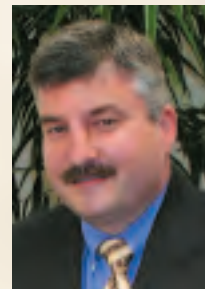
- Irrigation audits
- Free programming support for irrigation computer
- Direct access to manufacturer engineers
- Preferred pricing on product
- Preferred pricing on pump station service





# Information Technology

The Meadowbrook IT team consists of certified and degreed professionals with decades of experience in all areas of Hospitality Technology. We believe that our combination people, services, support, and systems are the best in the golf industry, and included in your management contract – resulting in ten's of thousands of dollars in added benefits for clubs every year.



**Paul Walker**  
CHIEF INFORMATION  
OFFICER

## INFORMATION TECHNOLOGY SERVICES

- Software and hardware maintenance
- Telecom & Internet management
- 7 days a week help desk support
- Provide ongoing best practice system training.
- Actively monitoring of system / employee metrics
- Customer tracking
- Installation, conversion, migration, and upgrading of club management systems
- Implementation of security tools to minimize the daily treats of hardware failure, computer viruses and employee theft.
- Business intelligence and forecasting
- Tee sheet and yield management
- Web development, web metrics
- Search engine optimization
- Integrating social networking sites
- Growing online tee times
- Integrated e-mail marketing programs
- Support and development of Meadowbrook's proprietary golf management applications

Today, technology is the hub of a golf club's business – and typical golf management companies, let alone golf course operators, have the resources to adequate leverage that technology.

The IT Team is firmly committed to delivering financial and operational success to your club through the use of Information Technology. If a reasonable solution doesn't exit for a problem, Meadowbrook has the industry power to influence vendors to implement a solution - or the know how to develop custom solution or integration in house.





# graphic design



## Graphics Department

Meadowbrook Golf courses only need to send an email to receive any marketing material they need, *usually the same day!*

Ads, flyers, brochures, logos, menus, point-of-purchase posters, - any form of printed collateral. You also receive website graphic support in conjunction

with our IT department.



Tony McMichael, our creative director has over 35 years experience in graphic design working for newspapers, magazines and ad agencies where he garnered numerous Addy and graphic design awards.

Prior to joining Meadowbrook, he spent 12 years as Art Director of *Golfweek Magazine*, where he not only designed the magazine but national ads for companies like Titleist, TaylorMade and Maxfli.

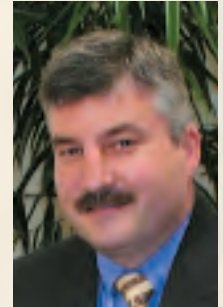






# Web site support & design

The world wide web is the future of business and marketing. Paul Walker our Chief Information Officer and Tony McMichael our Creative Director work together to build and support your web site to make sure your site works for you and brings in as much business as possible.



Paul Walker

It's not enough to have an attractive design, you must also contain the correct verbiage to lead search engines to your site.

We will construct your site so that it is not only modern and attractive, but it will contain the key words and phrases that will lead business to your site and made your site a profit maker.



Tony McMichael







## Retail merchandising and marketing

Meadowbrook Golf has contracts with the nation's top golf merchandise related manufacturers allowing our clubs to save as they stock their golf shops. We can help create a buying plan catered to your club that will not only increase sales, but increase profitability. Our vendor relationships will afford the best price-point merchandise for your members/guests, while producing greater margins for your club through vendor discounts.

Meadowbrook Golf's proshops have earned six Top 100 Golf Shop Awards. We can help in reviewing product lines, designing golf shops traffic flow, presentation of merchandise, as well as visual presentation of the overall shop.



Monthly reviews of P&Ls, along with necessary site visits, are part of the Retail and Merchandising expertise offered by vendor relationships. Using these tools, along with Meadowbrook Golf's experience and vendor relationships can guide your management to a more profitable bottom line, drive sales, and manage inventory levels.







## K. Eric Burk Chief Financial Officer Meadowbrook Golf

Many things have evolved over the years in the turf equipment/irrigation distribution industry. Mainly, economies have changed world-wide affecting the golf industry. All though there are few competitors in the golf equipment product lines, competition remains fierce and price sensitive. This has eroded profit margin. These changes have made us more aware of identifying new markets outside of the golf industry. Meadowbrook Golf continues to be proactive to the changes as to their customer's needs and continues to search for and adding new markets. Meadowbrook's turf and equipment divisions are Golf Ventures and Golf Ventures West which are closely managed and directed from the parent company.

Meadowbrook Golf has positioned product lines to compete in the golf industry, resort, municipal, institutional, sports fields, landscaping, parks and recreation and other

industries. We have added many product lines to diversify our business and to expand our customer base.

The rising cost of equipment over several years has made it difficult for customers to invest in the purchase of capital equipment. Meadowbrook Golf has experienced sales staff trained in offering retail financing to assist in the cash flow needs of the customer. Retail financing in certain instances, allows the customer to keep the liability off of their balance sheet and allows the customer to bring in new equipment at the end of the lease term. The customer can then keep up with the advancing technologies every three to four years. It also keeps their maintenance cost down by not keeping deteriorating equipment. Seventy five percent of large packages are now being financed. This is a dramatic increase over several years.

It is Meadowbrook Golf's objective to operate Golf Ventures and Golf Ventures West with cutting edge turf technology and leadership in a cost effective operating system. Managing our operating assets, specifically inventory and accounts receivable, is key to our success. This gives us sufficient cash flow to invest back into the operations. Also, maintaining an experienced staff and maintaining a high performance ratio is essential in all departments.

The financial team at Meadowbrook Golf works diligently to supply management with on-time accurate financial reporting monthly to assist them with obtaining their financial goals. We also stay involved in operations of all divisions of the company. It is our philosophy to stay in communication with customers and vendors building and keeping those relationships strong. They are the life line of our company.







## Financial and Accounting Services

Meadowbrook has detailed and comprehensive accounting systems designed to allow operations to proactively manage daily decisions by utilizing the following:

- Strong framework of internal controls, data processing and timely financial statements
  - Daily forecasting model that provides insight on developing trends to effect business today, not tomorrow
  - Course-specific spreadsheets to assist property and regional managers with key decisions by modeling the budget implications of various "what if" scenarios
  - Management Information Systems (MIS) Understanding that technology is integral to its success, Meadowbrook continually strives to maintain a leadership role in the golf industry. Objectives in this area are to:
  - Leverage the Internet to extend key controls and reports to the entire portfolio, allowing one governing system for accountability. I.e., Meadowbrook has the ability from our headquarters to control, and view every properties tee sheet to ensure the highest yield management utilization practices real-time.
  - Provide computer systems support that frees property managers from technology concerns and allows focus on revenue generation
- Provide revenue driven programming via back office and Internet systems. I.e., Multiple partner, vendor, association, charity, and corporate business links allow on-line access to Meadowbrook's products, services, and tee sheet availability. In addition, through email technology Meadowbrook has same day traction on leveraging promotional initiatives at the property level to drive customer participation in multiple revenue categories, F&B, merchandise etc.
  - Disseminate and coordinate "best practice" accounting, management, point-of-sales, human resources, and E-commerce applications, i.e. Through internal Intranet (Citrix) Meadowbrook has the capability to communicate with every employee within the system to notify him or her of all pertinent information vital to the company's success.







# Human Resources

Within Meadowbrook Golf and its companies, Human Resource activities are developed to directly support business strategy — and the satisfaction of customer needs. The function is an integral part of management — leading and implementing needed change as Human Resource processes are central to the implementation of strategic business change.



Recruiting, selection, assignment, and other staffing actions are crucial in matching available resources with required staffing levels and mix of capabilities. Managing performance aligns individuals and teams with the objectives of the business.



We utilize recruitment screening tools such as Predictive Index, a behavioral asset analysis tool. This helps effectively match employees to a role that best aligns with their behaviors, style and aptitudes.



Employee Health & Welfare Benefits and a vibrant Company Culture are key components to a strong Recruitment and Retention program.



Training, education, and job-related learning are crucial to the development of needed capabilities and performance. Managing change and building organizational effectiveness are central to effective business repositioning, especially within a local golf market.



We build a Golf Club organization that learns quickly, adapts rapidly to change, is staffed appropriately, and performs effectively and up to the high standards we require.





## Courses Managed and Operated by Meadowbrook Golf











**BLACK JACK'S  
CROSSING**  
LAJITAS, TX







The Links  
at  
Brigantine  
Beach







*The Club at*  
**HIDDEN  
CREEK**











# Scenic Hills

COUNTRY CLUB

