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Global Golf Advisors' Suggestion For Course**Owners, Operators, Club Managers: 'Get a Plan'**

TORONTO, Ontario (Feb. 6, 2012) – When asked what golf course operators and club managers should do immediately to improve operations at their facilities, Henry DeLozier, a principal with [Global Golf Advisors](http://GlobalGolfAdvisors.com), had a simple suggestion: “Get a plan.”

“Many operators do not have a strategic plan that defines long-term goals and identifies the resources needed to achieve those goals,” DeLozier told a crowd of golf course owners, operators, managers and PGA Professionals at the 2012 PGA Merchandise Show in Orlando. “Consequently, they don’t see the gaps that exist in their operations and aren’t able to identify their best opportunities for growth.”

DeLozier appeared on a panel with Steve Johnston, the founder of Global Golf Advisors; and Steve Graves, founder and president of Creative Golf Marketing, to discuss “A New Era in Country Club Management.”

An honest appraisal of a club’s competitive position in its marketplace is one of the cornerstones of a strategic plan, Johnston said.

“We’re a firm believer in being best-in-class, but before you can be best-in-class you have to define what you want your position to be,” Johnston said. “When doing that, don’t make the mistake of looking at yourself through rose-colored glasses.”

Each of the panelists was asked to forecast the “next big thing” in club operations. Johnston’s answer suggested a shift in the roles men and women traditionally have played at private clubs.

“The days of clubs being a bastion of male privilege are gone,” said Johnston, who established Global Golf Advisors 20 years ago to help course operators, financial institutions and real estate developers solve problems related to course management and operations. “Today, the decision-making process is driven by women. As a result, clubs need to focus on being a welcoming environment for women and families.”

DeLozier said further leveraging the Internet is still a significant opportunity for many clubs.

“Finding the capability to communicate the value of your club to members on an individual

basis is something most clubs still need to develop,” said DeLozier, who has been recognized by *Golf Inc.* magazine as one of the “Most Influential People in Golf” for each of the past 10 years. “The way that is going to happen is through the Internet. The Internet is the vehicle that brings you efficiency.”

About Global Golf Advisors

Global Golf Advisors is an international consulting practice that helps golf course owners, financial institutions and real estate developers solve problems related to course management and operations. The Toronto-based firm takes a 360-degree view of management and operational issues before developing a strategic plan that establishes benchmarks for success and identifies potential outcomes of recommended actions. In its 20-year history, GGA has consulted on more than 2,000 golf-related projects worldwide. For more information, please visit www.globalgolfadvisors.com or call 888-432-9494.

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