



### Maximizing Your GRAA Membership Benefits The Power of Collaboration

**T**he Golf Range Association of America (GRAA) is committed to the standard that you get full value for your membership – no matter how long you have been a member. Members of GRAA receive a wide range of benefits, most explained briefly in this article. If you require more information or have questions contact us at [www.golfrange.org](http://www.golfrange.org) or call us in Connecticut at our HQ phone (203) 938-2720.

We welcome your suggestions and feedback, which will allow us to strengthen the GRAA and respond to your needs. We encourage you to visit the GRAA website, [www.golfrange.org](http://www.golfrange.org), to stay current with golf range, executive course, short course, 18-hole golf courses with golf centers and other *Golf Range Magazine* information, suppliers, membership benefits and other areas of interest.

GRAA seeks to make our members more profitable and to promote awareness of the latest trends, tools, vendors, suppliers and technology for golf ranges, short courses, learning centers and 18 hole courses, and provide innovative value-added services for the professional and business development of members.

GRAA routinely contacts members and provides networking opportunities and forums for discussions.

#### Here are some recent comments by GRAA Members ...

##### Jamie Grimm

Longview Golf Centre, Grimes, Iowa

“A key benefit to belonging to the GRAA is for the VGM Club. We’ve received golf club discounts, prebooks, Wilson, Sun Mountain and carpet replacement. We’ve also used Golfsmith.”



##### Peter Epperson

Missing Links Golf Facility, Mequon, Wisconsin

“It is nice to have an organization that pulls together all the different entities of our industry, and getting information on the latest items. It’s fun to get together at the PGA show. It’s a great resource and it’s worth the money every year. I have saved money through VGM on tees, grips, equipment,

Wittek, and uniform cleaning. I also use the Association Health Programs for insurance for myself and family. The rates are very good and the customer service is terrific. I also use Golfsmith for grips and have gotten discounts from Office Depot.”

##### Roy Pace

Alpine Target Golf Center, Longview, Texas

“I’d like to look into The Monroe Group/Haylor Freyer & Coon. My insurance rates have gone through the roof, and I like to get more preferable rates. I also get discounted Top-Flite balls through VGM. I’m eligible anyway for the PGA Trade-In Network because I’m a PGA professional, but it’s a good program.”

##### Laurel Dieken

Ables Golf on Avery, Dublin, Ohio

“I like the publication and the GRAA

meetings at the PGA show. I like sharing ideas with others.”

##### Judy Begin-Sloan

Begin Oaks Golf, Plymouth, Minnesota

“We use the great discount on Office Depot products a lot as well as the PGA Trade-in Network. Through the VGM program we always get discounts on golf balls, range and maintenance supplies. I enjoy reading about other facilities and the Best Practices section in the *Golf Range Magazine*.”

##### David Rupp

Pagoda Golf Area, Sinking Spring, Pennsylvania

“Joining enabled me to get a huge savings on VGM Club membership. I use VGM primarily for their savings on Top-Flite range balls. I go to the PGA Merchandise Show and attend the Golf Range Association of America seminar and network with other owners and operators.”

##### Jim Ebel

The Practice Center, Franklin Ohio

“I like the VGM membership benefit, especially for Grainger and range balls. I’m planning on learning more about Golfsmith. I like *Golf Range Magazine*.”

##### Frances De Salvo

Smithfield Driving Range and Pro Shop, Smithfield, Rhode Island

“I like *Golf Range Magazine* and getting the industry and supplier news. We get great discounts on Wittek Golf Supply Company through the VGM Club.” ●

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## 4 WAYS TO CONTACT GRAA →

## What companies provide benefits to GRAA members? Meet some of the 2008 GRAA Preferred Partners:

### VGM CLUB

GRAA members are currently on pace to save over \$250,000 in 2007 through their utilization of VGM Club programs and their participating suppliers. Some of the key programs for ranges and short courses include Wittek, Bushnell/Bolle, Sun Mountain Sports, Grainger, Lesco and Top Flite range balls. Supplier programs cover nearly every aspect of operation. VGM Club also offers financing services, a professional consulting group and educational opportunities. GRAA members not only save on their daily purchases from our 450 supplier partners, but they also save over \$150 on their membership with the GRAA/VGM Club combination membership. For a complete list of participating suppliers, visit our website at [www.vgmclub.com](http://www.vgmclub.com). Our Member Services team can also be reached at 800-363-5480 and are ready to assist you with any of your needs.



**Tony Beuter**  
Vice-President of Operations  
VGM Club  
Phone: 800-363-5480

### The PGA Trade-In Network

Of the various free tools and resources provided by the PGA Trade-In Network that drive customer traffic, sales and operational efficiency to participating golf facilities, liquidating used and new golf clubs at fair market values from the PGA.com Value Guide ([www.pga.com/valueguide](http://www.pga.com/valueguide)) the most important member benefit as it allows golf facilities to accept trade-ins risk-free to drive sales of everything offered at the facility, as well as man-



age golf shop inventory year-round. The PGA Trade-In Network golf club liquidation solution guarantees golf facilities the Mid Trade-In Value from the PGA.com Value Guide for condition-qualified used golf clubs, thus providing a safety net for facilities to accept used golf club trade-ins to drive sales of everything at the facility, and most notably sales of new in-line equipment. The quick and easy on-line liquidation solution is also used year-round to turn excess, unwanted golf shop inventory, including demos, overstock, rentals and even staff equipment, into cash at fair-market values.

**Keith Bradshaw**  
PGA Trade-In Network  
Phone: 888-777-3540  
<http://tradein.pgalinks.com>

### GOLFSMITH

Golfsmith, the World's Largest Supplier of Club-making products, offers GRAA members Platinum level (wholesale best pricing level) on quality clubheads, shafts, grips and clubmaking tools and supplies. Offering club regripping, club repairs and customization are great ways to generate profit and build long-lasting relationships with golfers. Golfsmith is the place to get both the products and training you need. GRAA members get 50% off the tuition for Clubmaking training courses including the Complete Clubmaking Training Course and Advanced Clubmaking & Fitting course. Both courses count towards continuing education credit for PGA & LPGA professionals. For more information, go to [www.golfsmith.com/cm](http://www.golfsmith.com/cm) or call 800-456-3344.

**Darron Mauldin**  
GOLFSMITH  
Phone: 800-456-3344  
[www.golfsmith.com](http://www.golfsmith.com)



### Golf Around the World

Golf Around the World has put together some benefits for range owners and operators. Since the early 1980's Golf Around the World has been a resource for top golf teaching and training products. We serve as a one-stop shop for products, provide stability to the training aids market, and give range owners a tremendous resource for enhancing his/her instruction. Additionally, Golf Around the World offers verbal and web-based affiliate programs where your **clients receive 10% our full product line** and you make 20% of sales.



**Dane Wiren**  
Golf Around the World  
Phone: 800-824-4279  
[www.golfaroundtheworld.com](http://www.golfaroundtheworld.com)

### 2aTEE Golf Marketing

2aTEE Golf Media is a non-traditional out-of-home media company that connects Fortune 500 brands with golfers through tasteful, innovative & beneficial mediums such as tee divider advertising, imprinted items, golf cart and flagstick advertising and scorecard. 2aTEE's diverse media offerings present its course & range partners with a variety of opportunities to gain financially with little or no work required on their part.

2aTEE pays its course and range partners whenever it places a media campaign. It is that simple. 2aTEE brings each campaign to its partners individually for their approval, and the courses and ranges maintain the "first right of refusal" for any proposed advertiser.

By working with 2aTEE, golf courses & ranges can **improve their bottom line** by opening new channels of revenue.

**Keith Fiore**  
President  
2aTEE Golf Marketing  
Phone: 212-362-3909  
[www.2ateegolf.com](http://www.2ateegolf.com)

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### Haylor, Freyer & Coon Insurance

“What is the single most important member-benefit The Haylor, Freyer & Coon group can offer for Golf Range/Learning Center and Course owners when it comes to insurance.” I would have to say the most important thing we can offer is a **free examination of your insurance program**, ensuring that each range or course owner is properly covered for the unique risks presented by the golf business. This review will be done by insurance professionals that are experienced in the golf industry having worked with range and course owners for over 15 years. We also have the availability of numerous companies to get insurance quotes through instead of being tied to just one carrier.



**Dave Barnes**  
Haylor, Freyer & Coon Insurance  
Phone: 800-336-6686  
www.monroeinsurance.com

### Association Health Programs

The **GRAA Association Health Program** offers individual and group full coverage health insurance. We use PPO's or any provider and benefits up to \$5,000,000 per person. Our plans include co-pays for office visits and routine physicals and co-pays for prescriptions at \$15.00 for generic prescriptions and \$30.00 for name brand prescriptions. Any policy issued cannot be cancelled; any policy issued cannot be raised due to medical conditions. The savings to our members is up to 40%. Please contact at 888-450-3040 or visit the web site at [www.associationpros.com](http://www.associationpros.com) and enter **GRRR**.



**Stuart Pase**  
Association Health Programs  
Phone: 888-450-3040  
www.associationpros.com and enter **GRRR**

### Morgan Stanley

The GRAA has developed a program for its membership with Morgan Stanley. Founded in 1924, Morgan Stanley now has 400 offices nationwide. Our contact is Richard Lucas at (800) 326-5331. Members of the GRAA have access to a range of financial services. They include financial planning, multiple investment vehicles, 529 college savings plans, home mortgage lending services and insurance products from annuities to long-term care coverage. Trust services, including wealth, family foundations and trusts. The GARA has its own contact/coordinator.



**Richard Lucas**  
Morgan Stanley  
Phone: (800) 326-5331  
www.morganstanley.com

### Also:

**Alamo Car Rental** – up to 15% discount. Locations in more than 42 countries worldwide, with more than 1,000 locations. Visit [www.alamo.com](http://www.alamo.com) or call 800-462-5266



**National Car Rental** – up to 20% discount. Operates in over 3,000 locations. Visit [www.nationalcar.com](http://www.nationalcar.com) or call 800-227-7368



**Office Depot**, the global supplier of office products and services, offers 10% - 80% off the 176 most frequently used office items; 20%-50% copy/print centers. Visit [www.officedepot.com](http://www.officedepot.com) or call 800-463-3768



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### Why else join the GRAA?

How about taking advantage of our 12 “Preferred Partners” who have special programs and in some cases preferred rates: You’ll find a synopsis below of programs including Alamo and National Car rental, Morgan Stanley, Golfsmith, Office Depot, PGA Trade-In Network, Golf Around the World, 2aTEE Golf Marketing, Association Health Programs and the Monroe Group/Haylor, Fryer & Coon Insurance Group.

Membership dues are on a calendar year basis and are \$299. As a membership bonus, your dues also cover membership in VGM Club. So effectively you are able to participate in the full member benefits of both the GARA and the VGM Club.

Perhaps the biggest reason is to take advantage of the joint GRAA/VGM deal for one membership price! VGM Club has more than 150 participating companies it works with to pass along discount to our GRAA members. How does 30% off at Kinkos sound? How about the best rates around on range balls, metal halide lighting, Grainger, LESCO and so many more.

### Do I have to enroll during a certain time of the year?

Most of our members like to join in November and December in order that their full 2008 benefits can be used in January. We need to let all of our Preferred Partners know as well as VGM Club who the current GRAA new members and renewing members are. VGM, in turn, informs their 100 plus vendors so when you speak with your sales reps they have your facility on the membership roster.

### What will I receive when I join or renew the GRAA?

You will receive your own personal subscription to *Golf Range Magazine*; you will receive a listing on our Website GRAA Membership Directory that also has a “Range-Finder” feature for the public; membership card with your GRAA and VGM number; GRAA membership door decal and Membership Certificate. You will receive use of the GRAA logo for your website. You will receive an attendance discount to our annual GRAA Golf Range & Short Course Conference & Exhibition held at the PGA Merchandise Show. This year’s event is Wednesday, January 16, 2008. ●