

## **JOHN A. BROWN JR.**

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**January 16, 2019**

### **Dear Club Owner or Board Member:**

You (or a delegate of your Club) are invited to join us in a series of (6) bi-weekly online expert-led discussions with some of our fellow South Carolina golf club owners and Board Members. The program is designed to collaborate on solutions for the specific financial and operational challenges that clubs in our state are facing.

As I'm sure you understand, market forces are bringing about further course closings...and I understand first-hand the devastating effects that has on local communities. I feel that most clubs understand the urgency of operating more efficiently and winning market share - but for one reason or another, just haven't been able to execute as well as intended.

I'm volunteering to moderate the discussion for the benefit of SC golf - bringing 45+ years of country club ownership and management experience to the table. I'll be presenting on various topics, sharing experiences and solutions, opening the floor to questions, and hopefully arming your Club with tactics you can deploy immediately.

The program is exclusive to South Carolina and is 100% complimentary. Your input will be greatly appreciated, and it would mean a lot if your Club could be represented.

Sincerely,



**John A. Brown Jr.**

Master PGA Professional

# A Tactical Roadmap for South Carolina's Underperforming Golf Courses

- What:** Six (6) bi-weekly online collaborative discussions presented by golf's leading "turnaround specialist" John A. Brown Jr. of KPI Golf. The program is about sharing strategies and deployable tactics to help South Carolina Country Clubs win over the next 10 years. Each session is an interactive 1-hour webinar-style presentation with Q&A and shared resources to help your club make informed, data-driven operating and marketing decisions.
- Who:** Golf club owners and Board Members in South Carolina.  
Limit 1 attendee per club per session – substitutions welcome of course
- When:** Every other Wednesday from 12:00 – 1:00 pm EST Feb 6th – April 17th.  
Attend any or all sessions you like.
- Where:** Online webinar. Access instructions sent upon registration
- Cost:** \$0
- Topics:**
- Data on Surviving the Next Round of Golf Course Closures
  - Where to Find Quick Wins in Your Financials
  - A Procurement Strategy to Save 6-Figures
  - Keys to Identifying Top Performers & Building Club Culture
  - Tactics for Winning New Customers Without Lowering Your Fees
  - Compelling Next-Gen to Play Golf Without Alienating Seniors

## Details & Registration

Visit our web page for details and to reserve your spot. Space is limited.

[KPIGolf.com/SC-Forum](http://KPIGolf.com/SC-Forum)

