

EWGA CHAPTER BUSINESS PLAN  
2008  
(November 2007 – December 2008)

1/27/2007  
Greater Grand Rapids  
Grand Rapids, Michigan

Prepared/Submitted by Chapter President

Name: Cristyn Burger

Board Members:

Cristyn Burger / President  
Helga Toriello / Vice President  
Carrie Kianus / Secretary  
Phyllis Zimmerman / Treasurer  
Angie Carroll / Sponsorship  
Amanda Brewington / League  
Shirley Saenz / Leadership  
Janet Genow / Golf Events  
Carolyn Alt / Golf Education & Player Development  
Kim Faber / Social Events  
Marie Morrison / Communications  
Deb Bouchard / Membership  
Michelle Hoogewind / Handicap

Part I

Chapter's Overall Goals and Objectives

1. Meet all Chapter Minimum Standards
2. Increase membership by 75% - Division III Chapter
3. Maintain a retention rate of at least 85%
4. Maintain complete Board of Directors
5. Advance scheduling of 2009 Planning Session as Board Retreat Weekend
6. Develop a Board Member "Buddy" program
7. Develop Strategic Community partnerships for events, sponsors, donations, etc.
8. Develop Online event registration processes
9. Increase communication with members and potential members
10. Improve timelines for event planning
11. Increase club partnerships – 5 Club Network courses
12. Contributions to charity organizations EWGA Foundation, Rally for A Cure, and USGA Girls Golf
13. Improve Chapter website
14. Identify fundraising opportunities

## Part II Goals by Committee

### **Communications**

1. Develop new website – [www.ggrewga.com](http://www.ggrewga.com)
  - a. Increase ease of use by switching to Microsoft Office Live (no reliance on professional developer) – Completed January 2008
  - b. Post Chapter Operations material – BOD Agendas and Minutes – Completed January 2008
  - c. Share usage reports with Leaders at Board Meetings
  - d. Target potential websites to place link to Chapter Website
2. Monthly Newsletter utilizing Constant Contact - Completed January 2008
  - a. Upcoming Events
  - b. Club Network Participants
  - c. Sponsor Advertisement Section
  - d. Member Spotlight
  - e. Leadership Greeting
  - f. Event Coupons
  - g. Send to Current Members, Former Members, Sponsors, Club Network Participants, and all other contacts in database
3. Scheduled email reminders via Constant Contact for upcoming events – Completed December 2008
4. Advertise regularly in at least one form of print media – GR Press, Advance Paper
5. Coverage by Local TV - WZZM Channel 13 Take 5 Grand Rapids
6. Identify Free Advertising Opportunities and leverage “Trade Advertising” when possible
  - a. Local course advertising
  - b. Flyers at fitness centers, salons, sporting goods stores, spas, businesses if permitted
7. Utilize and promote events through the Play Golf America Website

### **Education**

1. Provide clinic opportunities for all levels
2. Continue to provide opportunities through The Mines
3. Utilize established EWGA clinic programs
4. Provide clinic registration via PayPal and include registration link on each communication for the event – Completed December 2007
5. Provide Off Season Opportunities
  - a. K-Vest Clinic – Completed December 2007
  - b. Yoga Fitness Program – Completed Fall 2007
  - c. Promote Thousand Oaks Off Season Programs– January 2008
6. Partner with Golf Events Committee to provide educational events
  - a. Mock Championship
  - b. Rules Seminar
  - c. Mentor Event – Give Golf a Try
7. Promote SWING program and have at least 10 participants.

## **Golf Events**

1. Host 3<sup>rd</sup> Annual Pink Ball Classic (2<sup>nd</sup> Year as a Rally for A Cure event) – The Mines
  - a. Increase number of participants
  - b. Increase \$\$ amount donation from Chapter
  - c. Have one major fundraising event within Rally Event – Hole in One Contest, Beat the Pro
  - d. Promote event to both Men and Women
2. Chapter Championship – The Meadows @ Grand Valley State University
  - a. Increase participation in all flight levels - need to promote handicap development early in year
  - b. At least one scramble team participating
  - c. Hold “Mock Championship Competition” including rules seminar prior to the event
3. “Give Golf A Try” – partnership with Girl Scouts of America & USGA Girls Golf - mentor a young golfer
4. Two Person Best Ball – Three Club Event
5. Ryder Cup Format – GGR Invitational with Kalamazoo and Metro Detroit Chapter
6. Arcadia Bluffs Ladies Day
7. One additional Golf Event in June – Hole In One Event / Membership Drive

## **Leadership**

1. Fill the role of Leadership Chair for 2008 – Completed October 2007
2. Identify individual members and recruit for specific committees / volunteer roles instead of waiting for members to say they would like to help.
3. Promote Leader development and encourage attendance at leadership events – Regional Leadership Meetings, 2009 Annual Conference
4. Establish Volunteer Recognition Program
  - a. Volunteer of the Year – Receives one Honorary Membership from Chapter, Awarded by the BOD
  - b. Giraffe Award – Awarded from the BOD at year end event to a Chapter Leader who went above and beyond and “Stuck Her Neck Out”
  - c. Sweaty Glove Award – Traveling “Trophy” awarded to board member at each board meeting who has stepped up to the tee and given 110%
5. Board Member Recognition – EWGA Chapter Shirts

## **Leagues**

1. Provide training for League Captains.
  - a. Written League Rules
  - b. Etiquette Review
  - c. Speed of Play
  - d. Course Specific Rules / Local Rules
  - e. Scoring System / Handicap System
  - f. Season Schedule
  - g. Sub Policy
  - h. Weekly Standing Communication
  - i. Weekly 50/50 games & Policy
  - j. Addressing league issues
2. Pre-League Mandatory Rules meeting
3. Continue incumbent leagues
  - a. Monday – Quail Ridge
  - b. Wednesday – The Mines (9 hole and Instructional League)
  - c. Thursday – Thousand Oaks
4. Identify One Additional League offering to accommodate growth
5. Investigate Mini League Offerings
6. Individual End of Season League Parties

## **Membership**

1. Maintain a retention rate of 85%.
2. Attain a new membership growth rate of 75%.
3. Overall membership by end of 2008 – 125 members
4. Implement Board Member Buddy Program – Benchmark Other Chapters
5. Member Spotlight in Monthly Newsletter
6. Work with Communications Committee to promote Chapter in various ways
7. Participate in West Michigan Golf Show
  - a. Booth at event
  - b. Ladies Night Fashion Show
  - c. Promote Chapter Events and Kickoff Event
  - d. Newsletter Sign Ups
8. Hold one major Membership Recruitment event midseason
9. Develop summary sheet of member benefits including Chapter Specific benefits
10. Administer an annual Chapter Member Survey
  - a. 2007 Survey Completed with Constant Contact
  - b. Conduct 2008 Survey

## **Social Events**

1. Increase attendance at Kick-Off and Year-End events.
  - a. Kick-Off – 100 attendees
  - b. Year-End Event: 50% of members
2. Hold two Networking Events
  - a. SpeedNetworking
  - b. Networking Lunch
3. Monthly Happy Hours
4. Monthly Buckets and Suds Events
5. Chicago Shopping Trip
6. Custom Wine Bottling – Completed December 2007

## **Sponsorship**

1. Develop Sponsorship Program
  - a. Breakdown separate categories of Annual Sponsors, Event Sponsors
  - b. Provide sponsorship opportunities at different price points
  - c. Create a master Sponsor list with potential sponsors and plan to approach potential sponsors
2. Recruit a minimum of one Annual Sponsor and one Event Sponsor
3. Achieve a minimum of \$1,000 of in-kind sponsorships
4. Benchmark other Chapters for fundraising ideas
5. Identify potential fundraising ideas
  - a. Restaurant Night (84 East)
  - b. PAPER Gator Recycling – need location
  - c. Texas Hold 'Em Charity Events
  - d. 50/50 Raffles at events
  - e. Auction Prizes @ Kickoff Event
6. Host a Sponsor Appreciation Night
7. Invite sponsors to participate in all events even if not members
8. Send all chapter communications to sponsors to keep them informed and allow them to see first hand the different types of exposure offered

## **Handicap**

1. Promote Golf Life Management System at various events
  - a. Kickoff
  - b. West Michigan Golf Show
  - c. Pink Ball Classic
  - d. Leagues
2. Support event planners as needed with verification of handicaps
3. Pair with GEPD Chair to provide an educational opportunity
4. Communicate regularly through newsletters small facts / pieces of information on establishing a handicap
5. Expand Chapter Website to include a Handicap Page that provides a direct link to GLMS
6. Investigate a software program that can be used by League Chairs to establish "League Handicap"
7. Pair with League Chair to educate league participants in the difference between a league handicap and USGA Handicap Index