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CIRCLE #181

G NGF/Thor Guard

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ship benefits. And we think aggressive pricing for our facility members is a good thing. Not unlike what the NGCOA [National Golf Course Owners Association] is doing for its members."

Indeed, the NGCOA has aggressively sought membership discounts through a national account system, recently renamed the Smart Buy Program. So far, NGCOA members receive discounts on Yamaha golf cars, seed product from Pickseed, credit card services through Nabanco, and a distance service from ATK, legal resources through Dallas-based Page & Addison P.C., printed materials — mainly scorecards — through Massachusetts-based On In Two Publications, and insurance through CNA.

Added Florine: "We'd love to have a dozen, member-benefit programs similar to the Thor Guard arrangement because not everyone might be able to take advantage or afford a lightning protection system. It's good business and added value to a charter member [Thor Guard]. It's a benefit they are providing to fellow NGF members."

"If a lightning protection firm came to me tomorrow and wanted to do what Thor Guard is doing, I couldn't be happier. That's what we want to do for our members. If we are able to effectively save one of our members at the facility level $800 for leasing the Thor Guard system, they have basically earned back their membership dues, and then some."

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