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Golf Course Marketplace

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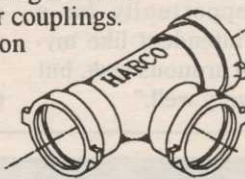
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NGF/Thor Guard

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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, long distance service from AT&T, 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 prediction 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 prediction 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 \$600 for leasing the Thor Guard system, they have basically earned back their membership dues, and then some."