

NGF, VGM offer mutual membership discounts

JUPITER, Fla.— The National Golf Foundation (NGF) and VGM Golf have entered an agreement that will provide added value to their respective members. The 4,000 golf facility members of the NGF can join VGM Golf at a reduced rate while likewise, the 1,800 members of VGM Golf can join the NGF at a reduced rate.

Full benefits of membership in each organization will be provided under this agreement.

The National Golf Foundation is an industry trade organization that provides golf business research, information and consulting services to golf facilities and businesses in the United States and Canada. VGM Golf is a na-

tional buying alliance for golf facilities in the United States and Canada, providing discounts on more than 160 golf products and services used in every aspect of operating a golf facility.

Said Barry Frank, vice president of membership services for the NGF, "Partnering with VGM Golf is a natural effort since we're

both trying to provide valuable products and services to our golf facility members — but in very different, yet non-competitive, complementary ways."

NGF and VGM Golf members who want to take advantage of the new alliance will be able to make one combined membership payment each year. Golf course owners and operators who are not currently members of either orga-

nization can join both at the same time and receive the same program advantages.

Additional information regarding the program can be obtained by contacting the NGF at 888-NGF-2500 or VGM Golf at 800-363-5480. Further information on the specific products and services provided by each organization can also be found at www.ngf.org and www.vgmgolfinc.com.

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Yamaha helps NGCOA chapters

FORT LAUDERDALE, Fla. — Yamaha Golf Cars presented \$26,000 in incentive awards to chapters of the National Golf Course Owners Association (NGCOA) at the NGCOA annual meeting here.

The Yamaha Chapter Incentive Awards Program was created to reward NGCOA chapters that surpass goals for the sale or lease of Yamaha Golf Cars. Chapters that surpass their goal receive \$1,500 checks. The chapter with the most sales, and the chapter with the highest percentage of improvement, each receive checks for \$5,000.

The total volume award winner was Texas, whose members purchased a total of 1,273 Yamaha golf cars. The most improved chapter was Maryland, which went from zero to 155 golf cars sold. Chapters that met their sales goals for 1999 were California, Georgia, Maryland, New England, New York, Ohio, South Carolina, Sandhills (Pinehurst area), Texas and Wisconsin. Special awards of \$500 went to New York and California.

Over 13,000 Yamaha golf cars were sold or leased in 1999 through the NGCOA's Smart Buy Network, shattering projections and beating 1998's total by nearly 28 percent. In fact, the sales total has increased each of the past four years— 25 percent in 1996, 42 percent in 1997, 22 percent in 1998 and 27.5 percent in 1999.

CMAA

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raising the bar on the standards for the Certified Club Manager program. The final year of the three-year plan will explore additional ways to improve the professional image of club managers.

• CMAA members elected officers and directors during the Atlanta gathering. Warren Arseneaux of the Poinsett Club in Greenville, S.C., was elected president; Sandra Frappier of the Fort Wayne (Ind.) Country Club was elected vice president; and Peter Tunsley of The Stanwich (Conn.) Club was elected secretary-treasurer. The results of the director elections were unavailable at press time.