

# 2010 EDITORIAL CALENDAR

GOLF BUSINESS DELIVERS HIGH-QUALITY, RELEVANT EDITORIAL CONTENT each month that golf course owners and operators have come to depend on to run their operations more successfully. From features on environmental issues to marketing success stories to trends in retail, the content of *Golf Business* is spot-on with golf's top management, who consistently rate the magazine as their top source for business information on the industry.



	FEATURED EDITORIAL	BONUS DISTRIBUTION	CLOSING DATES
JANUARY	DRIVING PROFITS: GETTING THE MOST FROM YOUR INSTRUCTION BUSINESS THE YEAR AHEAD: AN EXAMINATION OF THE TRENDS AND ISSUES THAT WILL SHAPE THE INDUSTRY IN 2010	PGA SHOW	CONTRACTS: NOV. 13 MATERIALS: NOV. 20
FEBRUARY	SET-UP FOR SUCCESS: INNOVATIVE STRATEGIES TO MAXIMIZE REVENUES NGCOA GOLF COURSE OF THE YEAR	GOLF INDUSTRY SHOW AND NGCOA CONFERENCE	CONTRACTS: DEC. 11 MATERIALS: DEC. 18
MARCH	TRENDS IN TURF: DOING MORE WITH (AND FOR) LESS TAX SAVINGS TIPS FOR COURSE OWNERS		CONTRACTS: JAN. 15 MATERIALS: JAN. 22
APRIL	UNDERSTANDING AND SERVING THE NEW GOLF CONSUMER AROUND THE EDGES: BOOSTING PROFITS THROUGH ANCILLARY BUSINESS		CONTRACTS: FEB. 19 MATERIALS: FEB. 26
MAY	FOOD FOR THOUGHT: CREATING AND MAINTAINING A SUCCESSFUL FOOD-AND-BEVERAGE OPERATION TECHNICALLY SPEAKING: USING TECHNOLOGY TO ATTRACT AND RETAIN MORE BUSINESS		CONTRACTS: MARCH 19 MATERIALS: MARCH 26
JUNE	PROFILES IN SUCCESS: CELEBRATING THE SINGLE-ASSET OPERATOR TAKING IT TO THE STREETS: GROWING THE GAME BY BRINGING IT TO THE MASSES		CONTRACTS: APRIL 16 MATERIALS: APRIL 23
JULY	FAMILY VALUES: INCREASING BUSINESS BY TAPPING THE TIES THAT BIND BACK FOR MORE: LOYALTY MARKETING IN THE NEW ECONOMY		CONTRACTS: MAY 21 MATERIALS: MAY 28
AUGUST	GOLF & TRAVEL: THE NEW NORMAL HUMAN RESOURCES FOR THE MODERN FACILITY		CONTRACTS: JUNE 18 MATERIALS: JUNE 25
SEPTEMBER	GOLF AND THE ENVIRONMENT: THE SCIENCE, ART AND BUSINESS OF SUSTAINABLE COURSE MAINTENANCE THE VALUE OF BRANDING		CONTRACTS: JULY 16 MATERIALS: JULY 23
OCTOBER	BREATHING NEW LIFE INTO YOUR FACILITY MANAGING YOUR MONEY: A CRASH COURSE ON ALL THINGS FINAN- CIAL, FROM CASH FLOW TO CREDIT MANAGEMENT		CONTRACTS: AUG. 20 MATERIALS: AUG. 27
NOVEMBER	CREATIVE LOAFING: MAKING THE MOST OF THE OFF-SEASON FROM THE TRENCHES: OWNERS OF ALL SIZES SHARE THEIR BUSINESS LESSONS		CONTRACTS: SEPT. 17 MATERIALS: SEPT. 24
DECEMBER	TRENDS IN LEADERSHIP MANAGEMENT YEAR IN REVIEW/BEST PRACTICES		CONTRACTS: OCT. 15 MATERIALS: OCT. 22

For more information on editorial opportunities, contact Ronnie Musselwhite, editor-in-chief, at [rmusselwhite@ngcoa.org](mailto:rmusselwhite@ngcoa.org).

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JANUARY	THE YEAR AHEAD: AN EXAMINATION OF THE TRENDS AND ISSUES THAT WILL SHAPE THE INDUSTRY IN 2011 RETHINKING RETAIL	PGA SHOW	CONTRACTS: NOV. 12 MATERIALS: NOV. 19
FEBRUARY	THE PRICE IS RIGHT: EXPERT PRICING STRATEGIES FOR A NEW ERA NGCOA GOLF COURSE OF THE YEAR	GOLF INDUSTRY SHOW AND NGCOA CONFERENCE	CONTRACTS: DEC. 10 MATERIALS: DEC. 17
MARCH	MARKETING ON A SHOESTRING SPOTLIGHT ON: THE SOUTHEAST		CONTRACTS: JAN. 14 MATERIALS: JAN. 21
APRIL	THE TRUE MEASURE OF VALUE BUILDING A BETTER TEAM		CONTRACTS: FEB. 18 MATERIALS: FEB. 25
MAY	THE ENTREPRENEUR ISSUE		CONTRACTS: MARCH 18 MATERIALS: MARCH 25
JUNE	PRIVATE LESSONS: WHAT THE FUTURE OF PRIVATE CLUBS MEANS FOR ALL FACILITIES SPOTLIGHT ON: THE NORTHEAST		CONTRACTS: APRIL 15 MATERIALS: APRIL 22
JULY	THE REPLACEMENTS: INCREASING ROUNDS AND REVENUE BY CULTIVATING CUSTOMERS OF TOMORROW TRENDS IN TURF		CONTRACTS: MAY 20 MATERIALS: MAY 27
AUGUST	PROFILES IN SUCCESS: CELEBRATING THE UP-AND-COMING MULTI-COURSE OPERATORS MAKING SENSE OF OUTSOURCING		CONTRACTS: JUNE 17 MATERIALS: JUNE 24
SEPTEMBER	LESSONS FROM OTHER INDUSTRIES SPOTLIGHT ON: THE HEARTLAND		CONTRACTS: JULY 15 MATERIALS: JULY 22
OCTOBER	THE FINANCE ISSUE		CONTRACTS: AUG. 19 MATERIALS: AUG. 26
NOVEMBER	FROM THE HORSE'S MOUTHS: GROWING YOUR BUSINESS BASED ON CUSTOMER FEEDBACK CAPITAL OFFENSE: MAKING THE MOST OF CAPITAL IMPROVEMENTS		CONTRACTS: SEPT. 16 MATERIALS: SEPT. 23
DECEMBER	YEAR IN REVIEW/BEST PRACTICES SPOTLIGHT ON: THE SOUTHWEST		CONTRACTS: OCT. 14 MATERIALS: OCT. 21

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