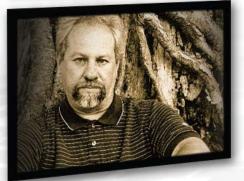


2010 EDITORIAL CALENDAR

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.



2011 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 | 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 NORTHEAAST | | CONTRACTS: APRIL 15 MATERIALS: APRIL 22 |
| JULY | THE REPLACEMENTS: INCREASING ROUNDS AND REVENUE BY CULTIVAT- ING 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 CUS- TOMER 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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