



Giving Golf a Voice & Face

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WEAREGOLF

“A New Advocacy for the Game, its People and the Industry”



CLUB
MANAGERS
ASSOCIATION
OF AMERICA



PGA™





Golf is more than just a game.

- Industry with a significant impact on America's economic, environmental and social agendas, but remains misunderstood, at all levels of government.
- Industry has been successful in conducting National Golf Day and leveraging the advocacy efforts of the state economic impact studies .
- Scandals, attacks on corporate sponsorships, and the current political and economic climate have reinforced longstanding images of the game which didn't square with the facts.



A New Approach

- We must have a coordinated campaign of representation for our industry.
- The four coalition leaders have embarked on a new approach to lead a united effort for industry representation at the national, state, and local levels.
- A series of obtainable outcomes and strategies were developed.
- At the core of the strategy is a shift in the messaging on the industry from charity to **jobs** and **economic impact**.



Podesta Group Profile

- Bipartisan government relations and public affairs firm known for achieving results.
- Adept at everything from policymaking to political maneuvering.
- Closely integrated team of public relations specialists and political strategists sets them apart from old-fashioned lobbying shops.
- Goal is to get the golf industry a seat at the table when legislation is being crafted that impacts each and every one of you.



Desired Outcomes

- Desired outcomes are clear and achievable:
- Golf's value to employment, tax revenues and tourism is respected in Washington, D.C. & among state leaders.
- Change in the perception among decision-makers and opinion elites that ends inequitable legislation and negative associations.
- Attain equal status with other industries in legislation impacting business, labor, tax & environmental.
- Leverage golf's strong national infrastructure to build political capital at all levels.
- Level the playing field for the thousands of golf's small businesses.



Our Government Relations Strategy

- Activate a coalition of politically important associations, industries, and companies.
- Develop alliances with other government relations efforts such as the SGMA Golf Manufacturers Council
- Combine broader consumer and media education efforts with legislative and political strategy.
- Expand the message beyond golfers to employees, golf business owners and entities which reap value from golf.
- Exercise golf's voice on matters affecting small business, including tax, labor and sustainability.



A Phased In Approach

- Educate golf leaders and key workforce sectors on the plan, the strategy and their role
- Match industry “spokespersons” with target audiences
- Educate elected officials, opinion elites and media
- Tactically target influential political figures in key markets/districts which have relevance
- Put forth specific legislation to achieve desired outcomes



Online Campaign: *WeAreGolf.org*

- Single destination for information, stories, data and resources; synergistic with golf2020.com
- Platform to reach out to Capitol Hill, Administration and media
- Profile each aspect of the industry with photos and videos
- Build advocacy framework for grassroots activities aligning state and national efforts



Capturing National and Local Media

- Articles and opinion columns to establish golf's relevance to current issues
- Supplement with paid media to effectively complement key messages
- Target online journalists, bloggers and other digital media to complement traditional media
- Enlist golf enthusiasts and employees to drive discussion and promote viral messaging
- Leverage the WeAreGolf.org as a destination for easy-to-understand facts on the golf industry and its far-reaching impact.



Engaging Coalition Members

- Engage members to meet with members of Congress to share stories directly
- Arrange for members to offer testimony before committees on wide-ranging legislative issues
- Educate coalition members on the larger interconnected economic issues
- Build coalition's reputation as a player on a large array of policy matters.



State Government/Public Affairs

- Leverage state economic impact studies to target messaging at state level
- Utilize state, sections, chapters of associations to deliver messaging to leadership and media
- Leverage local association leaders and grass roots networks of golf industry employees as “We Are Golf” spokespersons at the state level
- Coordinate and support the efforts of state level government/public affairs personnel through co-op funding



Sustainability Initiative

- Facility-wide initiative for the golf industry led by GCSAA's Environmental Institute for Golf.
- Based on Best Management Practices (BMPs) that drive continual improvement in the areas of Water Conservation, Water Quality Protection and Energy Conservation
- A “tool box” of programs, systems, services and resources for facilities to use to implement change.
- A recognition program for golf facilities as a reward for their leadership, progress and performance



In Summary

- The time is now to change the face of golf and best represent the economic, human and environmental benefits of the industry.
- This is a broad based coalition which maximizes synergy and reduces redundancy.
- We have engaged one of the industry's leading experts to help us carry forward our message.
- We Are Golf. You Are Golf. This needs your support.