



Orlando • January 20 – 22, 2020



***Retaining and Growing Memberships
in Today's World***

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“90 percent of putts that are short don’t go in.”

Yogi Berra



***“If people don’t want to come out to the ballpark,
how are you going to stop them?”***

Yogi Berra



2019 Major Concerns

- **Retain Members**
 - **Retain Guests**
 - **Retain Good Employees**



Purpose of this Presentation:

To give golf course owners and management ideas on re-motivating existing members and *attracting* new ones.

Club Facts

- **Full service golf and country clubs are on the decline.**
- **Golf and country club memberships are on the decline.**
- **Attracting new members is a major challenge.**
- **Attracting and keeping high-quality personnel is a challenge.**

Why Memberships are Declining

- Demographics
- Lifestyles

Generational Changes

Demographics

- **Today**
 - **Silent Generation (Born 1925 – 45)**
 - Aging out (75 – 95 yrs. old)
 - **Baby Boomers (Born 1945 – 65)**
 - In or preparing for retirement (55 – 75 yrs. old)

Demographics

- **Tomorrow**
 - **Generation X (Born 1965 – 75)**
 - Good for 15 – 25 years (45 – 55 yrs. old)
 - **Millennials (Born 1975 – 95)**
 - *Good for 25 – 45 years (25 – 45 yrs. old)*

Demographics

- ***THE FUTURE !***
 - **Generation Z (Born 1995 – Present)**
 - (0 - 25 yrs. old)

Keys to Maintenance and Growth

- *Listen*
 - *Observe*
 - *Research*
 - *Rethink*
 - *Create*
 - *Excite*
 - *Appeal*
 - *Revamp*



PLAN - - -

FOR THE NEXT 25 + YEARS !



The vision to identify both short and long-term needs of your club, the discipline to plan for them, and the courage and patience to put them in effect is critical in retaining and growing members, guests and high-caliber employees.

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Loyalty vs. Satisfaction

Loyalty

- *A strong feeling of support or allegiance*

Oxford English Dictionary

- **Loyal members are not always satisfied**

Satisfaction

- *Fulfillment of one's wishes, expectations or needs*

Oxford English Dictionary

- **Satisfied members are not always loyal**



Ideas for Maintenance and Growth

Memberships



Ideas for Maintenance and Growth

- **Subscription Memberships**
- **Weekend Memberships**
- **Weekday Memberships**
- **Age-related Memberships**
- **Package Memberships**
- **Group Memberships** (Corporate, Organization etc.)



Ideas for Maintenance and Growth

Amenities



Ideas for Maintenance and Growth

- **Age-related Special Events**
- **Business Center**
- **Child Sitting**
- **Cooking Lessons**
- **Free Golf Lessons**
- **Game Rooms (Adult & Kids)**



Ideas for Maintenance and Growth

- **Golf Simulators**
- **Handicap-based Tournaments**
- **Interactive Communications**
- **Kid Friendly Environment**
- **“Mini-Golf”**
- **“Official” Kids Tees**

Ideas for Maintenance and Growth

- Par 3 Course
- Park Facilities
- “Pizza” Pub
- Pool
- Relaxed Dress Codes
- Seasonal Programs

Ideas for Maintenance and Growth

- **“Short” Course**
- **Spa**
- **Special Recognition**
- **Sports Library**
- **Tennis, Croquet, Lawn Bowling, etc.**
- **Wellness / Fitness Center**



Ideas for Maintenance and Growth

Service



“People will forget what you said, people will forget what you did, but people will never forget how you made them feel.”

Maya Angelou



Exceptional Personal Service

- **Interactive Communications - - - -**
and ***prompt***



Exceptional Personal Service

- *Proper training*



Exceptional Personal Service

- *Proper management*



Exceptional Personal Service

See 2019 Conference Presentation Summary

“Maximizing the Experience:

Facilitating Good Cheer - - - from beginning to end ”

at

www.retention-strategies.com



Thank you, and

HAPPY NEW YEAR !



Ed provides leadership and management development, employee coaching, member and guest customer service, and business and strategic planning workshops, plus service quality audits to golf courses and resorts throughout the country. For more information or to schedule him at your facilities, contact him at:

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