

LET'S GROW THE GAME

Club Reps Leadership Event • June 2026 • Poppy Hills

You are the engine of NCGA growth



NORTHERN CALIFORNIA
GOLF ASSOCIATION

Raj Joshi

NCGA Chief Commercial Officer



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GOLF ASSOCIATION

Your Numbers Matter.

Here's what we've built together.

230,000

Members

1,251

Clubs (club reps like you driving growth)

>50

Net Promoter Score — world class

95%+

Retention rate — members love NCGA

25K+

Member touch points every year



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The Opportunity Is Massive.

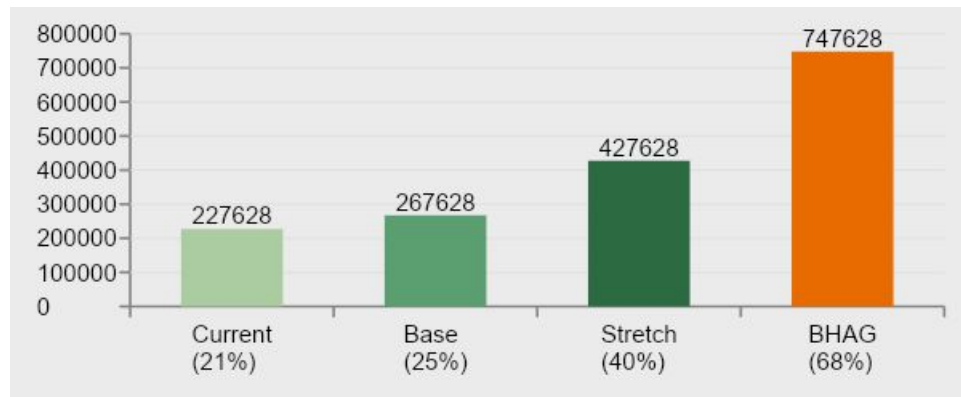
500,000

Casual/Occasional Golfers
in Northern California

Today we capture only

7%*

of this market.
That's your runway.



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* Vs 40% of Avid/Committed Golfers

Three Segments. Three Opportunities.

01

Progressive Women

Ages 25–55

**BHAG: +50K
members**

Only 18% of NCGA today — the fastest-growing segment in the sport. Playing socially and making real progress.



02

Social Golfer

Ages 22–35

**BHAG: +200K
members**

Golf is fun, not serious — until it is. They need the right on-ramp and a reason to get a handicap.

03

Lapsed Junior

Ages 18–25

**BHAG: +20K
members**

Former junior members who've drifted. They already love golf — they just need a reason to come back.



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Your Call to Action.

01

Aggressively Recruit

Don't wait for golfers to come to you. Identify casual players and make the ask. Every conversation is a door.

03

Ask Questions

Your feedback shapes NCGA strategy. If something isn't landing or you're hearing objections, raise it.

02

Share Best Practices

The best growth ideas come from reps in the field. What's working at your club? Share it.

04

Stay Engaged

Stay close to NCGA news and benefits so you can sell them authentically. You can't share what you don't know.



The Game Grows When You Do.

You are the connection between NCGA and the next generation of members.
Every recruit matters. Every conversation counts.

ncga.org



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Bryan Rodriguez

Manager of Club Development & Analytics



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How Can I Help?



Your Direct Link to the NCGA

Bridge the NCGA and your club — translating policy, data, and programs into helpful support.



Data & Analytics

Surface the numbers that matter: membership trends, handicap usage, participation rates.



Club Enablement

Make it easier for clubs and club reps to manage operations, compliance, and member services.

Manager, Club Development & Analytics

- Club Rep Newsletters
- Association-Wide Monthly Bulletins
- Multi-Member Rebate Program
- NCGA Fantasy Golf
- Blog & Content Creation
- Club Finder Tool
- General Club Support



The Four Vital Signs of Club Health



Membership: Growth & Retention

Tracks the YoY change to reveal momentum, not just static headcounts.



Participation: Competitive Action

Measures outward-facing competitive health through NCGA event activity.



Engagement: Community Culture

Diagnoses internal community health via volunteering, score posting, & club communications.

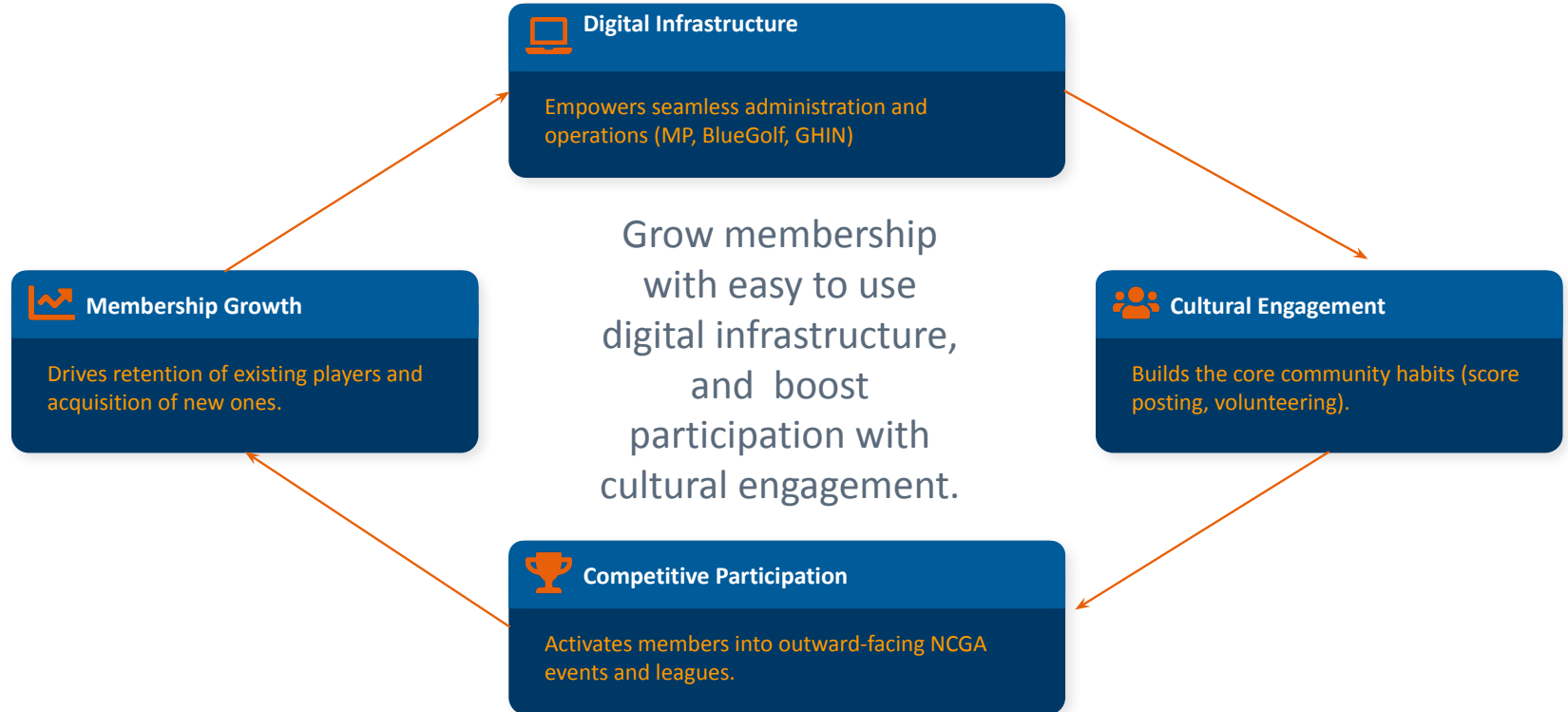


Informational: Digital Maturity

Maps the technological infrastructure that enables seamless club operations.

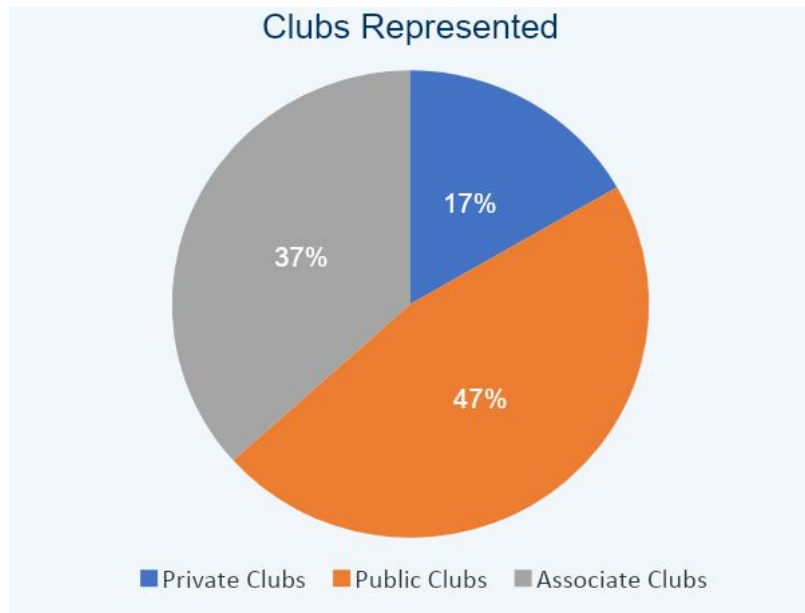


The Club Vitality Flywheel



Who was in the Top 30?

Clubs invited were in the top 5% of NCGA Metrics for 2025. (Growth, Participation, Satisfaction/Engagement)



19

Type 1 Regular Clubs



11

Type 2 Associate Clubs



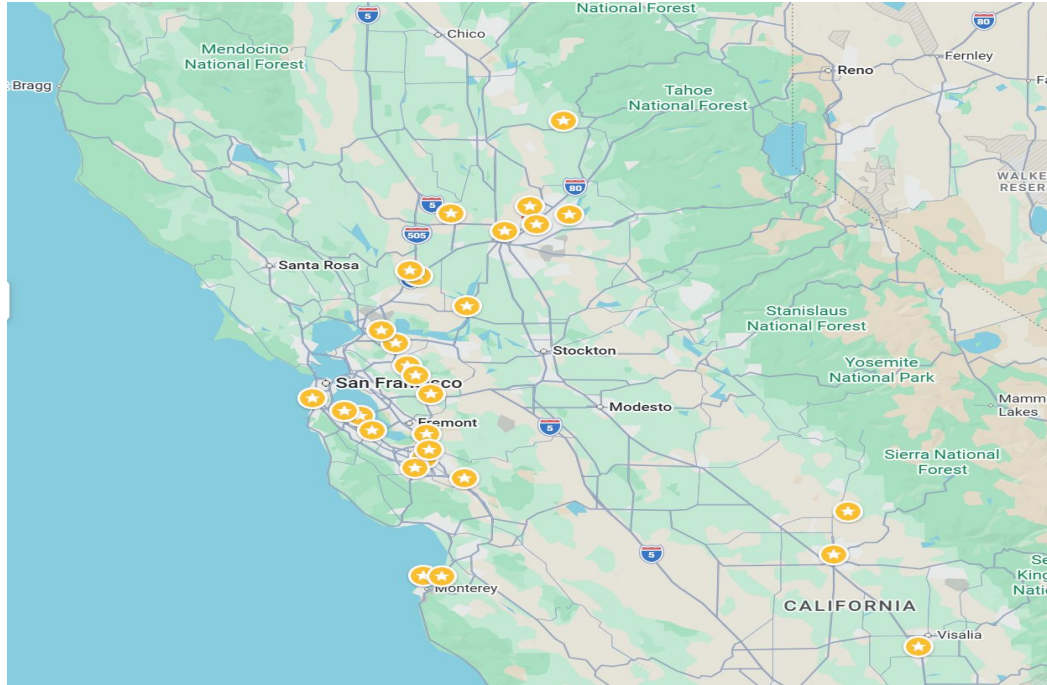
5

Women's Clubs



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Areas Represented



10 Sacramento Area

15 Bay Area

2 Monterey Bay Area

3 Fresno Area

Top NCGA Clubs come in all different shapes, sizes, and locations.



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Club Metrics Measured

We ranked clubs across three key dimensions. Below are examples of the metrics we measured



Growth

Membership change year-over-year

MEMBERSHIP

Metric	2025	2024
# of Members	157	135

Change of +22 members (+16%) year-over-year

* Growth metrics are a key focus moving forward.



Participation

NCGA Club Events played per year

PARTICIPATION (NCGA Club Events)

Zone Championship	1
Four Ball Net Championship	2
Senior Four-Ball Net Champ	1
Sat. Team Match	1
Thurs. Team Match	—
Players League	1

- Clubs that play together foster lasting connections.
- The example above is for Type 1 Regular Clubs. Associate Clubs are: Associate Club Four-Ball Net, Associate Club Championship, and Senior Four-Ball Net Champ.



Engagement

Internal culture & community health

ENGAGEMENT

Metric	2025	2024	Chg
# of Volunteers	3	1	2
% Members Posted Score	97%	90%	7%
# of Hosted Events	3	1	2
# Events Poppy Hills/Ridge	2	2	0

MEMBER BENEFIT COURSE

Everyday Member Benefit Course ✓	NCGA Next Course	Veterans Benefit Course ✓
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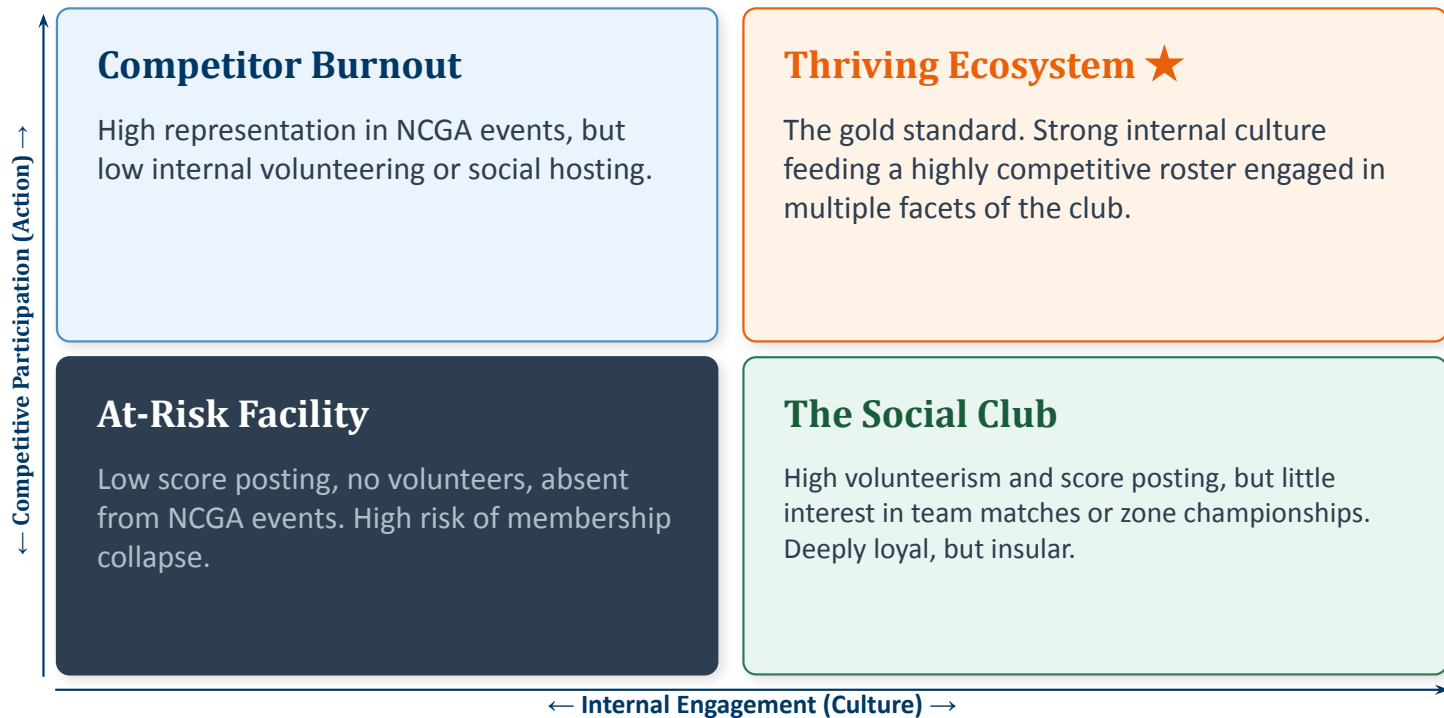
* Score posting & volunteering drive retention.

These three pillars — Growth, Participation, and Engagement — are how the NCGA evaluates and supports club health.



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Diagnostic Matrix: Participation vs. Engagement



Plot your 2025 metrics to identify your club's operational reality.



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Next Steps: Activating Your 2025 Data

1

AUDIT

(Look Back)

Review your Club Profile and establish your 2025 baselines. Understand exactly where your 'Change' in Membership and Engagement originated.

2

ALIGN

(Look Inward)

Plot your club on the Participation vs. Engagement Matrix. Are you a Thriving Ecosystem, or facing Competitor Burnout? Identify the cultural gaps.

3

OPTIMIZE

(Look Forward)

Deploy missing NCGA features and benefits. Activate Events, add a Site Builder, or the Club Finder Tool to close gaps and power the 2025 Flywheel.



Aimee Jackson

NCGA Senior Manager Marketing



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Grow Participation & Retention Through Member Lifecycle Marketing

How NCGA and Club Reps Can Work Together to
Better Engage Golfers



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Not All Golfers Are Looking for the Same Thing...

One of the biggest mistakes clubs make is treating every golfer the same – a new golfer, a competitive golfer, and a longtime member all have different motivations, questions & needs:

Intent → Lifecycle Message

The message that motivates a golfer to join is different from the message that motivates them to Participate, Renew, or Advocate.



The Member Lifecycle Journey

Typical Marketing Sales Lifecycle

Lead Opportunity New Customer Engaged Customer Evangelist Lost Customer



**Curious
Golfer**



**Member
Referral**



**New
Member**



**Event
Participant**



**Club
Advocate**



**At-Risk
Member**

Your Club's Member Lifecycle*

*Sample Lifecycle – your club will likely be slightly different!



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Four Simple Opportunities

Welcome New Members



Share NCGA
onboarding resources
& Handicap education

Identify Future Competitors



Introduce members to
beginner-friendly
events & formats

Recognize Engaged Members



Celebrate golf
Milestones &
participation

Reconnect At-Risk Members



Reach out to your
members who haven't
posted scores recently



A Shared Goal: Helping Members Enjoy Golf More

Call To Action

Ask yourself:

- ✓ Which members are new?
- ✓ Which members need encouragement?
- ✓ Who's ready for competition?
- ✓ Which members have been MIA?

Then tailor outreach to each!

Your Club Knows the **Golfer**.

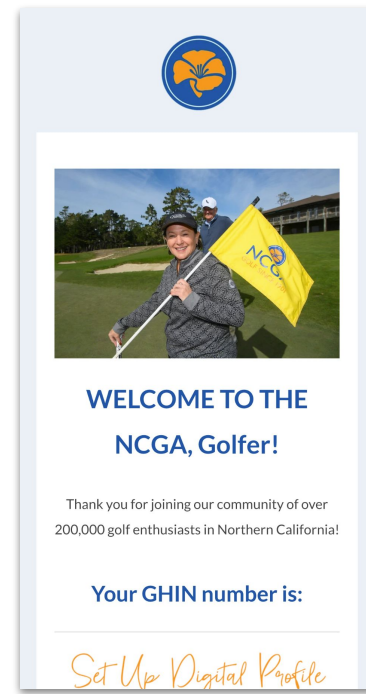
NCGA Can Help Deliver the **Message**.

NCGA is building tools, content, and campaigns to help clubs answer those questions and support golfers at every stage of their journey.



Content for each Lifecycle Stage

Lifecycle Stage	Example Content to Share
Curious Golfer	5 Reasons to Join our Club (NCGA Member Benefits) Hear from our Members (Testimonials)
New Member	Welcome to our Club: What to expect next (Onboarding) How to Post a Score in the GHIN App
Event Participant	What to expect at our upcoming Member-Guest Tournament Join our Stableford event – here's what Stableford is!
At-Risk Members	We haven't seen you in a while! (reinforce value + re-invitation)



Additional “Nice-to-Haves”



Celebrate Personal Moments

Happy birthday messages
Membership anniversary notes
“Welcome back” after inactivity
Congrats on renewing



Use NCGA Content

Club Rep Newsletter links
How-To Blog articles & Videos
Event reminders
Member Benefit updates



Share Skill-Based Resources

Practice Drills & Exercises
Rules refreshers
Handicap education
Clinics or Lessons near you



Celebrate Milestones

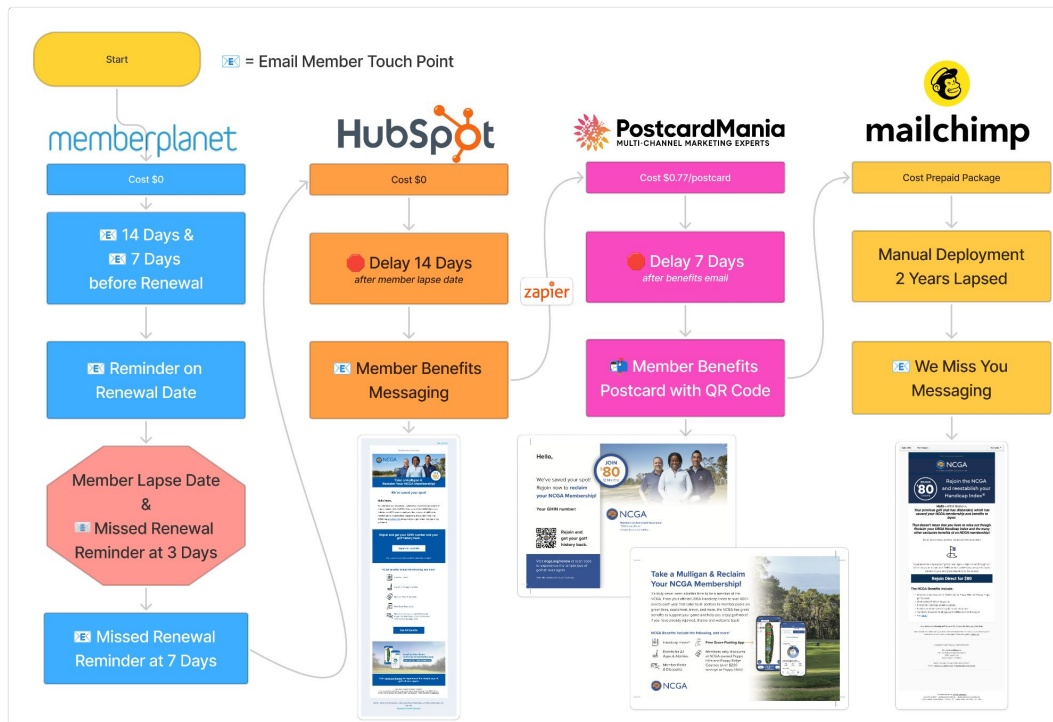
Handicap Index improvement
First posted score
First club event
Low rounds, personal best, HIO's 



NCGA eClub Win-Back Pilot

Pilot Results

- Automated Workflow resulted in 82x ROAS
- Gauge interest in NCGA adding to Type 1 & 2 to Win Back Roadmap?



Jerry Stewart

NCGA Senior Manager Communications

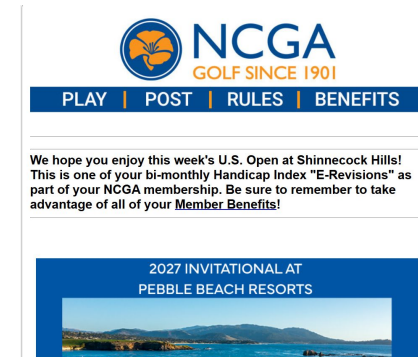


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Inform

- NCGA Golf Magazine
- E-Revision
- Blogs
- Social Media

- Magazine sent to 150,000+ NCGA members
- 2026 Highlights (NCGA Special Anniversaries, Pacific Coast Amateur)
- E-Revisions sent to 190,000+ members
- Social Media 900,000 impressions, 12,000 likes (Jan-June)



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Educate

Rules of Golf
Governance
FAQs from Members
Instruction
How to Guides



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2026 NCGA Rules of GOLF ON-COURSE SEMINAR

Knowing the Rules Can Save You Strokes!



Step-by-Step Guide on How to Register for an NCGA Tournament

BY BRYAN RODRIGUEZ

If you're looking to play in an NCGA competition, this guide explains exactly how to register for an NCGA tournament. The guide also includes a quick answer, FAQ's, Tips, and Common Mistakes to Avoid.

The NCGA holds over 650 tournament days each year. There are events for men, women, seniors, juniors and players of all skill levels.

Signing up is simple, but this guide will help make it even easier.



Celebrate

NCGA Championships

Legacy Events

Junior Tour of Northern California

Weekend Net Tour

Senior Series

Award Winners

USGA Championships

(Magazine, Social Media, Blogs)



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NCGA Clubs

We love telling and sharing
your stories!

FACES OF THE NCGA:



Acing the Heat BY JEFF HENDRICKS
P... The heat is on for the NCGA as the summer months roll in. The heat is on for the NCGA as the summer months roll in. The heat is on for the NCGA as the summer months roll in.

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Pinoy Golfers, the New Association on the Block

I... The pinoy golfers are the new association on the block. They are the new association on the block. They are the new association on the block.



An Amen for Maples Golf Club

A... The amen for Maples Golf Club is a new amenity. It is a new amenity. It is a new amenity.



Salt, Sugar and Lime Entice Members of Las Margaritas

N... The salt, sugar and lime entice members of Las Margaritas. They are the new association on the block. They are the new association on the block.

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Ferrari's Big Turnaround | Stellar Venues | Leading By Example

NCGA GOLF

VOLUME 44 | NUMBER 3 | SPRING 2024 | PEBBLE BEACH, CALIFORNIA | \$3.95

NCGA.org THE OFFICIAL PUBLICATION OF THE NORTHERN CALIFORNIA GOLF ASSOCIATION

Sharing a Love For the Game The Spectrum of NCGA Clubs



“Knowing Your History Can Give You the Tools to Shape Your Future”

NCGA Golf
Magazine

Series on Knowing
Your Club's History,
and Why It's
Important

Oct. 2025

April 2026

Great
Resources/Links

Don't Throw it away,
Throw it my Way



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Martin Fuentes

NCGA Senior Manager of Customer Service and
Governance



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Customer Service Team



Ted Giapapas - Customer Service Coordinator



Eugene Losongco - Customer Service Coordinator



Mike Porras - Customer Service Specialist



Derrick Ow - Customer Service/Communications Coordinator



Erin Blaettler - PJ Boatwright Intern



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Key Responsibilities of Club Support



Membership & Club Support

Provide fast Level 1 technical support for USGA Admin Portal, GHIN App, Member Planet, & BlueGolf. Assist with general membership inquiries, billing, and tournament inquiries.



Club Onboarding

Facilitate smooth, structured, and highly successful onboarding of incoming member clubs to ensure immediate operational success and technological integration.



Knowledge Management

Author, curate, and regularly update self-service knowledge base articles published on [NCGA.org](https://www.ncga.org) to empower club representatives and members



CRM (HubSpot) Integration

Leverage HubSpot CRM analytics to drive support efficiency, improve response times, enhance club support, and proactively identify emerging trends.

The 2025 report moves beyond basic headcounts. It provides a holistic diagnostic of your club's operational and cultural ecosystem.



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CS Team Stats

14,823

Tickets/Emails submitted in 2025

>12

Average Ticket/Email Response Time

12,000+

Calls the CS Team handled

5 mins

Average Call Time

85%

of incoming calls answered



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Training & Education for Club Admins



Core Platform Mastery

Deliver comprehensive training for new and experienced club administrators on our two main Platforms: the **USGA Admin Portal** and the **Member Planet** platform.



Personalized One-on-One Training

Conduct interactive, private training sessions hosted live via **Google Meet** to address specific club workflows and answer complex system questions.



Detailed Guides & Screenshots

Provide step-by-step written instructions embedded with clear, annotated **system screenshots**, giving administrators an easy-to-use reference catalog.



Custom Instructional Videos

Produce short, highly customized screen-recording videos tailored to demo exact solutions for your club's individual configuration requests.



Ryan Gregg

NCGA Chief Operations Officer



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Framework to Serve Our Members and Clubs

	Championships	Events & Tournaments	Recreational	Development & Education
Individual - Men/Coed - Women	Women's Legacy 	Senior Series NCGA WEEKEND NETTOUR	Women's Single Day Events Outings Trips	
Team		Senior Series NCGA WEEKEND NETTOUR	Women's Single Day Events Outings Trips	
Club			Outings Trips	
Junior		Junior Golf Competitions	 Junior Golf	 NCGA Foundation

Operations Team

Competition Involvement

The Operations department conducts or assists with events for every type of golfer in Northern California. In 2026, the NCGA will be involved with the following scope of events:

- NCAA Championships
- City Championships
- Collegiate Championships
- Senior Golf Associations Competitions
- NCPGA Qualifying and Championships
- USGA Qualifying and Championships
- CWAC Championships
- NCGA Qualifying and Championships
- California Amateur Championships
- Junior Tour of Northern California Championships
- CIF Championships
- Weekend Net Tour
- eClub Competitions
- Member Outings
- Member Outings
- Member Trips
- Charitable Fundraising Competitions
- PGA Tour Qualifying and Championships
- PGA Champions Tour Qual. and Champ.
- Korn Ferry Tour Qual. and Championships
- Drive, Chip and Putt Qualifying
- NCGA Play Events
- National Amateur Championships
- Historical Private Women's Championships
- Historical Public Women's Championships
- Women's One Day Series



Operations Team

Other Responsibilities

The Operation Department assists the Governance Department with many other aspects of golf administration outside competitions, including the following responsibilities:

- **Amateur Status**
- **Points Program Management**
- **Volunteers**
 - Applications/Interviews
 - Training/Certification
 - Service Recognition/Retirement
 - Benefits/Awards
 - TOCR Day
 - Uniforms
 - TOCR Website
- **Rules of Golf**
 - Rules Inquiries
 - Rules of Golf Articles
 - Rules of Golf Seminars
 - Club Seminars
 - Rules Resource website
 - On-Course Rules Seminars
 - Course Marking/Local Rules Review



Susan Merfeld

NCGA Foundation Manager



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Golf with a Purpose

The **NCGA Foundation** is the charitable arm of the Northern California Golf Association, dedicated to ensuring the game of golf remains **vibrant, inclusive, and accessible** for generations to come.

We believe in the power of golf to change lives and connect communities.

INITIATIVE

Girls High School Grant Program

*Closing the Gap
in Girls Golf*

\$51K

Awarded
in 2025

750

Participants
in 2025



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Program Overview

Provides financial assistance to eligible junior girls' golf programs throughout the region. Funding is especially critical at the high school level, where girls' golf programs often operate with limited resources.

NOW ACCEPTING

Applications for 2026/27 School Year

Online application available at the NCGA Foundation website

Why It Matters

Girls' high school golf programs often lack the resources their male counterparts receive. This grant directly addresses that gap — funding equipment, green fees, coaching, and access so more young women can experience golf.

INITIATIVE

NCGA Scholarship Program

\$10,000

Two \$5,000 Scholarships being awarded for 2026/27 School Year

The NCGA Scholarship Program provides meaningful financial support to qualifying students, helping them pursue higher education while honoring the game of golf.



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Eligibility

Dependents of children of Northern California Golf Course Employees



Deadline

July 31, 2026

How to Apply

Online application administered by the Community Foundation of Monterey County

INITIATIVE

REACH Program

Grants are intended to test scalable ideas that could later expand to other facilities or communities

2021

Established

23

Grants to Date

\$425K

Distributed to Date

\$25K

Max Grant Amount

Who We Support (pilot programs that help grow the game among underrepresented groups)

Youth golfers

Adaptive golfers

Girls and women

New to golf participants

Low-income families

Seniors & rehabilitation programs

Diverse communities

Funded Ideas Include

- ▶ After school golf programs
- ▶ Parent engagement
- ▶ Transportation access
- ▶ Community partnerships
- ▶ Mentor initiatives
- ▶ Introductory golf clinics
- ▶ Adaptive golf programming
- ▶ Leadership & career development

Online application now open | Grant Deadline: September 1, 2026

Greg Beilstein

Memberplanet, Director of Onboarding and
Engagement



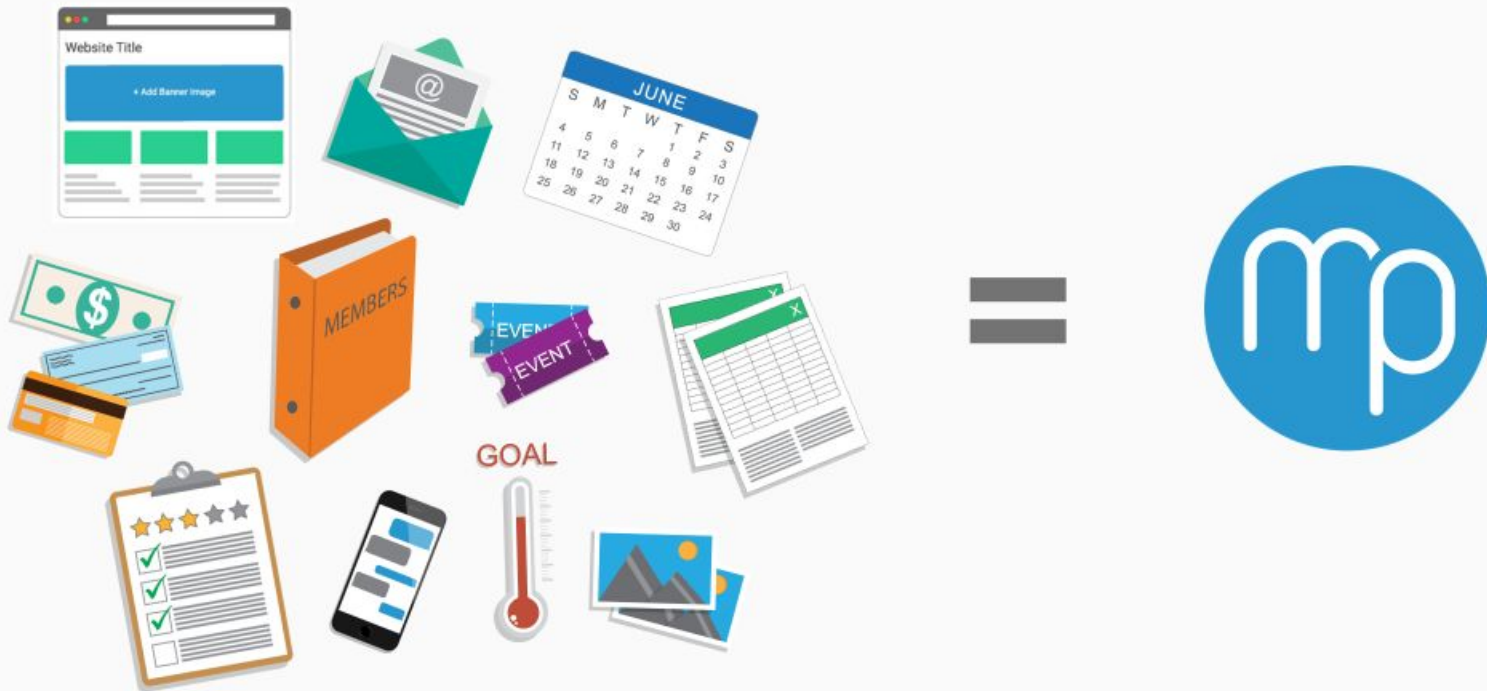
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memberplanet

memberplanet is Membership. Simplified.

Our online platform empowers you with the tools you need to manage, engage and grow membership.



NCGA Club Finder



NCGA Club Finder

Search by Location

By Club Name

📍 Monterey 100 miles 🔍

- 📍 **Monterey Park** CA, USA
- 📍 **Monterey** CA, USA
- 📍 **Monterey Park Golf Club** West Ramona Boulevard, Monterey Park, CA, USA
- 📍 **Monterey Bay Aquarium** Cannery Row, Monterey, CA, USA
- 📍 **Monterey Court** Manhattan Beach, CA, USA

powered by Google

[PRIVACY POLICY](#)

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NCGA Club Finder – Basic Search Options

 NCGA

Search by Location

By Club Name

 Monterey, CA, USA

100 miles 

 OPTIONS

DISTANCE100 miles

0 —  200

CLUB MAKEUP

☐ Mens

☐ Ladies

☐ Co-Ed

CLUB CATEGORY

☐ Public

☐ Private

MEMBER AGE LIMITS

☐ Ages 18+

☐ Ages 21+

☐ Ages 50+

☐ Ages 55+

☐ Ages 60+

CLUBS NEAR YOU: 40

Pacific Grove W G C

3 Miles Away 

Show more 

Pacific Grove Area

25+ tournaments club

9-Hole Group \$98.00 Per Year

18-Hole Group \$113.00 Per Year

Dual 9 and 18-Hole \$140.00 Per Year



Poppy Hills Club

3 Miles Away 

Show more 

Pebble Beach Area

Monday club

Thursday club

Sunday club

Membership \$99.00 Per Year



Golf Club At DeLaveaga

28 Miles Away 

Show more 

Santa Cruz Area

Tuesday club

Sunday club

Member \$125.00 Per Year



San Benito Mesa Chapter Gc- Nc

38 Miles Away 

Show more 

NCGA Club Finder – Advanced Search Options

DISTANCE100 miles

0 ———●———— 200

CLUB MAKEUP

☐ Mens

☐ Ladies

☐ Co-Ed

CLUB CATEGORY

☐ Public

☐ Private

MEMBER AGE LIMITS

☐ Ages 18+

☐ Ages 21+

☐ Ages 50+

☐ Ages 55+

☐ Ages 60+

☐ All Ages

CLUB TYPE

☐ Type 1 - Green Grass Facility

☐ Type 2 - Associate Club

CLUB MEMBERSHIP SETUP

☐ Anniversary Year Club

☐ Calendar Year Club

TOURNAMENT DAYS

☐ Monday

☐ Tuesday

☐ Wednesday

☐ Thursday

☐ Friday

☐ Saturday

☐ Sunday

ANNUAL CLUB DUES

☐ \$50 - \$100

☐ \$101 - \$150

☐ \$151+

NO. OF TOURNAMENTS HELD PER YEAR

☐ None

☐ 1 - 5 tournaments

☐ 6 - 12 tournaments

☐ 13 - 24 tournaments

☐ 25+ tournaments

SENDS TEAMS TO PLAY NCGA EVENTS

☐ Yes

☐ No

Advanced search tools to simplify intake for new or returning golfers

- Integration with Google Maps to allow a location search with adjustable distance
- Quickly allow prospective golfers to filter their preferences for their desired course with prebuilt filters
- Each club has adjustable filters to simplify their search options within the club finder tool

NCGA Club Finder – Additional Club Info

Poppy Hills Club3 Miles AwayShow less

Pebble Beach Area

Monday clubThursday clubSunday club

ABOUT US



3200 Lopez Road
Pebble Beach, CA 93953

Tucked into the forest of Pebble Beach, Poppy Hills is a one-of-a-kind golf destination. Boasting breathtaking design and jaw-dropping natural beauty — and featuring the NCGA's elite course-conditioning and hospitality standards — Poppy Hills offers a golfing experience like no other.

Open to all Ages

6-12 Tournaments held per year on Sunday, Monday, Thursday at Poppy Hills GC.

Club website: [Poppy Hills Club](#)

Membership

\$99.00
Per Year

Select

MondayThursdaySundayMembership

Member Registration



Welcome to Poppy Hills Club, an NCGA Club

Click below to join or renew your membership with Poppy Hills Club

[NEW MEMBER REGISTRATION](#)

[I HAVE AN EXISTING GHIN NUMBER](#)

[PRIVACY POLICY](#)

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Member Registration – Existing GHIN Number



Welcome to Poppy Hills Club, an NCGA Club

Click below to join or renew your membership with Poppy Hills Club

[NEW MEMBER REGISTRATION](#)

[I HAVE AN EXISTING GHIN NUMBER](#)

If you are renewing your membership, or were a current/previous member of any other NCGA Golf Club, enter your GHIN number below and select "Continue" in the lower right corner. Please omit all leading zeroes from your GHIN Number.

Unsure of your Handicap ID? Please click [Here](#).

GHIN Number

[SUBMIT](#)

[PRIVACY POLICY](#)

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Member Registration – New Member

Personal Information

Add or confirm your profile information

All fields marked with an asterisk are required

Enter First Name*

Greg

Enter Last Name*

Enter Birthdate*

11/08/1988



Enter Golfer Email*

Enter Gender*

Male



Country*

United States of America



Street Address*

1 Maverick Court

City*

Santa Rosa

State*

California



Zip code*

95404

Mobile Phone Number

Cancel

Continue

Member Registration - Checkout

Payment

Select your payment method for your membership

 Pay with Card

 Pay with Bank

Card Number*

4444 3333 2222 1111

Month*

01-January

Year*

2044

CVV Number*

111

Name on card

Greg Beilstein

Zip code

95404

Summary

1 x Membership

\$99.00

Annually

☒ Automatically renew

Total: \$99.00

Email (for receipt)

gwbeilstein@memberplanet.com

Discount Code

Apply Code

Flexible payment options for new and returning members

- Credit card
- Debit card
- E-check
- Direct payment from bank accounts using our Plaid integration
- Optional Discount Codes

SUBMIT

Member Registration - Success



Congratulations you're all set!

Your reference number is 28216J.

Thank you for renewing your NCGA membership! You'll be receiving an electronic receipt in your email inbox with the details of your payment.

We appreciate the opportunity to work on the behalf of all golfers to grow the game in Northern California, and look forward to serving you!

If you have any questions about your membership, email us at member@ncga.org.

CONTINUE

Events 2.0



Will you be attending?

[Buy tickets](#)

WMA 2026 Annual Conference

December 17, 7:00 AM - December 20, 9:00 PM BST

About this event

Hotel Information:

The conference is being held at the Hilton London Metropole. Please [click here](#) for registration and more information about the location facility.

Sponsors & Exhibitors

Are you interested in sponsoring an event or exhibiting? If so, please [click here](#).

Questions or concerns, please email Elaine Jackson at ej@wma.org or call 424-555-1212

Location



Hilton London Metropole

225 Edgware Rd, London W2 1JU, UK

ATTENDING (29)

Events 2.0 expands upon our existing functionality

- An improved look and feel for dedicated event pages
- Coupons for discounts or to reveal hidden registration options
- Multiple registrations at one time
- Limited availability tickets in terms of inventory and/or time availability
- Enhanced reporting and options to print tickets

Events 2.0 – Ticket Selection

WMA 2026 Annual Conference

December 17, 7:00 AM - December 20, 9:00 PM BST

Cancel

Tickets

Registration- Early Bird

\$250.00 ~~\$275.00~~

Sales end on May 31, 2026, 11:59 PM BST

Registration- Early Bird : This item is no longer available

Attendee Early Bird Registration (Note: the system will automatically assign member or nonmember rates as appropriate.)

Regular Registration

\$275.00 ~~\$300.00~~

Sales end on Oct 31, 2026, 11:59 PM BST

1



Regular Registration. (Note: system will apply the member or nonmember rate as appropriate.)

Coupon

Enter discount code

Apply

Checkout

Order summary

1 x Regular Registration **\$275.00**

Subtotal **\$275.00**

Total **\$275.00**

Events 2.0 – Registrant Information

Ticket 1 - Regular Registration ☒ Same as above

First name*

Greg

Last name*

Beilstein

Email*

Dietary Restrictions**

No restrictions

Ticket 2 - Regular Registration ☐ Same as above

First name*

John

Last name*

Doe

Email*

jdoe@memberplanet.com

Dietary Restrictions**

Vegan

Order summary

2 x Regular Registration \$550.00

Subtotal \$550.00

Total \$550.00

Proceed to payment

Updated checkout experience and ticket-specific customization

- Setup required or optional questions for each ticket option
- Hide ticketing options to only be revealed when using a Coupon code
- Register yourself and others in one simple flow

Events 2.0 – Confirmation Page



Thank you for your order!

Cancel

You are going to

WMA 2026 Annual Conference

DATE

Thursday, December 17, 2026, 7:00 AM - 9:00 PM BST

1 TICKET(S) SENT TO

[Send to another email address](#)

[View ticket\(s\)](#)

Order summary

1 x Regular Registration	\$275.00
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Subtotal	\$275.00
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Discount	-\$275.00
----------	-----------

Total	\$0.00
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memberplanet

Hayden Moffat

BlueGolf Representative



NORTHERN CALIFORNIA
GOLF ASSOCIATION



NCGA Club Rep Day 2026

**BlueGolf TM Premium –
Included with your NCGA
Membership**

BlueGolf TM Overview- Built for Clubs

- Be up and running in less than 60 minutes.
- Maximize efficiency with a modern layout.
- Lightning-system, pages load instantly.
- Golfers love the enhanced features.



Tournament Schedules



Tournament Info Pages



Pairings & Tee Times



Printed Reports



Extensive Library of Formats



Score Entry



Live Online Leaderboards



Full Integration with GHIN



BLUEGOLF TM PREMIUM UNLIMITED

- BlueGolf TM Premium is now included FREE for ALL NCGA member clubs
- Full-featured TM platform trusted by clubs nationwide
- Access to all Premium features previously only available with a paid upgrade
- \$4,275 annual savings over competing TM product



BlueGolf
TM Club

BlueGolf TM Premium Features

Unlock a powerful suite of advanced tools built to streamline tournament operations, elevate player engagement, & create a seamless experience for administrators and golfers.



Live Scoring



Text Messaging



**Online Registration &
Payments**



League Management



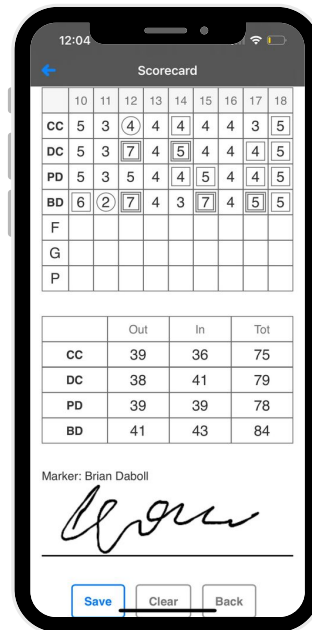
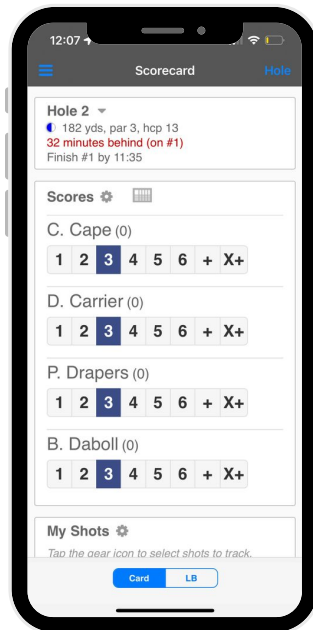
TD App

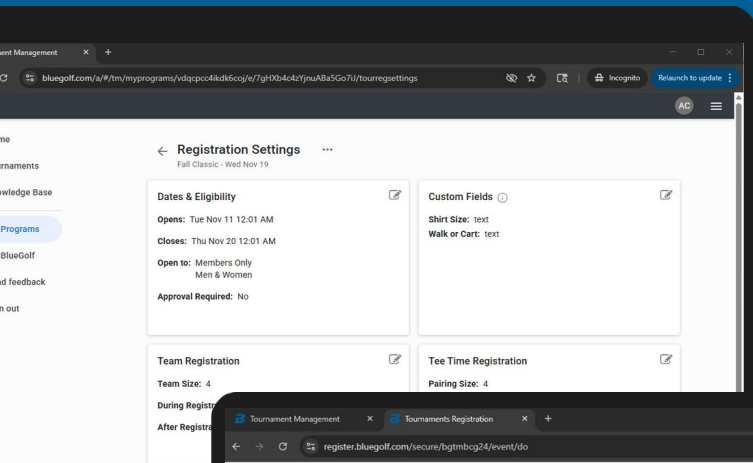


Integrated Club Systems

Live Scoring

- Real-time digital scoring done by players
- Faster results & fewer scoring errors
- Eliminates paper score collection
- Advanced Features – Hole Locations, Course Tours, GPS Distances, Pace of Play





Online Registration & Payments Made Simple

01

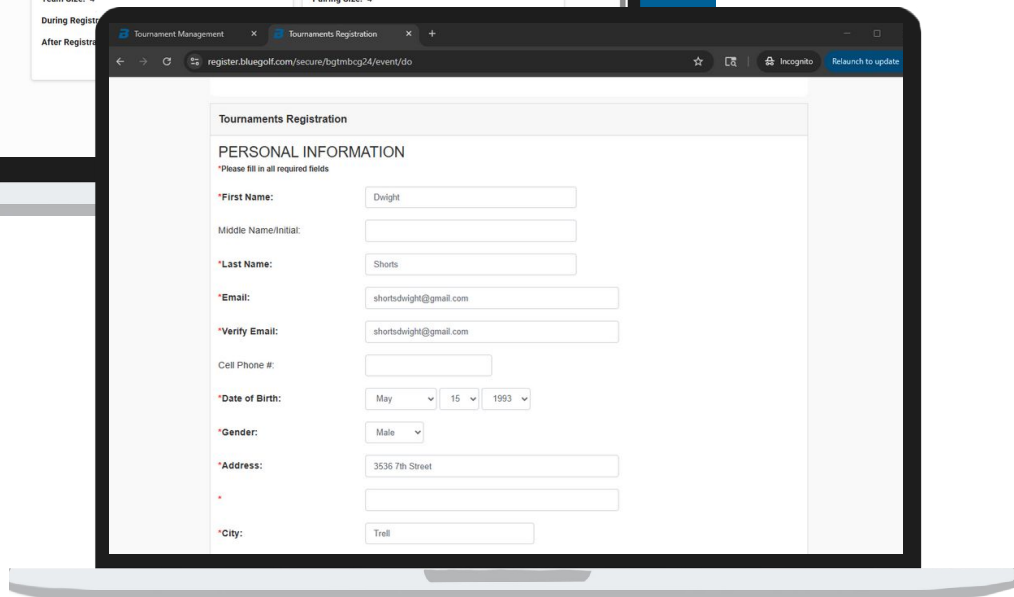
Integrated Payment Processing: Added convenience for golfers. Fewer phone calls and less manual work for staff.

02

Customizable Registration Options: Configure tee time or team registration, add custom information fields, and set multiple pricing options per event.

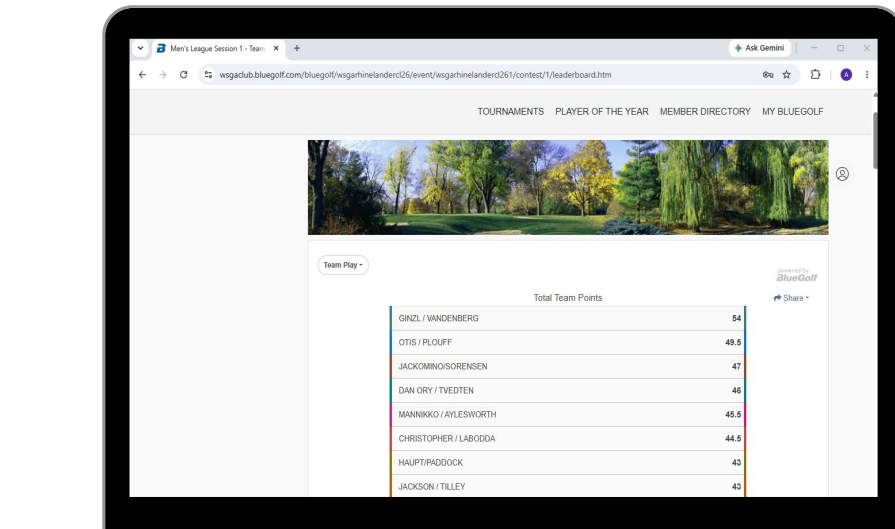
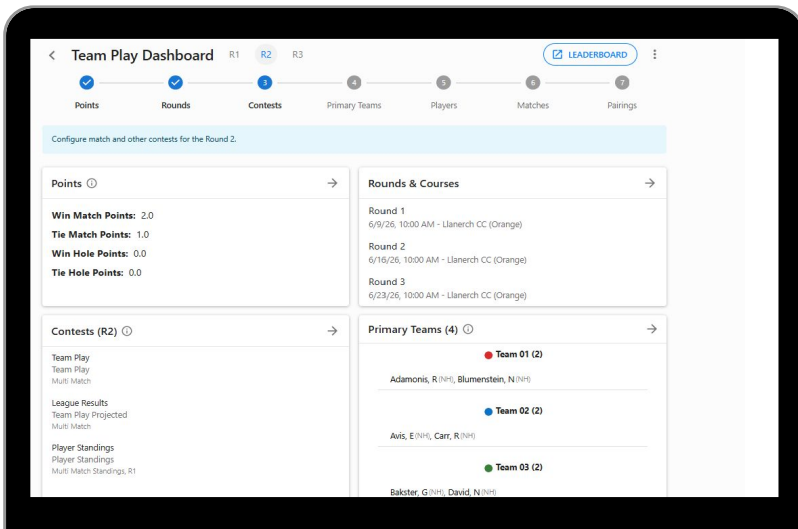
03

Full Schedule Control: Manage registration open/close dates and build a complete, branded tournament schedule with consistent settings across events.



League Management

- Dedicated League Management Dashboard
- Step by Step League Setup
- Season Long Match Results and League Standings



TD App: Mobile Tournament Control for Administrators

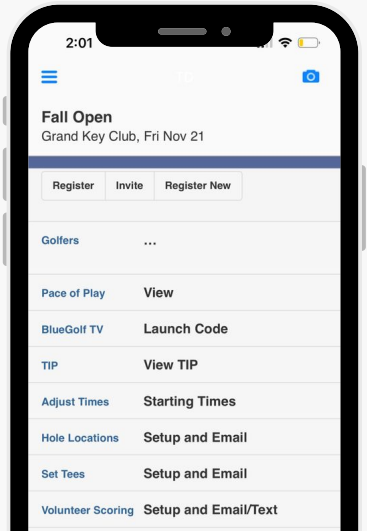
01

Mobile Tournament Management: Adjust player information, edit pairings, enter scores, and update hole locations directly from the app.



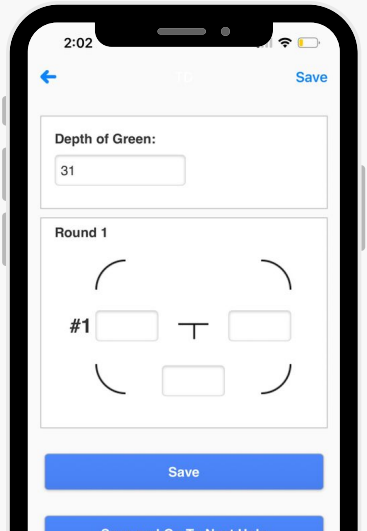
02

Real-Time Live Scoring Control: Check players in and out of live scoring and monitor scoring activity while on the course.



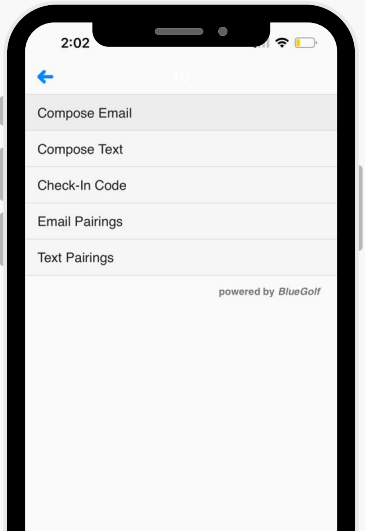
03

Instant Communication Tools: Send emails and texts to players or groups for quick updates, reminders, or alerts during play.



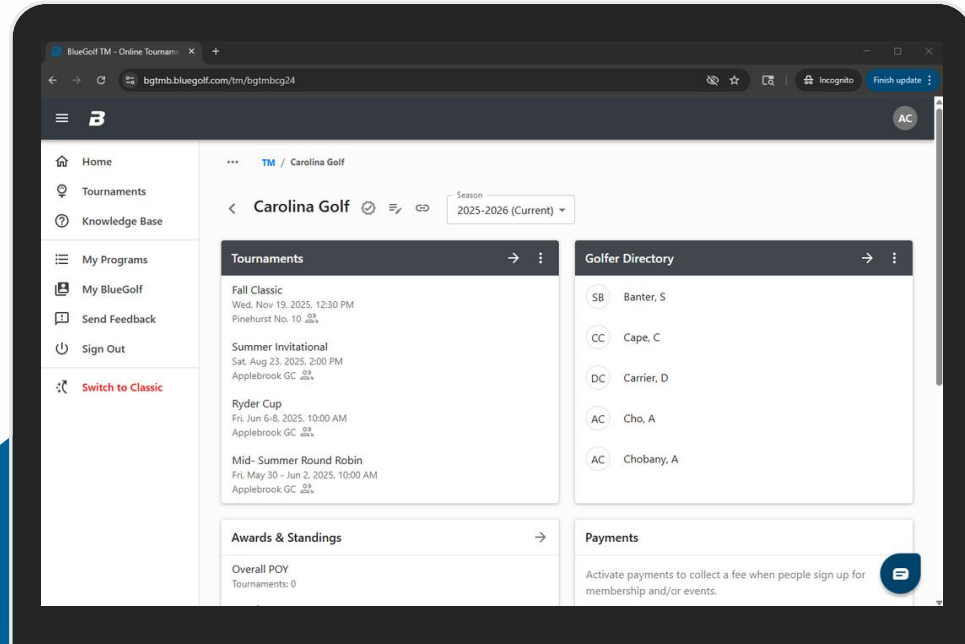
04

On-the-Go Efficiency: Make fast, accurate changes from anywhere—ideal for managing events without needing a laptop or returning to the clubhouse.



Introducing the New BlueGolf Tournament Manager Experience

The new BlueGolf TM experience is faster,
cleaner, and built to manage
tournaments more efficiently.



A Better Tournament Management Experience for Administrators

Faster, Smoother Performance

Faster load times and more responsive navigation across TM.

1

Result

Less waiting, more productivity.

Updated User Interface

A modern, uniform design with consistent buttons, fields, and notifications.

2

Result

Easier navigation and quicker staff onboarding.

Shareable Links & Navigation

Direct links to key views plus breadcrumb navigation for easy backtracking.

3

Result

Faster access and better collaboration.

Organized, Actionable Reporting

Reports grouped into clear, tabbed categories.

4

Result

Find insights faster and simplify reporting.

Built for the Future

New TM experience powers all future enhancements, with Classic still available during transition.

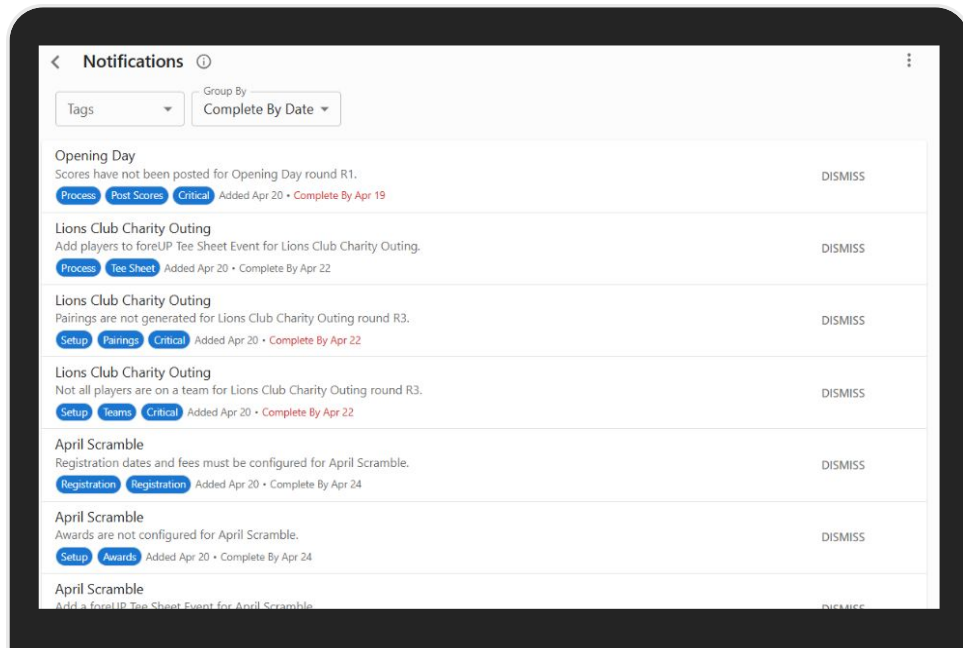
5

Result

A platform designed to grow with your tournaments.

TM Notifications Center

- Highlights important actions & reminders across your tournaments—like incomplete setup, missing pairings, or upcoming deadlines.
- Stay on top of your tournaments—your centralized place for important reminders & time-sensitive tasks.
- Instead of manually checking each event, the system automatically surfaces what matters most—right when you need it.



TM Notifications Center

Notifications are focused on time-sensitive items, such as:

Before Registration Opens:

- Tournament not visible
- Registration setup incomplete

During Event Setup:

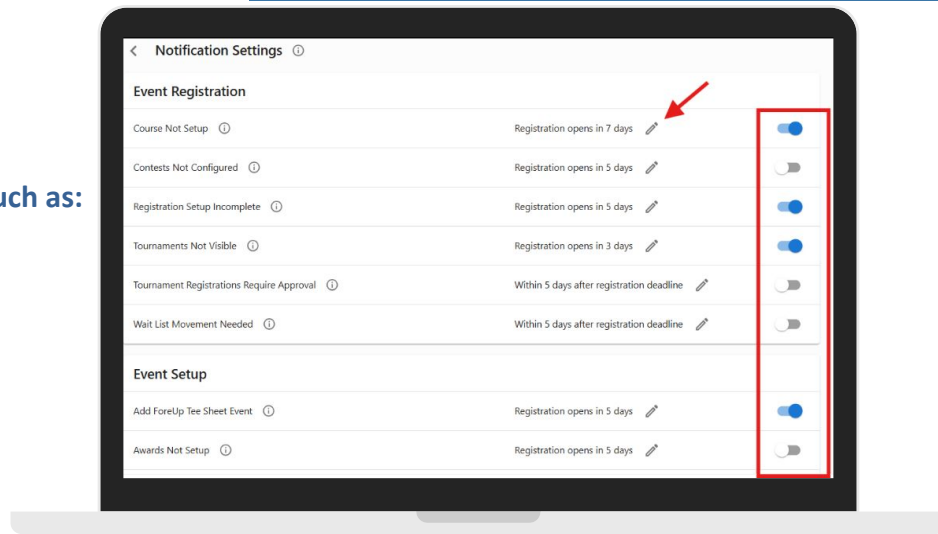
- Course, Contests, or awards not configured
- Missing Player/Team Assignments

Leading Up to Event:

- Pairings not created
- Live Scoring not ready

After or During Play:

- Scores not posted
- Awards not completed
- Handicap Indexes not updated



Q & A

Brett Armstrong

Chief Operating Officer, Poppy Holding Inc.



NORTHERN CALIFORNIA
GOLF ASSOCIATION

NCGA OWNED PROPERTIES

Poppy Hills

Poppy Ridge

NORTHERN CALIFORNIA GOLF ASSOCIATION

THE PROPERTIES

Poppy Hills *Pebble Beach, CA*

Designed by Robert Trent Jones Jr.

Opened in 1986

Renovated in 2013 by Robert Trent Jones Jr.

Rated #14 Best Public Access Course in California

Golfweek 2026

Poppy Ridge *Livermore, CA*

Designed by Rees Jones

Opened 1996

Championship Course Renovated in 2024

Rated #4 Best Public Access Course in California

Behind Pebble Beach, Spyglass & Pasatiempo | Golfweek 2026

Poppy Hills — NCGA Member Rates

WEEKDAY RATE

\$95

\$350 PUBLIC RATE

Save \$255

WEEKEND RATE

\$125

\$350 PUBLIC RATE

Save \$225

TWILIGHT RATES

\$60 WD
\$90 WKD

**\$120/\$150 PUBLIC
RATE**

50-60% SAVINGS

THE SAVINGS

NCGA members pay \$95–\$125 vs. the \$350 public rate — saving up to \$255 per round. Members also receive discounts in the golf shop.

Poppy Ridge — NCGA Member Rates

CHAMPIONSHIP 18

WEEKDAY RATE

\$70

\$150 PUBLIC RATE

Save \$80

WEEKEND RATE

\$100

\$175 PUBLIC RATE

Save \$75

TWILIGHT RATES

\$50 WD

\$75 WKD

\$80/\$100 PUBLIC RATE

25-40% SAVINGS

THE RIDGE 9

9-Hole Rate: \$25 Weekday/\$35 Weekend. Book and play your way. Great option for beginners, seniors, or those that just want to play a quick 9.

Booking Your Tee Time

GHIN SYSTEM

Keep Your Info Current

Your GHIN data flows directly into the tee sheets at both courses — enabling fast, seamless access to NCGA member rates.

Encourage your members to update their information via the GHIN app or website.

NOTEIFY — VIRTUAL WAITLIST

Never Miss Out on a Tee Time

Both courses are in high demand. Noteefy lets members join a virtual waitlist — select preferred days and times and get notified the moment a spot opens.

Members also receive a text reminder before their tee time. Reply 1 to confirm, 5 to modify, or 9 to cancel.

TIP Remind members to keep GHIN info current — it's the key to seamless tee time access at both properties.

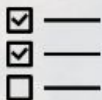
Poppy Ridge NCGA Tee Time Waitlist

Get notified when tee times are available at Poppy Ridge NCGA based on your preferences.

 [Click Here to Get Notified](#)

How Noteefy Works

[Check out the video here to learn more](#)



Set your playing preferences (Future Days, Time Range, Players).



We'll send you a notification when a tee time becomes available.



Click to book - but be sure to move fast! Times are first come, first serve



If you got the time, make sure you click the 'Stop Notifications' button to pause the search.



Enjoy your round and hit 'em straight!

Outings & Events

NCGA CLUB OUTINGS

16+ Players

Groups of 16 or more can book outings up to one year in advance at member rates.

Submit an inquiry on either course's website — a Group Ambassador will follow up with details.

CORPORATE EVENTS

All Event Types

The properties host corporate and charity events of all types.

Visit the website to complete a request for proposal and our dedicated events team will be in touch.

BANQUETS & DINING

Full-Service Dining

Full-service restaurants at each property are available for a-la carte service as well as non-golf banquets and special events.

Perfect for off-course club gatherings.

INSIGHT

Club outings can be booked up to a year in advance — lock in your date early at either property.

KEY TAKEAWAYS

POPPY HILLS & POPPY RIDGE

NORTHERN CALIFORNIA GOLF ASSOCIATION

VALUE. Members receive preferred rates and are rated among the top benefits of NCGA membership.

COURSE CONDITIONS. Course conditions at both NCGA owned golf courses are rated best-in-class.

NCGA CLUB OUTINGS. Groups of 16+ can book up to a year in advance. Inquire on the course website — a Group Ambassador will handle the details.

KEEP GHIN CURRENT. Up-to-date member info means seamless tee time access at both properties.

SPECIAL EVENTS. The properties host a variety of special events. Complete a request for proposal for your next event.