



**ARIZONA GOLF ASSOCIATION
DUES STRUCTURE FOR 2010**

MEMORANDUM

June 24, 2009

TO: AGA Member Clubs; Delegates, Handicap Chairmen, Treasurer, Billing Dept.

FROM: Ed Gowan, Executive Director and the AGA Executive Committee

RE: Dues Structure for 2010

At our Spring Meeting on March 5, 2009, we announced a dues increase for 2010. Effective January 1, 2010, our dues will be \$35.00 for an 18-hole membership and \$20.00 for a 9-hole membership.

Since the Spring Meeting, we have been talking with several clubs and members about some options to lessen the burden of an increase for our clubs.

Our Executive Committee has considered all of the suggestions and, as a result, is prepared to offer two options for 2010. We present an overview at this time. More information will be sent to you over the next few months as the programs and details are finalized.

1. Option #1 – \$35.00/member for 18-hole clubs: \$20.00/member for 9-hole clubs

Clubs take care of collecting dues from the membership as they have in past years. Membership will include the following:

- All current benefits of membership;
- A \$10.00 Gift Card from participating AGA partners (redeemable at www.azgolf.org);
- A one-year trial membership in the AGA's new individual program **Access AZGolf**;
- Opportunity to upgrade your **Access AZGolf** membership to include the Rewards Program and a one-year subscription to Golfweek Magazine.

2. Option #2 - \$25.00/member for 18-hole clubs: \$15.00/member for 9-hole clubs

Clubs allow their members to join or renew online at www.azgolf.org. Those members electing to sign up online will receive a \$10.00 discount on the AGA's portion of the dues. Dues that are collected by the AGA will be credited against the club billing. Members will be entitled to the following:

- All existing benefits of membership except the club website program offered by Golf Fusion. There will be an additional club charge for that service;
- A \$10.00 Gift Card from participating partners (redeemable upon payment);
- A one-year trial membership in the AGA's new individual program **Access AZGolf**
- Opportunity to upgrade **Access AZGolf** program to include the Rewards Program and a one-year subscription to Golfweek Magazine.

Attached is a table outlining the two options and the benefits that accompany each option as well as a series of frequently asked questions. More information will be available on the **Access AZGolf** program in the fall.



ARIZONA GOLF ASSOCIATION 2010 MEMBERSHIP CATEGORIES



Benefits	Club Membership		Access AZGolf An Individual Membership	
	Option #1 Renew at club	Option #2 Renew Online	Club Member Upgrade	New Individual Member
Program Cost	\$35	\$25	One-Year Free Trial	\$29.95
On-Line Club Renewal	●	●	●	●
Handicap Service and Email revisions	●	●		
Computer with Technical Support	●	●		
Course Ratings (service and access to rating info)	●	●		
Club Membership Drive & Marketing	●	●		
Tournament Pairings Program and support (TMS)	●	●		
Club Team Championship	●	●		
AGA Tournaments and Championships	●	●		
Golf Fusion Club Program	●	\$400 per year (optional)		
Gift Card choice upon joining or renewal	\$10 value (redeem on-line)	\$10 value		\$20 value
Golfweek Subscription	\$10 (\$30 value)	\$10 (\$30 value)		●
Member Card	●	●	●	●
AGA Magazine	●	●	●	●
E-newsletters	●	●	●	●
Member Days	●	●	●	●
Access to Standard Discount Packages	●	●	●	●
Access to specialty discounts			●	●
Access to Golf Course green fee promotions			●	●
Golfers IQ Scoring and Statistics			●	●
Points Rewards Program			Upgrade	●
Bonus Reward Points upon Joining				●

**ARIZONA GOLF ASSOCIATION
DUES STRUCTURE FOR 2010
FREQUENTLY ASKED QUESTIONS**

Q. When was the last time the AGA raised its dues?

A. 1998 – twelve years ago

Q. Why does the AGA find it necessary to raise dues?

A. For the past twelve years the AGA has answered the needs and requests of our members by adding benefits and improving existing programs. At the same time costs have increased **45%**. We simply can't absorb another 4% increase in costs without eliminating certain services. The dues increase and new *Access AZGolf* program are the solution. Clubs will benefit in several ways - added value for members, retention of all services and programs, marketing services for public clubs and better communications about future offerings for individuals.

Q. What programs have been added or improved upon over the past 12 years?

A. Virtually every department has made changes to increase or improve benefits to our members. A portion of those changes are listed below:

- Developed a state of the art handicap system through a partnership with EZLinks and the AWGA to provide on-line real time opportunities for posting scores and a seamless transfer of scores to other associations for our multi-members;
- Provided computer equipment and label printers to all golf course facilities and assisted clubs in connecting the computers to the Internet;
- Added the ability to have your handicap revision emailed directly to you;
- Expanded our tournament schedule to include one-day fun events geared toward the average player; Senior Series, Mid-Amateur Series and Member Days;
- Introduced the very popular Club Team Championship;
- Created the Club Delegate program to become more connected to the clubs and provide for an exchange of information between the AGA and the clubs;
- Designed our first website www.azgolf.org in 1998. Since then we have gone through two redesigns in order to answer the needs and demands of our members;
- Improved our magazine *Arizona The State of Golf* in order to provide information that is important to our membership;
- Added value to your membership through the development of partnerships in the community to provide special pricing and/or discounts to our members.

Q. How does the \$10 discount program work?

A. Your club just needs to agree to allow members to sign up online and provide us with information about your club; your membership fees are (including the \$25 due to the AGA), information about your club activities and a contact name and telephone number. Beginning in October, the AGA will post your club information on our website. Club members are directed to come to the AGA website for renewal, select the club where they want to renew their membership, and then pays their dues. They'll immediately receive a \$10 coupon from a participating AGA partner.

The AGA will then credit the amount paid to your club's billing account. In January, once we generate the bill for the club, it will be reduced by the dues collected for your club on-line.

AGA MEMBER DUES FOR 2010 FREQUENTLY ASKED QUESTIONS

Q. Do all of your members have to agree to sign up online?

A. No. We realize that not everyone likes paying online with a credit card. Those members that choose to pay the club directly will be required to pay \$35.00.

Q. What are the advantages to a club for adopting the \$10 discount program?

A. There are several advantages to the club:

- The AGA becomes your collection agent for membership dues.
- Your members can pay their dues with a credit card (the AGA will absorb the credit card fees).
- The AGA will gather the member information to ensure that the member receives all his benefits, including the AGA Magazine and his semi-monthly handicap revisions.
- The system will automatically inactivate any member who hasn't paid his dues by December 31, assuring that the club is not billed for those members.
- Your member is given an opportunity to take advantage of other programs and discounts offered by the AGA such as discounted subscriptions, USGA membership, etc.

Q. Are new members able to sign up online?

A. Yes. Not only will the AGA become your collection agent, but we will also be your marketing agent. Just let us know if your club is accepting new members and we will advertise on our website and sign them up right then and there. Once they have paid, we will automatically notify your club via email.

Q. How do clubs get paid for those members?

A. Each time a member pays his dues, we will credit your account with the entire payment. In January, when we receive the summary of your membership roster, we'll determine whether the club still owes us money or whether we owe you a check back. To illustrate: Let's assume your club dues are \$75.00 and you have 100 members. If 50 of them sign up online, we will collect \$3,750.00 (50x\$75). In January the amount due to the AGA for your 100 members is \$3,000 (\$1,250 for those members that signed up online at \$25 and \$1,750 for those that paid the club directly at \$35). In this example the AGA would issue a check back to the club for \$750.

Q. Do we have to allow the AGA to collect our entire membership fees?

A. No. If you would prefer, we can collect the \$25.00 AGA dues only. We'll credit that amount to your billing statement.

Q. What is the AGA's Access AZGolf program?

A. This is a new membership program that will be available beginning in 2010 and is targeted at the individual golfer. It will provide members with special offers, discount pricing and ACCESS to:

- \$10.00 Gift Card from participating partner for joining
- Rewards program
- Special golf promotions at participating golf facilities;

**AGA MEMBER DUES FOR 2010
FREQUENTLY ASKED QUESTIONS**

- Opportunity to play in AGA Member Days at golf courses otherwise not available to them
- Regular Member's Only offers from participating vendors
- Specials on Stay and Play Packages
- Tools for analyzing their game
- Group insurance rates
- And More.....

We are planning a test run of this membership program soon. Look for information on our website. Sign up to participate in the test and receive a one-year subscription to Golfweek Magazine.

Q. What is the Rewards Program?

A. This is a part of the Access AZGolf program and is currently under development. It's designed to reward members for taking advantage of the special offers. The more you use the card, the more reward points you accumulate. The points can be redeemed for golf, apparel, equipment, casual and fine dining, and travel.