

British Columbia Golf Member Newsletter

May 2010

Look for Tee Times Online

Golf British Columbia offers golfers the opportunity to look for and book their tee times on line at some of the best golf courses in BC. The tee time database comes directly - live - from the electronic tee sheets at the courses, so you know exactly what is available, and the cost at that very moment.

You can book ahead to reserve tee times for a trip, or look for tee times that morning to see what is available, where and at what cost. Often courses will offer discount tee times and list them on the system if they see some availability due to a tournament or just at a slow point in the week.

Check it regularly on the website under the Book Now section on the right side of the website.

Golf the New Predator Ridge Course Before its Open to the Public

Play the new Predator Ridge course – The Ridge before its open to the public.

Earn serious bragging rights. Play The Ridge Course before everyone else. There's only one way to get exclusive early access: book a stay at Predator Ridge.

For \$379 per person* you'll receive one round of golf on The Ridge Course before it opens to the general public, plus one round of golf on The Predator Course and two nights at the Predator Ridge Lodge.

Email the Golf British Columbia Concierge at sales@bcga.org

*Based on double occupancy in a Studio Suite. Taxes additional. Subject to availability. Some restrictions apply. Valid for Stay and Play in July 2010.

Telus World Skins Game

The **TELUS World Skins Game**, renowned for bringing some of the top names in golf to Canada each summer, rounded out the 2010 field today with the addition of two players ranked in the Top 20 of the Official World Golf Rankings. Ian Poulter of England (ranked 7th) and Retief Goosen of South Africa (ranked 16th) will be joining the previously announced trio of Camilo Villegas of Colombia, Fred Couples of the United States and Canada's own Mike Weir when the event visits Victoria, B.C.'s Bear Mountain Resort in June.

Poulter, who earned his first PGA TOUR victory in February at the World Golf Championships – Accenture Match Play, made his first appearance in the TELUS World Skins Game last summer and was an instant hit with the fans in Québec City. Known as one of the most colourful players in golf for radical outfits he sometimes wears on the course and his engaging personality, Poulter can be looked at as a serious contender for the 2010 TELUS World Skins Game title.

Like Poulter, Retief Goosen will also be making his second appearance in the TELUS World Skins Game, having played in 2007 when the event was held in Collingwood, Ontario. With 30 international victories to his credit, including U.S. Open Championships in 2001 and 2004, Goosen is one of the top stars of the game.

The two-day event will be held on June 21 and 22, 2010 and will feature five of the top names in international golf each representing a different country. The intimate, relaxed setting of the Skins Game format allows players to engage with the cameras and the crowds as they compete against each other for pride, prize money and the event's designated charity, Jeneece Place. In many ways, watching these pros at this type of event is more fun than at a PGA Tour event - the crowds are usually smaller, there's more interaction with the crowds, and the players are trying shots they wouldn't normally in a competition.

A two-day pass for the 2010 TELUS World Skins Game is priced at \$165 (plus applicable taxes), with a 50 per cent discount for children 12 and under. Tickets will go on sale to the public on Monday, April 12 at 9 a.m. (Pacific Time) and can be purchased online by visiting www.telusskins.com or by calling 1-866-60SKIN1 (1-866-607-5461).

If you would like to combine a few days of golf in Victoria or Vancouver Island along with attending the event, contact Patrick at sales@bcga.org.

Arbutus Ridge Ups Its Game

A primary market for the Arbutus Ridge Golf Club is Victoria. Two 18 hole golf courses have been added to this market in the last few years and another 18 hole course is opening in 2010. What to do? "Increased competition calls for increased differentiation, and new competition creates the need to invest more heavily into improving the products and services you offer", says General Manager, Jason Lowe. "On Vancouver Island all the golf courses work together very well to bring in destination golfers, but you need to protect your market share anytime new products arrive. New fresh product usually brings more destination golfers, but also changes the supply and demand ratio for local golfers", finishes Lowe.

The Arbutus Ridge Golf Club has identified its competitive advantage along with ways to strengthen the advantage and add new elements that will distinguish the facility from the competition. "There's lots involved in the process and knowing you can only do so much every year, we've really focused on sustainability as something we'd like to do better than any other facility on Vancouver Island and we've recently won an award for our efforts in that particular area", says Lowe.

In regards to service, the Arbutus Ridge Golf Club measures its performance on Guest Experience Surveys. 2009 proved to be the best year on record for these survey results, demonstrating that the culture and training at the facility are at an all time high.

Here is a list of improvements that the golf course and clubhouse have seen in the last couple of years, along with projects happening in 2010: rebuilt #14 tee, rebuilding #6 area around green, rebuilding #4 tee, rebuilt #16 tee, granite rock feature being added to #15 pond, 18ft fountain being added to #18 pond, new greens roller, added 52 trees to golf course, new cart paths on several holes, adding new drainage on #10, two new nursery areas created, planting of wildflowers in several areas, new carpet in the clubhouse, bathroom

renovations in the clubhouse and on the golf course, new chairs in the Satellite Bar & Grille, clubhouse entrance fountain for the Satellite Bar & Grille, new real wood table tops in the Satellite Bar & Grille and more!