

# **Win up to \$1,000 Award from the ESF!**

AN EMPLOYEE OF AN MGCOA MEMBER MAY RECEIVE UP TO A \$1000 AWARD FOR INNOVATION AND INITIATIVE IN THE SUPPORT AND DEVELOPMENT OF THE GOLF BUSINESS IN WHICH THEY ARE EMPLOYED. EXAMPLES: NEW PRODUCT, SERVICE, SYSTEM OR OPERATION, TECHNOLOGY, ETC.

*The winner of the 2016 “John Dodge CARPE DIEM Award” will receive a check from the MGCOA Scott Family Educational Support Foundation for \$500 - \$1000. Each candidate must be actively engaged in the day-to-day operation of the business.*

## **PROGRAM OVERVIEW**

Our goal is to tap into the passion, knowledge, and creativity of the individuals who are employed at Michigan golf courses. John Dodge believed in and supported the entrepreneurial spirit found, sometimes, in unlikely places. Dodge believed in looking within your organization to find the talent and creativity to make your business something more than ordinary. This scholarship was created with that in mind. We want to reward unique and innovative products, programs or services that make your golf course stand out. This recognition award will be presented to the staff member of an MGCOA member golf course that demonstrates creativity and success.

## **GENERAL INFORMATION**

- **NUMBER OF ENTRIES** – Companies may submit any number of candidates’ programs for award consideration. Submit one entry form for each program.
- **USAGE OF MATERIALS** - Submission of entries authorizes the Michigan Golf Course Owners Association, and the Educational Support Foundation to use the information in publications and for promotional activities. Applications and support materials will not be returned.
- **AWARDS RECOGNITION** - All finalists may be included in an edition of *Tee-Off Times* and will be made available to MGCOA members, the media, the NGCOA and others interested in their entrepreneurial programs.

## **CRITERIA**

To be considered, programs must have contributed to the existing business through innovation and execution. The program, product or service must be unique to the general business model of the Member. The following criteria will also be considered when reviewing and judging the entries:

- **BACKGROUND** - How did you develop the program and how long has it been in existence?
- **GOALS** - What is the goal of your program? Who is your target customer?
- **INNOVATION** - What is innovative about your development program?
- **IMPACT** -How do you measure its impact or success?

## **ENTRY PROCESS**

The application package must contain the following:

- **OFFICIAL ENTRY FORM**
- **PROGRAM SUMMARY** - The program summary should be an overview of the program, no more than 300 words. Because the judges will utilize the criteria in the review process, please be sure to address each of the criteria above within the summary.
- **VISUAL MATERIALS** - Photographs, program materials, incentives, company logos and other reproducible materials are welcome and encouraged. Letters of support from customers or participants are also encouraged (limit three per application). All submitted materials become the property of the Michigan Golf Course Owners Association.

Please describe in detail your player development program and send it to the MGCOA no later than November 15, 2016 to be eligible.

**ENTRY FORM MAY BE COPIED**

**John Dodge “Carpe Diem”**  
**Entrepreneur of the Year Award**  
RECOGNIZING INITIATIVE AND INNOVATION

**ENTRY FORM**

APPLICANT \_\_\_\_\_ STAFF POSITION \_\_\_\_\_

COURSE \_\_\_\_\_

OWNER(S) \_\_\_\_\_ EMAIL \_\_\_\_\_

ADDRESS \_\_\_\_\_ PHONE \_\_\_\_\_

CITY, STATE, ZIP \_\_\_\_\_

APPLICANT’S PHONE \_\_\_\_\_ APPLICANT’S E-MAIL \_\_\_\_\_

PROGRAM NAME \_\_\_\_\_

APPLICANT’S SUPERVISOR \_\_\_\_\_

Applications must include this entry form (which may be photocopied) and program’s description in 300 words or less, explaining how it relates to our award criteria.

**DEADLINE NOVEMBER 15, 2016**

Please return this entry form and program description along with any materials to:

**Kate M. Moore**  
**Michigan Golf Course Owners Association**  
**603 S Washington St.**  
**Lansing, MI 48933**

**(517)482-4312; (800)860-8575; FAX (517)267-8984**