

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

AN EMPLOYEE OF A MGCA 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 2021 “John Dodge CARPE DIEM Award” will receive a check from the MGCA 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 MGCA 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 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 MGCA 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 Association.

Please describe your product, program or service in detail and send along with entry form to MGCA no later than November 10, 2021 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 10, 2021

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

Jada Paisley
Michigan Golf Course Association
1005 Abbot, Suite A
East Lansing, MI 48823

(517) 482-4312; (800) 860-8575; FAX (517)267-8984
Email: jpaisley@michigangca.org

Win up to \$1,000 Award for your innovation!