



Course Trends

As informed in the last issue of "On The Fringe" the GEM Program has a new course in its curriculum. The latter half of the Software and Technology class focuses on what Course Trends offers to the golf community. Course Trends is located in Austin, Texas and is the #1 Provider of Online Golf Marketing. We have been fortunate enough for this great company to open their doors and offer their services to our students. They have set up live internet websites that simulate a golf course and students are learning how to e-market and gain attention from viewers to produce rounds and revenue for their "course." The importance of collecting prospective customer's information, especially emails, is crucial and Course Trends is making that easier through a number of proven techniques. Directors of Marketing and Sales, Gary Eanes and Dave Hernandez, joined the class all the way from Texas for a presentation on what the company does and how they operate.



Software and Tech students with Gary Eanes and Dave Hernandez

These guys have been vital to the success of implementing this into the classroom and have really shown us how easy their system is to use. A number of students will be interning at courses this summer that are currently using Course Trends and with their Software and Technology Certification they will be able to bring that little something extra to the table.

The addition of Course Trends and Fore! Reservations is furthering the advancement of the GEM Program. It is setting us apart from other golf management programs and people in the industry are starting to take notice. Being the only school to teach with these golf technologies in the classroom, one can only wonder how far the GEM program can go. The possibilities are endless and we are truly showing that this semester.

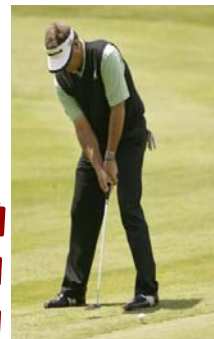
GEM Advisory Board

Recently the GEM program had a number of industry professionals come on campus to discuss the direction of the program. We have taken their expertise and advice and will continue to use them as resources in the future. Be on the lookout for changes to improve the program in the years and semesters to come. Thanks to everyone that participated, your time was greatly appreciated!

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ON THE FRINGE

UW-Stout Men's Golf Team Going To Nationals!

The GEM Department would like to congratulate the members of the Men's Blue Devils Golf Team on their great accomplishment. They have qualified to compete in the NCAA D-III National Tournament at the PGA Village in Port St. Lucie, FL from May 13-16. The GEM Department currently has seven of the 10 active members playing on the team: Paul Speltz, Derek Holmes, Dieter Zuehlke, Andy Smith, Dan Nelson, Ethan Schmitz, and Sean Larson. It is no doubt that the GEM Program is drawing some great golfers to participate on the varsity level and we hope that this trend will continue in the years to come so that we can ultimately bring the championship home to Menomonie. Best of luck guys!

GEM Golf League Results

The GEM department has a lot of other great golfers (besides the varsity guys) and most of them competed in our very own golf league, new this semester. Just finishing up last week was a season full of excitement and competition. There was an average of over 20 golfers each week which is pretty good for the first year. As time goes on I can only see our league growing. A word of thanks is in order to the Whitetail Golf Club for their hospitality and to Stephen Jurgella who organized the league and made it a sensation!

We also had the 1st Annual GEM Golf Scramble which was held at the Menomonie Country Club and was a great success. Although it was a rainy week the sun came out on the day of the tournament and heated up the action between the seven teams. Everyone had a great time and enjoyed the cookout that followed. Riley Worple put in a lot of work for this event and we would like to thank him for his effort.

These two events were an opportunity for our students to apply what they learn in the classroom into real life scenarios. Hopefully more students will take the initiative to plan additional events next year.

As the semester winds down, so do we here in the GEM Department. But with summer brings golfing and internships; two of our most desired things to do. To everyone going off to an internship, good luck and learn as much as you can in your short period of time.

Be sure to bring that knowledge back to campus in the fall and share it with all of us.

Everyone in the Department would also like to congratulate all eight of our GEM graduates. We wish them the best of luck in everything they go on to do.

We know they will make us proud!

Until next year – Fairways and Greens from On The Fringe!

Written and Edited by Ryan Bloms