



**GOLF
IS
GOOD,**



CGCOA

California Golf Course Owners Association

**GOLF IS
GOOD
AMBASSADOR
PROGRAM**

Introductory

Training

Ambassador Training Agenda

- Program Overview
 - Introduction to being an Ambassador
 - Benefits of Being Ambassador
- Legislative Process Overview
- Advocacy Overview
 - Do's and Don'ts of Advocacy Meetings
 - Tips for Successful Meetings
 - Meeting Follow-up
- Talking The Issues
 - Three current discussions (For example - Golf teaching professionals/independent contractor status, Keeping courses open during pandemic, Image of the game)
 - Review of Handouts
- Course Visits/Relationship Building
- Final Thoughts

Legislative Process

- Congress versus California Legislature
- Number of Legislators
 - Assembly/Senate
 - Terms/Limits
- Bill Limit
 - Assembly/Senate
 - Total Bills Annually
- Calendar
 - Committees
 - Deadlines
- Gut and Amend
- Governor's Decision
- Effective Date

Advocacy Overview

- Do's and Don'ts of Advocacy Meetings
- Tips for Successful Meetings
- Meeting Follow-up
- Course Visits/Event Invitations
- Future Meetings

BUILDING A RELATIONSHIP!