

MEMO

TO: Philadelphia PGA Professionals

DATE: Winter / Spring 2023

FROM: Ron Stepanek, PGA
Business Development Executive

RE: Overview of BrightView Golf Maintenance

As a fellow PGA Professional, it is a privilege to have BrightView Golf Maintenance continue to sponsorship the Philadelphia PGA. In return, I ask a simple favor of you:

1. Keep BrightView Golf Maintenance on your radar. Let me know if you are ever interested in learning more about our golf maintenance services for your facility.
2. Tell other course operators about BrightView Golf Maintenance. Our company suffers from both brand and product awareness, thus if you know of a club that could be more successful with an enhanced maintenance program, please tell them about BrightView.

I respect BrightView Golf Maintenance is not for everyone. However, if there is a chance we could reduce maintenance costs and/or improve your conditions, might it be worth the time to learn more about our services?

Much appreciated,



Ron

Impact on Results

By partnering with BrightView you would benefit significantly from our ROI impact:

Impact on Your Course:

- Science based, customized maintenance and agronomics plan, impacts:
 - Efficiencies → impacts costs
 - Effectiveness → impacts conditions
- Ph.D. and BVGM team of certified superintendents, impacts:
 - Ongoing oversight
 - Trouble-shooting solutions
- Access to golf course architect → impacts master planning
- Access to our purchase power and financing
- Ongoing research on industry trends and product evolution
- Continual monitoring of weather patterns and maintenance issues migrating across the U.S.

Impact on Your Administration:

- BVGM manages / oversees day to day maintenance program, i.e. takes off your plate
- BVGM handles all HR (payroll, benefits, background checks, workers comp, etc.)
- BVGM brings standard policies and procedures, including focus on employee safety
- BVGM assumes liability for accidents and incidents, we assume nearly all the risk

Impact on Your Superintendent and Crew:

- Preference is to retain existing superintendent and crew
 - Historical / institutional knowledge → Impacts transitional consistency
 - Maintain all compensation levels → Impacts loyalty
- Proactive oversight and mentorship, impacts
 - Enhanced performance, i.e. with our resources any superintendent could be better
 - Transparent communication and engagement
- Standard policies and procedures
- Long-term consistency and stability, especially in times of transition
 - BVGM takes on majority of the burden

BVGM's Team of Experts



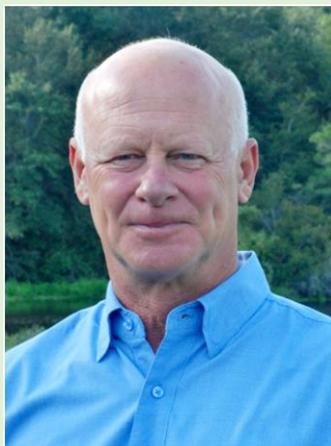
Dr. Todd Bunnell, Ph.D.
Vice President of Agronomy

- 15+ Years with BrightView Golf Maintenance
- Ph.D. Plant Physiology / Turfgrass: Clemson University
- 8 Years Manager of Turf & Ornamental Research / Golf Market Manager with SePRO Corporation
- Lead agronomist developing maintenance programs for each specific property; collaborates with fertilizer/chemical manufacturers; actively involved with all trouble shooting issues



Vince Gilmartin, CGCS
Vice President of Operations

- 20+ Years with BrightView Golf Maintenance
- Certified Golf Course Superintendents
- Audubon International Steward
- Lead contact with partner courses; responsible for proactive oversight, personnel development, quality control and customer relations



Erik Larsen, ASGCA
Director of Course Improvement and Redesign

- 30 Years as Executive VP with Arnold Palmer Design
- Designed over 100 golf courses
- Past President: American Society of Golf Course Architects
- Heads Improvements Division for BrightView, overseeing improvement and renovation projects