



## **We Are Golf | National Allied Golf Associations Elect New Chair**

(Ottawa, ON) June 29, 2023: Jeff Calderwood, Chief Executive Officer of the CGSA and the NGCOA Canada, was elected Chair of the National Allied Golf Associations (NAGA) by fellow board members at the Annual General Meeting held virtually on June 26, 2023. He will serve the role for a one-year term.

NAGA is a national golf alliance comprised of the Canadian Golf Superintendents Association (CGSA), the PGA of Canada, the Club Management Association of Canada (CMAC), Golf Canada, and the National Golf Course Owners Association (NGCOA) Canada, dedicated to cooperatively supporting all sectors of the golf industry in Canada.

*"I am pleased to be taking on the role of NAGA Chair once again and continuing to raise the profile of golf and our industry" said Calderwood. "And I would like to thank Suzanne Godbehere for chairing this past year, as well as the ongoing support and leadership of our other allied partners."*

Strategic priorities identified for the coming year include conducting the next Economic Impact Study of Canadian Golf, to be released early in the new year, and the return of National Golf Day (federal and provincial government/media relations strategy) in May 2024.

*"Both of these initiatives are extremely valuable to our entire industry", noted Calderwood. "Covid had interfered with those plans and it's great to be back on track again. The Study will quantify the further growth that golf has recently experienced, enabling some very positive messaging to legislators, the media, and any related stakeholders. We were already the #1 participation*

*sport in numerous categories, so the updated impacts should provide great news for us to leverage.”*

-30-

#### FOR MORE INFORMATION

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#### NAGA PARTNERS

