WOMEN IN GOLF

MEET THE WOMEN WHO MAKE GOLF GREAT!

Women's Golf Day
June 1, 2021

Women in Golf
Series Spotlight:
Terrie McNutt

TERRIE MCNUTT

General Manager, Silver Oak Golf Course
Carson City, Nevada

Terrie's Journey at Silver Oak Golf Course

Terrie's father was an avid golfer and although Terrie played golf with him from time to time, her career in the golf industry didn't begin until 2005, when she was approached by the owners of Silver Oak Golf Course. They asked her to assist with membership and events at the newly built clubhouse, and Terrie accepted the position providing sales, marketing and event planning until 2009, when she left the course to pursue the opportunity of assisting in opening the Marriott Hotel.

In 2012, the owners of Silver Oak reached out to Terrie again, asking her to return as the General Manger, and Terrie accepted the position. Throughout her time at Silver Oak, Terrie has expanded the events and services and created a family friendly environment that attracts more than just golfers.

Terries' business background proved to be an asset for the growth of the facility and although Terrie has implemented a variety of fun activities at the course, she recognizes that it is a business and it needs to be profitable. She doesn't lose sight of the bottom line.

NGCOA NEVADA CHAPTER

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Creating an Inviting Atmosphere with Multiple Experiences

Golf is a recreational activity and it is important to not just focus on the score. It needs to be fun and in order to accomplish that, diversification is key. Terrie is offering other activities at Silver Oak to bring in families and friends of golfers. She set up a 9 hole, par 3 course, created a large practice facility with putting greens, bunkers and a driving range, which has boomed with success. Another recreational activity that has been added and contributed to the success is a footgolf course. Future additions planned are hitting bays. Offering a variety of activities brings everyone together and provides a welcoming atmosphere that speaks to golfers and non-golfers alike.

Silver Oak provides a large, covered patio and many people from the community like to stop by and sit outside and enjoy the view. There is a hospital within walking distance from the golf course and employees swing by on their lunch break to escape the daily grind and hit some golf balls to relax between shifts. Silver Oak also host golf leagues from Sacramento that come and play in tournaments.

Terrie runs the events center and coordinates different events 2-3 times per week, and many of these revolve around a theme that includes the entire family. Silver Oak host a Military Appreciation Day where the National Guard brings in a helicopter and equipment that kids can climb on and explore. Another fun event pays tribute to the 50's in conjunction with the Hot August Nights Car Show. The owner of Silver Oak owns over 60 classic cars and some of them are displayed on the golf course every year along with a sock hop, concert and soda jerk mock-up on their driving range.

Community engagement is another important aspect to Terrie and she stays active by serving as a board member at the Chamber of Commerce and by participating in school projects. Giving back to the community is an important aspect to Terrie and in doing so, it also provides opportunities to increase business for the golf course.

Terrie's Message

Create other activities at the golf course that can bring more people to your facility and make it fun for the entire family. Staying involved and giving back to your community can benefit your business in many ways.

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Terrie at the 50's themes event at Silver Oak Golf Course in celebration of Hot August Nights