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Charlottesville, VA – February 20, 2013 – Two industry leaders have joined forces to expand their management reach to help more golf courses and country clubs through difficult economic times. The principals of Charlottesville-based Affinity Management and Richmond’s Acumen Golf Consulting, LLC have formed a strategic alliance enabling Acumen Golf to refer business outside its regional area to Affinity. The alliance has immediately resulted in three additional golf courses under management in the upper Midwest. Properties under the strategic alliance are managed by Affinity with Acumen Golf providing advisory services. Affinity and Acumen Golf both continue to serve clients independently outside the strategic alliance.

Affinity Managing Director Damon DeVito comments, “Mike has a tremendous network of owners and operators from his days with larger management firms and his leadership in industry ownership organizations, but his focus is more concentrated now. His network matches up with Affinity’s larger footprint, his philosophy aligns with ours and we like him personally. We’ve promised to keep him from traveling all over, but he’s a tremendous resource that we can tap in other ways. We’re thrilled with the alliance and see great things on the horizon.”

Acumen Golf President Michael Hatch adds, “My focus is the two Richmond, Virginia clubs I own plus others I consult with in Virginia, but it bothers me to see course owners suffer poor returns if I think they could do better. I’ve been searching for a partner for two years and discussing things with Affinity since late 2011. Some management firms reach a size where they can’t make the impact needed to turn around a new property under management, and the on-site manager frequently doesn’t get necessary resources. Affinity takes a different approach. They are high impact, drive success and understand strategy. I am delighted with the alliance.”

Affinity Management (www.affinitymanagement.com) is a leading professional management firm to golf courses and clubs, with experience in 27 states since 1997. Affinity has a strong history in turning around distressed properties and was the recipient of the NGCOA Industry Idea of the Year award in 2012 for its leadership in zero food waste programs.

Mike Hatch owns Acumen Golf Consulting, LLC (www.acumengolf.com), Birkdale GC and Brandermill GC in Richmond, VA. He is on the Executive Board of the National Golf Course Owners Association and the Virginia NGCOA and is a former executive with Meadowbrook Golf and American Golf.