



**AFFINITY SELECTED BY NGCOA AS FINALIST FOR GOLF
BUSINESS IDEA OF THE YEAR**

Recognition for Groundbreaking Zero Food Waste Initiative

FOR IMMEDIATE RELEASE

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CHARLOTTESVILLE, VA – January 26, 2012 – The National Golf Course Owners Association (NGCOA) has selected Affinity Management’s Zero Waste Initiative at Musket Ridge Golf Club as one of three finalists for Best Golf Business Idea of the Year. Affinity’s Managing Director, Damon DeVito, will join a panel discussion at the annual NGCOA conference on Feb 28, 2012 in Las Vegas where an overall winner will be selected.

In March 2011, Musket Ridge launched its Zero Food Waste Initiative and became the first golf club on the East Coast to do so, applying the benefits and savings of Bokashi to its award-winning golf course, restaurant and Catoctin Hall wedding and banquet facility. The program is projected to divert up to 4 tons of food waste from the landfill. Musket has also partnered with local schools in educational efforts.

Bokashi is a composting method originated from Asian cultures that uses fermentation to break down all food scraps – including meat, dairy and oils, in less than half the time of conventional composting while minimizing unpleasant odors and deterring pests. The end product, a natural fertilizer, is utilized on Musket’s new organic vegetable and herb garden that Executive Chef Kyle Roberson created and whose produce is featured as part of Musket’s menu options. The Chef’s Garden is irrigated with rain barrels.

DeVito commented, “This idea stemmed from an event planner asking us what sustainability initiatives we were practicing. The answer didn’t excite her so we began discussing how we could beyond recycling and other initiatives that have become commonplace. It was totally new to us, but our Chef championed the effort and the results have been dramatic.”

Affinity Management advises, manages and owns private clubs, golf courses, equestrian facilities and other member-based businesses. Affinity has helped clubs in twenty-five states since 1997, and has a strong and growing practice in providing professional management for lenders post-foreclosure as well as borrowers aiming to avoid foreclosure. Contact Affinity at www.affinitymanagement.com or 434-817-4570.

Musket Ridge has been one of Golfweek’s top ten courses in Maryland for 6 consecutive years and was recently named the #2 Public Course Within an Hour of Congressional CC by Golf Digest. Catoctin Hall at Musket Ridge has been called “Maryland’s Best New Event Venue” and is the only zero food waste facility on the East Coast. Musket Ridge will host the LPGA Futures Tour in August 2012 for the Challenge at Musket Ridge (www.challengeatmusketridge.com). For more information about Musket Ridge Golf Club, please visit www.musketridge.com or call 301-293-9930.

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