



AFFINITY WINS NGCOA GOLF BUSINESS IDEA OF THE YEAR

Recognition for Groundbreaking Zero Food Waste Initiative

FOR IMMEDIATE RELEASE

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CHARLOTTESVILLE, VA – February 29, 2012 – The National Golf Course Owners Association (NGCOA) awarded Affinity Management’s Zero Food Waste Initiative at Musket Ridge Golf Club the Best Golf Business Idea of the Year honor at its annual conference yesterday in Las Vegas.

Affinity’s Managing Director, Damon DeVito, presented the initiative and took part in the panel discussion at the conference. “This started with a golf outing coordinator challenging us to be more sustainable. Learning about Bokashi, it sounded too good to be true, but it has been a huge success and has really resonated with brides and event planners. Congratulations to our team, and in particular Executive Chef Kyle Roberson for championing the effort. We are proud to be considered a leader and we are honored to have been recognized.”

In March 2011, Musket Ridge became the first golf course and wedding venue to commit to a Zero Food Waste Initiative to divert 4 tons of food waste from landfills to an on-site organic garden. By applying the benefits and savings of Bokashi to its award-winning golf course, restaurant and Catoctin Hall wedding and banquet facility, Musket has attracted new customers and energized existing ones. 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 Chef Roberson created and whose produce is featured as part of Musket’s menu options. The Chef’s Garden is irrigated with rain barrels.

Affinity Management advises, manages and owns private clubs, golf courses, equestrian facilities and other member-based businesses. Affinity has helped clubs in twenty-six states since 1997. Contact Affinity at www.affinitymanagement.com or 434-817-4570.

Musket Ridge has been one of Golfweek’s top ten courses in Maryland for six 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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