



KIM CARL, PRESIDENT OF GENESIS GOLF TRIPS
By Chris West (80 West Studios)

The GENESIS *of the* GOLF TRIP

Kim Carl is not your typical golf packager. With nearly a decade of experience, she has a clear vision of what she expects her team at Genesis Golf Trips to impart on its golf-loving clientele. “Where’s the heart?” she asks. “We are really trying to be cutting edge and be innovators in our industry.”

Turns out, Genesis’ focus on service is paying big dividends. In the words of its owner, “It’s one client at a time and one destination at a time.”

While price and value remain important factors as a result of the changing economy, other service

elements are starting to get recognized as being just as important in booking a golf package trip.

“As a reseller of tee times, accommodations and attractions,” Carl says, “we have to create a fair and gentle balance of what’s right for all parties – group leader, trip attendee, golf courses and accommodations.”

As an intermediary, Genesis Golf Trips has focused on adding value to the process and streamlining the individual elements of a golf venture to be consistent market by market. Instead of looking at their role as being limited, they look at their position as being

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GENESIS GOLF

empowering. They strive to use their position to formulate a new standard throughout the Middle Atlantic – one that provides value for all.

The Genesis differences become more apparent after talking with Kim Carl, founder of Genesis Golf Trips. Sure, there's the typical checklist of acclaims and awards that successful

executives earn along the way. However, what really stands out is her vision in changing in the industry for the better.

“What many don't know is the crazy start in which Genesis Golf Trips was formed and its name was no

accident,” she adds. “The name was chosen for two major reasons – its double meaning.

First was its reference to the new – as in a new start in doing things differently than what has been done in the past, forging new paths and being progressive in the industry. The second was its reference to the first book of the Bible and my faith and commitment to doing it ‘His’ way, always.”

Her background is an interesting one – filled with both joys and accomplishments and losses and tragedies. She often shares those experiences and her perspective to help others. Her largest audience is the youth. She has been heavily involved since 2009 in youth ministry within a variety of roles and even coaches youth basketball. She

and her husband, Jeff, will continue to temporarily house youth in their home.

According to Kim Carl, the couple's most rewarding activity is raising their two daughters and introducing them to the game they adore. This past summer, she launched a new program to help



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AUGUSTINE, ON THE FREDERICKSBURG TRAIL

raise funds for the Wounded Warrior Patrol in Carlisle, Pennsylvania. In the future, she hopes to organize an annual golf tournament that would benefit a different non-profit organization each year on a rotating basis.

Which brings us to what's different about Genesis Golf Trips beyond just what Carl brings to the table.

“It's the team,” she says. “They all share in our mission statement. The most important aspect when hiring is a person's character and integrity. We are also progressive about the services we provide.”

The first area is the Genesis territory of destination offerings, which it touts clearly in its tagline, "The Authority in Mid-Atlantic Golf Trips."

"The easiest path to get into golf packaging is by selecting a destination that has tremendous demand and then competing amongst the local competition," Carl says.

That approach, however, wasn't the path she selected. She chose a route less taken, purposely focusing on states where she used to work during her prior publishing and advertising days.

She describes Genesis' rain and weather policy as the most progressive in the market.

"First, the guest services department follows the weather daily during the week," she says. "When rain is called for in one of the destinations, the manager on duty is alerted and provided a list of groups traveling. We also provide a manager on duty service for group leaders [golf courses and hotels] to call during off hours. It's not uncommon to hear from a Genesis member a day or two prior to forecasted rain with a strategy in place."

That's another way Genesis stands behind its service, making sure that a group leader has access to Genesis to work out any issues that could occur during his or her group's trip. You can add in other features such as the Genesis online view of their itinerary for group members to see and make payments or, even better, view attendee payments. Other value-added features include marketing support for larger groups and customization with food and beverage services, welcome receptions, attractions and more.

Next year will mark the 10-year anniversary of Genesis Golf Trips. If

she has her way, they won't allow the changes Genesis is making and the education they provide for the industry to come to a halt.

"We not only have restructured our team, but our operational processes as well. These moves were designed to create greater efficiencies and eliminate any possibility of errors,"

Carl says.

All told, Kim Carl's vision for Genesis Golf Trips and her passion for the game grows stronger each year. As far as this new path the company is taking, there is no doubt that it will continue to be cutting edge in changing the way the game – of golf packaging – is played. ■

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