

FOR IMMEDIATE RELEASE

Golf Pilot Introduces Club Pilot at the PGA Show, Setting a New Mobile-First Communication Standard for Clubs

Orlando, FL — January 20, 2026 — Golf Pilot, the all-in-one private network app for golfers now used by more than **4,000 players** to plan games, score matches, and post scores to the USGA, today announced the official launch of **Club Pilot** at the **PGA Show in Orlando**, taking place January 20–23.

Club Pilot is a mobile-first communication ecosystem designed for **public and private clubs**, helping them replace outdated emails, bulletin boards, and phone-based communication with real-time text messaging, AI-powered assistance, and a club-branded member app.

“Clubs are under more pressure than ever to communicate clearly, respond instantly, and do more with leaner staffs,” said **Byron White, Founder of Golf Pilot and Club Pilot**. “Members now live on their phones. And Club Pilot makes it easy for clubs to meet members there with tools to communicate smarter, fill events faster, and reclaim valuable staff time.”

A Modern Solution to a Growing Club Challenge

Despite low open rates and rising operational demands, many clubs still rely heavily on email and manual phone support. According to the **National Golf Foundation**, the golf industry spends an estimated **\$100 million annually** on phone-based member support alone—much of it handling routine questions that could be addressed more efficiently through intelligent, mobile-first solutions.

Club Pilot addresses this challenge through an integrated ecosystem of three core products:

Text Messaging Platform

A powerful resource built for clubs, the Club Pilot Text Messaging Platform delivers **98% open rates** for targeted communication, important notifications, two-way messaging, micro-surveys, and event RSVPs that drive higher engagement and participation.

Meet Aimi—AI Concierge

Aimi is an AI virtual assistant that instantly answers routine member questions using the club’s knowledge base as a single source of truth. Aimi provides fast, accurate responses or routes inquiries to staff when needed—learning and improving over time.

Club-Branded Member App

The **Golf Pilot app**—already used by thousands of golfers to schedule games, score matches, view leaderboards, and post scores to the USGA—extends a club’s mobile reach by connecting

members, displaying club events alongside personal golf schedules, and strengthening community engagement.

Live Demos at the PGA Show

Club Pilot will be demonstrated live throughout the PGA Show, giving club executives, general managers, and golf professionals an opportunity to experience how modern club communication works in real time. “Seeing Club Pilot and Aimi in action is when it truly clicks,” added White. “This isn’t another tool—it’s a new operating layer for how clubs communicate with their members, creating a new gold standard.” [Scheduling a demo](#) with Byron is recommended, but do swing by the booth 3191 anytime!

About Golf Pilot

Founded by serial entrepreneur **Byron White**, Golf Pilot and Club Pilot combine to lead the mobile-first revolution and modernize the golf and private club experience. What began as a private network app for golfers has evolved into a comprehensive communication ecosystem for clubs—bridging the gap between rising member expectations and day-to-day club operations.