

MAY 20, 2020

Welcome to Golf Business WEEKLY, brought to you by the NGCOA! You can browse a variety of the latest golf industry viewpoints, stories and news of interest. For owners, operators, employees, suppliers and golfers, all of whom care about the success of the facilities they love to operate and play, we hope you enjoy Golf Business WEEKLY!

OPINION

Taking Our Golf Back: Barter and Today's Marketplace

By John Brown, CEO, Brown Golf

To understand the decisions around barter and today's current marketplace, you need to dive deeper into one specific company. With *GolfNow's* acquisition of *EZLinks*, the company now controls 90+% of the third-party tee time market and a majority of the public golf course Point of Sale's market. That market position has grown because of key acquisitions, and that strength is a major component golf course owners and operators need to be aware of...

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Flashbacks

By Matthew Galvin, President, Morningstar Golf & Hospitality

Something just happened that gave me pleasant flashbacks. No, not listening to Yacht Rock Radio on Sirius XM (which is the best, but my family jumps out of the car windows when I tune to that channel). Instead, it was the friendly chatter of golf shop professionals actually talking to customers and taking their tee time reservations... [READ MORE >>](#)

Golf After Coronavirus: A Look Into The Future

By Larry Hirsh, President, Golf Property Analysts

Golf is an activity where habits and traditions don't die easily. It's largely a social activity for many, and a world of social distancing suggests golf will look different in the future, regardless of the level of distancing that persists... [READ MORE >>](#)

FROM AROUND THE INDUSTRY

- [Court Determines Course Owner Entitled to Tax Deduction for Granting a Conservation Easement](#) (Golf Dispute Resolution)
- [Why Bringing Back Golf in the Last State Where Courses Were Still Closed was like '12 rounds in a Heavyweight Fight'](#) (GolfDigest.com)
- [First round back: Coming to Terms with your 'New' Golf Routine is Key](#) (Golf.com)

GOLF BUSINESS MAGAZINE



Members Rally To Country Club of Roswell

Throughout the country, club members have stepped up and supported their clubs and their employees, particularly those on the service side of the business... [READ MORE \(pg. 57\) >>](#)

Blue Ridge Redesign

When general manager Jason Macaulay was hired to run Highlands Falls Country Club in Highlands, NC, 14 years ago, the club was the quintessential second-home mountain community in the Highlands-Cashiers area, noted for its golf clubs that typically attracted an affluent older membership... [READ MORE \(pg. 49\) >>](#)

IN CASE YOU MISSED IT



Golf Business Podcast: Episode 49

Spencer Hadelman, CEO of Advantage Marketing, discusses different messaging and marketing strategies for courses to implement as many owners are reopening to a whole new normal across the golf landscape.



Golf Business LIVE: Special Edition

Jay Karen was joined by United States Congressman Joe Cunningham (SC-1st District) and Kiawah Island Golf Resort President Roger Warren, PGA to discuss COVID-19 relief legislation and its impacts on the golf industry.

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