

MAY 13, 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

Tragedy Creates Golf's Golden Opportunity

By Scott Merchant, Chief Growth Officer, Club Prophet Systems

With the current COVID pandemic, small businesses have taken a beating, forced to close for circumstances beyond their control. Nobody can empathize like golf course owners. [READ MORE >>](#)

Golf's Moral Dilemma

By Harvey Silverman, Silverback Golf Marketing

This article might not be the last time I issue this full disclosure: My opinions about COVID-19 and golf are influenced by being a Type 1 Diabetic for 43 years. It puts me in the highest risk group – I'm also 65 years old. However, I don't think I'd feel different if I were perfectly healthy. I just can't walk in those shoes. [READ MORE >>](#)

FROM THE DESK OF

Golf is More Than a Game

By Ronnie Miles, Director of Advocacy, NGCOA

As an advocate for golf, I find it interesting that our industry has been getting a bad rap for many years. For many, we have just accepted the fact that our elected officials think our business is for the elite and wealthy citizens of this country... [READ MORE >>](#)

FROM AROUND THE INDUSTRY

- [Golf Industry Collaborates to Develop Responsible 'Back2Golf' Guidelines and Operations Playbook](#) (PGA.com)
- [Some of Golf's New Safety Rules Could Actually Make the Game Better](#) (GOLF.com)
- [My Golf Story... Without the Privilege](#) (The Daily News)
- [As Golf Courses Reopen, New Players Take Up the Long Walk](#) (New York Times)

GOLF BUSINESS MAGAZINE



A New Normal On The Horizon By Jay Karen

When I look back on 24 years in association management, I can clearly see two seminal moments which now appear to have been like genetic mutations in the American economy and culture. After the attacks of September 11, 2001, we saw a nation forever change the way it approached the question of security against people intent on doing harm... [READ MORE \(pg. 10\) >>](#)

Pinehurst Does Its Best For Laid Off Service Staff By Steve Eubanks

Like most Americans, the service staff at the Pinehurst Resort was caught completely off guard by the near total shutdown of the U.S. economy to stem the tide of coronavirus. The resort was having one of its best seasons in the last 20 years... [READ MORE \(pg. 25\) >>](#)

IN CASE YOU MISSED IT



Golf Business Podcast: Episode 48

Elisa Gaudet, Founder of Women's Golf Day, discusses COVID-19 adjustments to WGD, including an upcoming virtual event!



Golf Business LIVE: Friday Edition

Jay and Don were joined by Ron Jaworski, Owner of Ron Jaworski Golf and 17-year NFL veteran! They discuss the current golf climate.

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