

MAY 27, 2020

OPINION

First, Live Through It

By Damon DeVito, Co-founder, Affinity Management

My friend Pete and I talk often of what this pandemic and subsequent economic reactions mean for hospitality, real estate, investing, and the economy. Many companies do not live through downturns while many others rebuild and thrive. He has twice bought hospitality properties following a crisis and sold at the top. We discuss who will thrive. These conversations go wide and deep and they always come back to two conclusions... [READ MORE >>](#)

What "The Match II" Missed

By Harvey Silverman, Silverback Golf Marketing

I'm generally not one to sit in front of a TV for five hours and watch golf unless it is Sunday at The Masters, U.S. Open, The Open, or Ryder Cup. If ever I watch another event on any other day, it becomes a non-addicting form of Unisom. The Match II was different. We had real humans, albeit superstar humans, playing along with two of the greatest golfers of all time. We saw some bad golf. I mean – some awful golf that humanized and normalized the event... [READ MORE >>](#)

SPOTLIGHT

Alice in Wonderland- The Influential Woman In Golf

By Ken May, Owner, Rolling Green Photography



FROM AROUND THE INDUSTRY

- [After Recent Success, Will Golf Thrive or Struggle to Survive in the Age of Coronavirus?](#) (Golfweek)
- [Mingo Bottom trio: Owners share fond memories of golf course](#) (News & Sentinel)
- [Golf Community Comes Together to Raise \\$100,000 for NYC COVID-19 Relief Fund](#) (Golf.com)
- [Houston golf courses, tennis courts to reopen next week](#) (ABC 13)

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Surrogate Shopping Promotes Social Distancing

Most clubs struggled with the mechanics of retail commerce during the COVID-19 crisis. Cash was discouraged, as the virus could live up to five days on a \$20 bill and be touched by dozens of hands. Credit cards were better, but not if golfers congregated at the counter to use them... [READ MORE \(pg. 24\) >>](#)

Learning By Doing

Brimming with golf courses, Orlando, Florida is a treasure trove. Most Central Florida facilities have instructional programs featuring advanced technology and a variety of lesson programs. What's new is the Orlando Golf Academy, which opened earlier this year at Hawks's Landing Golf Club... [READ MORE \(pg. 37\) >>](#)

IN CASE YOU MISSED IT



Golf Business Podcast: Episode 50

George Cooper with Forbes Tate Partners, discussed future COVID-19 funding legislation. Also, **Whitey O'Malley** Owner of Saddleback Golf Club and **Jeff Hoag**, General Manager of Scott Lake Golf Club, talk about COVID-related operational adjustments they've had to make.



Golf Business LIVE: Friday Edition

Jay Karen, NGCOA CEO, and Don Rea, PGA, Owner of Augusta Ranch Golf Club, recapped a busy week in the golf industry and welcomed on **John Brown** to talk about the impacts of barter on golf clubs across the country.

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