

JULY 15, 2020

**SPOTLIGHT**

## Does the GOLFNOW Acquisition of EZLinks Deserve Antitrust Scrutiny? Is it about Tee Times or Software... Or Both?

By Harvey Silverman, Silverback Golf Marketing

An old boss once told me, "If you hear the same rumor three times, it's a fact." Despite my former boss being a nutbag, I've experienced his statement proven true more than once. During the months I spent researching, interviewing, compiling, and writing the NGCOA's "Beware of Barter" document, I heard more than three times that EZLinks was for sale and would be acquired by GOLFNOW... [READ MORE >>](#)

**OPINION**

## Golf Is Not Exempt

By Larry Hirsh, President, Golf Property Analysts

This morning, while having breakfast I came across a heartwarming pledge by Jerry Tarde, Editor-in-Chief of *Golf Digest* committing the publication to promoting and advocating for inclusion, diversity, access and sustainability in golf. These are clearly the areas where our grand and wonderful old game needs work. For the game's most prominent publication to make such a commitment is not only the right thing to do and likely a good business decision, it reflects the recognition of where our larger society is in July, 2020. As one who's been fortunate to play at (some of the best) private clubs throughout my life, I can relate to Tarde's assertion that "it's hard to see the real world from the players-only dining room"... [READ MORE >>](#)

**FROM AROUND THE INDUSTRY**

- [Women's Golf Day Returns to the Fairways with September 1 Event](#) (The Golf Wire)
- [Nicklaus Golf, Full Swing partner to bring some of Jack's best designs to simulators](#) (Golf.com)
- [NGCOA Awards Don Rossi Scholarships to Four Students Pursuing Golf-Related Careers](#) (NGCOA)
- [Celebrating 75 years, Worcester County Women's Golf Association swings through Gardner Municipal](#) (Gardner News)



**GOLF BUSINESS MAGAZINE - JULY / AUGUST 2020**



### Family Succession Planning: Looking Forward With Family-Owned Courses

The ongoing crisis created by the coronavirus is affecting all facets of U.S. businesses from Wall Street to Main Street, forcing many of America's business owners and boardrooms to immediately begin thinking about a future financial road map... [READ MORE >>](#)

### Wynn Resort Leads The Way With Clean Re-Opening

Many courses remained open throughout the nationwide coronavirus shutdowns. But those that did close, particularly in resort and hotel operations, found that the re-opening process required creating and implementing new procedures to ensure the safety and comfort of customers once they returned to the first tee... [READ MORE >>](#)



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Jay and Don welcomed special guest Elliott Ferguson, Chair of the U.S. Travel Association, to discuss the travel industry and how changes may affect the golf landscape! [WATCH](#)

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