

JULY 29, 2020

## OPINION

### Is the 'Open' Door Closed?

By JJ Keegan, President, JJKeegan+

A guest sees more in an hour than a host sees in a year is a proverb that I certainly recall when secret-shopping a golf course. As homeowners, at this time of the year, we frequently interact with various individuals from lawn care companies, irrigation specialists, arborists, and way too many HOA committee members reviewing the multiple requests for home improvements submitted. As I was heading to the golf course last week, one of these persons sincerely and humbly asked, “My seven-year son wants to learn golf. I have no clue how to introduce him to the sport. It is not something anyone in our family has ever considered. What should I do?”... [READ MORE >>](#)

### Common Sense: Balancing Club Operations with Membership Opinions

By Larry Hirsh, President, Golf Property Analysts

One thing I've observed over the years at private clubs is that there are as many opinions as there are members. No topic is safe and the culture of private clubs is such that most of the (largely successful and independent) members consider themselves experts on all issues related to the club. Every golfer has his or her ideas about the design of the golf course, where bunkers should be placed, how fast greens should be and which trees should be removed. The clubhouse furnishings are fine for some but not others. The selection of beers may be perfect for some members while others can't find anything to their liking. Some members want a ribeye steak while others prefer a New York Strip. Should the club accommodate each and every request?... [READ MORE >>](#)

## FROM AROUND THE INDUSTRY

- [Golfers are playing more, but traveling less, a study finds](#) (Golf.com)
- [Eisenhower Golf Course nears completion of major course renovation with eco-friendly focus](#) (Morning Read)
- [LPGA Foundation Awards First Renee Powell Grants During Drive-On Championship](#) (LPGA)
- [This woman got cheated out of her first hole-in-one in the most 2020 way](#) (Golf Digest)

## TAKING A CLOSER LOOK

As a follow up to Harvey Silverman's recent Golf Business WEEKLY article [Does the GOLFNOW Acquisition of EZLinks Deserve Antitrust Scrutiny?](#)," Andre Barlow, current antitrust lawyer and former attorney for the US Dept. of Justice Antitrust Division, will join Jay Karen and Don Rea on Golf Business LIVE to examine the legal ramifications GOLFNOW's acquisition may cause and what it means for course owners. They take your questions LIVE on August 7th... [register today!](#)

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## GOLF BUSINESS MAGAZINE - JULY / AUGUST 2020



### ClubsHelp Gives Back to Baltimore

Everyone in golf knows one of the game's great long standing traditions is giving back to society through charitable events. Indeed, between 2012 and 2016, golf facilities and tournaments raised nearly \$20 billion for philanthropy, according to We Are Golf... [READ MORE >>](#)

### Streamsong Resort Regrasses and Enhances Amenities

A few months ago, before the novel coronavirus turned golf and the entire world upside down, Streamsong Resort, in Bowling Green, Florida, was attracting golfers in healthy numbers. This trend has resumed at the golf destination, which has regressed its putting surfaces... [READ MORE >>](#)



Our speaker lineup has been released and registration is OPEN! Secure your space in-person in Las Vegas at the ARIA Resort & Casino OR remotely for the Golf Business RevCon 2020!



Episode 55 is out now! Don Rea and Allison George discuss current operations and both the bounce back and surge in golfers at their courses. Plus, Cathy Harbin, shares how SBA loans helped her continue business over the past few months.



Operating a golf course is akin to running five (or more!) separate businesses. The NGCOA Workplace Center provides you with resources for managing everything from your back office to the green - and everything in-between.

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