

AUGUST 5, 2020

OPINION

GOLFNOW is cable, and it is time to stream

By John Brown, CEO, Brown Golf Management

There is an undercurrent in the industry that is tired of allowing third-party platforms like GOLFNOW and TeeOff the ability to own their lowest price, own their customer data, and then re-market to their competitors. The future of online tee time bookings will drastically change as owners and operators are provided more solutions that combat these major flaws in the online tee time booking industry... [READ MORE >>](#)

False Exuberance & Dangerous Exhilaration

By Steve Graves, President, Creative Golf Marketing

In the 1990's then Federal Reserve chairman, Alan Greenspan, stated in a speech during the dot-com phenomenon that the philosophy of the consumer was based on "irrational exuberance." This iconic phrase was a warning that the stock market might be overvalued. People should have heeded his warning. Golf is almost a monopoly at this time because it is one of the few safe leisure activities available. Basically the only element of a private country club that can be safely and comfortably utilized by a private club member over the past few months is the golf course. Right now there is a "false and dangerous exuberance" at almost every club nationwide simply based on the record number of rounds of golf being played by the members of the Club. Notice, the words "members of the club"... [READ MORE >>](#)

SPOTLIGHT

It Is Time to Turn Up the Heat on NBC Sports: Golf Industry Needs Focused Antitrust Approach

By Andre Barlow, Partner, Doyle Barlow (Washington, D.C.)

Federal antitrust enforcers, Congress, state attorneys general are turning up the antitrust heat on Big Tech. They are facing multiple investigations and executives of each will testify in front of the House Judiciary Committee this week. Due to their economic significance and concentration of power over the digital platforms they control, there is bipartisan support to scrutinize how their platforms harm businesses and consumers. But, while Congress and the antitrust enforcers have been preoccupied investigating the tech giants, Comcast's NBC Sports Group quietly acquired EZLinks Golf in November of last year as part of its effort to monopolize the third-party online tee time agency ("OTTA") and golf management software ("GMS") markets, which is currently harming businesses and consumers... [READ MORE >>](#)

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- [Woodland Hills CC tabs Troon for management needs](#) (Golf Course Industry)
- [Putting Challenge allows Charleston golfers to support COVID-19 Emergency Response Fund](#) (Post & Courier)
- [How a golfer was tied for the lead on the final hole, made an eagle and lost](#) (Golf.com)

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Good Cause Rallies 400 Clubs to Service in Record Time

Ideas spark action. And sometimes, on those rare occasions when stars align, action, driven by a worthwhile idea, creates a movement. In late March, David Bachman, GM of Spring Brook CC in Morristown, NJ, created a charitable foundation called ClubsHELP. An idea sparked by one of his members, Bachman and his club understood that some clubs had resources to help local hospitals... [READ MORE >>](#)

Virtual Tours Help Keep the Event Dreams Alive

Georgia might have been the first state to re-open for business, but that did not mean people flocked back to clubs, especially for life-changing special events... [READ MORE >>](#)



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What concerns do you have about GOLFNOW's impact on the industry and your tee sheet? We dive into this industry-critical topic and take your questions on Golf Business LIVE... [register today!](#)



**Episode 55** features owners nation-wide discussing current operations, the bounce back and surge in golfers at their courses, how SBA loans have impacted their bottom line, and much more!

**NOTE FROM THE EDITOR:** Source Correction, Golf Business WEEKLY, 7/15 - "[Does the GolfNow Acquisition of EZLinks Deserve Antitrust Scrutiny?](#)" by Harvey Silverman. Corrected Source: Pellucid Corp, and Edgehill Golf Advisors, who collaborated with Apparition Golf to assemble the data in the Internet Golf Course Database (IGDB), reports the combined entities with 62% market share as of summer 2019.

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