

AUGUST 12, 2020

OPINION

Economic Theories vs. Golf's New Realities: What's Your Price?

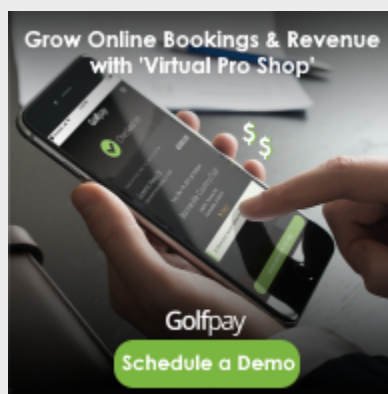
By Damon DeVito, Co-founder, Affinity Management

"You don't set the price, the customer does" – Leonard DeVito, Jr. My Dad was a pharmacist. No business training until after he sold his business. But he had a knack for it. He told me this many times when I was a kid sweeping the floors or stocking shelves. I had no idea what he meant. I put the sticker on the box of cough syrup and put it on the shelf. Didn't I set the price? Or maybe him since he told me what price to use? "The market sets the price" said every economics professor I had at Penn's Wharton Business School and Virginia's Darden Business School. Simply put: the intersection of supply and demand drives price. Excess demand – charge more. Excess supply – golfers will go down the street for a coupon. Ahhh, so that's what my Dad meant. But theory isn't always reality... [READ MORE >>](#)

Pivot, Produce, and Propel. Flip The Script on your Club's Foodservice

By Ed Doyle, President, RealFood Hospitality Strategy and Design

Moving in a straight-forward direction makes intuitive sense to most of us. If we are asked to turn suddenly, the automatic response might be to freeze. Making changes requires flexibility and takes practice. What's most difficult about a pivot, whether it's in golf or in our lives? It comes down to shifting in direction... or perspective. The pivot applies equally to rebuilding our restaurants and catering operations in the COVID-19 landscape. The entire notion of "normal" has been upended. Force-fitting the old model onto this new world order will not get us moving forward in a productive way... [READ MORE >>](#)



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- [Careless Golfers Destroy 10th Green at Pine Hills by doing Donuts](#) (WIBX NY)
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GOLF BUSINESS MAGAZINE - JULY / AUGUST 2020



Weather The Storm

7 Strategies to Boost Your Business Resilience: The level of distress that many leaders experience during a crisis is unsettling but normal. When many are displaced from their work and income, it can be comforting to just hide because you are so overwhelmed. Yet those who will recover demonstrate resilience... [READ MORE >>](#)

The Ritz-Carlton Reynolds Lake Oconee Completes Accommodations Renovation, Course Maintenance During Pandemic

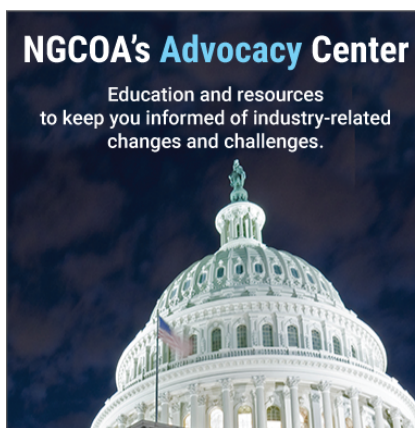
When The Ritz-Carlton Reynolds Lake Oconee closed due to the COVID-19 crisis, it decided to use the time and unencumbered operations to complete a total rooms renovation as well as transformation of the Club Level Lounge... [READ MORE >>](#)



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