

AUGUST 19, 2020

OPINION

## Rethink Everything: Where should your strategy rebuild start?

By Whitney Reid Pennell, President, RCS Hospitality Group

Times of significant transition are rare in the club industry. Golf is a game of tradition and people get settled into their habits and routine. High volume can hide a multitude of sins and a tight labor market had us all frazzled just a few months ago. Routine can produce nice, predictable behavior and without much thought we can slip into a rut ourselves. With the recent shutdowns and limited operations we were forced into, we have had to rethink everything that we did before. As we continue through these transitional times, how do we come out stronger on the other side? Rethink EVERYTHING. Reopening or expanding services isn't an event, it's a process... [READ MORE >>](#)

## Adaptability

By Larry Hirsh, President, Golf Property Analysts

To be adaptable is defined by Dictionary.com as: able to adjust oneself readily to different conditions. If we've learned nothing else from the pandemic, I submit to you that we've enhanced our adaptability skills. We've learned how to maintain social distance, wear face coverings and many of us are working and learning from home in a virtual environment with the aid of modern technology that is sure to change our lives. The game of golf is one (like most sports) where adaptability is constantly required. Wind, temperature, rain, turf conditions, match status, hazards and how one feels are all conditions that a golfer needs to consider on each and every shot. The golf course and club industry has also shown an excellent ability to adapt during the pandemic... [READ MORE >>](#)



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### The Forces of Innovation and Change

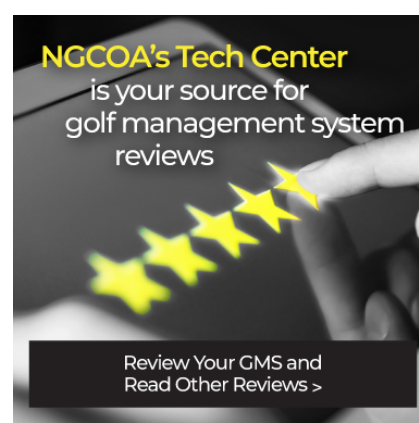
Young people working in golf operations who end up having long careers in this industry will never forget the spring and summer of 2020. It will go down as a period when golf absorbed the stunning disruption of a full-on pandemic—a force that preyed on the existing problems of the business but also revealed a previously unrecognized strength, built-in social distancing... [READ MORE >>](#)

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