

AUGUST 26, 2020

OPINION

Diversity's Time is Now

Golf Needs Business Strategies to Meet the Moment

*By Harvey Silverman, Silverback Golf Marketing, old white man, golfer
By Craig Kessler, Director, Gov. Affairs, SCGA, old white man, golfer*

Inflection point – the moment when significant change occurs; a turning point; a shift of direction. It's a phrase applied to many things these days, too many things if truth be known. But a phrase properly descriptive of the confluence of racial and societal reckonings stimulated by the televised execution of George Floyd, the differential impacts of COVID-19, and the vast divide between technological haves and have-nots revealed by COVID-19's closure of the nation's K-12 schools. Often impervious to society's inflection points, golf's non-profit organizations caught on quickly this time – "caught on" at least in terms of rapidly responding with the right words. The jury is out on the all-important follow-up, but the words seemed different this time... [READ MORE >>](#)

GOLFNOW vs. Golf Course and the battle for market share and attention

By John Brown, CEO, Brown Golf Management


In 2019, GOLFNOW was affiliated with more than 7,000 golf courses. EZLinks distribution platform TeeOff was affiliated with approximately 3,000 courses. GOLFNOW facilitated worldwide some 17 million rounds of golf in 2019. This number is up from 3.8 million in 2009. In December of 2019, GOLFNOW acquired EZLinks and if you visit GOLFNOW's website today, the number of golf courses they work with currently is 9,000. How many rounds are possible in 2020 by GOLFNOW with this major acquisition [and] why would anyone critique a business that is delivering that volume of golf rounds to golf courses? ... [READ MORE >>](#)




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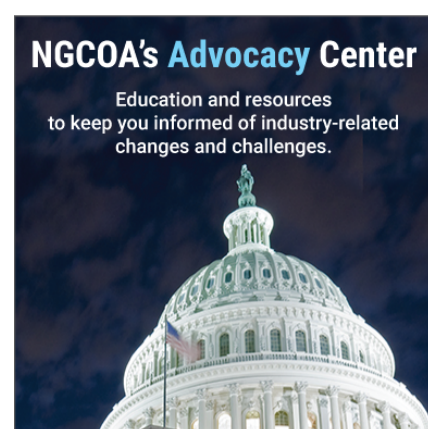


Personal E-Shopping Becomes Part of New Normal

Even with courses open, a lot of shops either closed or limited the number of people inside. So, for an entire season -- the busiest season of the year in terms of golf merchandising -- there was virtually nowhere to shop... [READ MORE >>](#)

Desert Mountain TV a Pandemic Diversion That Will Likely Last

The COVID-19 shutdowns were 99.9% miserable. But buried in that .1% were some lasting positive impacts. Zoom and Microsoft Teams, for example, broke all remaining barriers to video-conferencing and eliminated most work-from-home hang-ups. People discovered that takeout food is much more than pizza and Chinese. But some other trends, especially in the golf space, have the potential to carry on into the future... [READ MORE >>](#)



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