

SEPTEMBER 2, 2020

OPINION

Diversity's Time is Now — Part Two

Your Business Needs Diversity 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

Part One of our article focused on how an “inflection point” signifies a “change, a turning point, a shift of direction.” Our country faces an inflection point now, borne of racial and societal reckonings piled upon the multi-layered impacts of COVID-19. But we’re here to talk about golf, to explore whether the golf industry can create an inflection point of its own regarding diversity and inclusion with strategies and recommendations that benefit golf course operators or is fated to ignore it, like a certain upcoming “Golf Strategy Summit.” ... We Zoomed five interviews with leaders of color who have on their own, and with varying degrees of success, achieved palpable results for communities of color that want and love to do one thing – play golf... [READ MORE >>](#)

Embrace Virtual Golf Events in 2020... You'll Thank Yourself in 2021

By Paul Courter, COO, Perfect Golf Event

Most non-profits have a golf event in their rotation of fundraising activities. They also have a gala, a trivia night and maybe a 5K walk or run. In these times, **golf** is now the best option to raise money in a safe environment. One of the most popular search terms on Google these days is “Virtual Golf Event.” Organizers are looking for ideas with no idea what they mean by a “Virtual Golf Event”. This creates an opportunity for golf course operators to offer solutions that work. Plus, you can establish a relationship with the organizers for hosting future events. If someone called your course and asked about a “Virtual Golf Event”, how would your staff handle the request? ... [READ MORE >>](#)

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- [An open letter to new golfers, from the rest of us](#) (Golfworld)
- [PGA Tour adds betting partnerships with FanDuel, PointsBet and BetMGM](#) (Golf Digest)
- [Newly formed African American Tour Quest begins operations to develop black golfers for PGA and other worldwide tours](#) (African American Golfer's Digest)
- [How a former PGA Tour pro saved one of the country's best munis](#) (Golf.com)

GOLF BUSINESS MAGAZINE - JULY / AUGUST 2020



Oregon Muni Offers Glimmer of Hope in Second Half of 2020

Anecdotal evidence should always be taken in context. But after a lost season of revenue, a blow from which some courses will not recover, it is not only good to see healthy operations coming back strong, but it is also heartening, and a little surprising, to find courses making comebacks that no one expected... [READ MORE >>](#)

Adapting to Change Requires Creativity and Coordination

As of June 2, more than 95% of U.S.-based golf courses have reopened with varying guidelines and controls in place. Many of these courses are seeing a record number of rounds being played. For some, this is great news, and for others, meeting the new market demand is out of reach... [READ MORE >>](#)

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The NGCOA is arranging ways to provide various types of assistance to these golf courses. Thank you for your consideration and assistance with this critical effort.

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