

SEPTEMBER 23, 2020

OPINION

Have you turned your Par 72 into a Par 54 for the day? Trends are showing more innovation = more outings

By Paul Courter, COO, Perfect Golf Event

Do you wait for that call from a non-profit or charity looking to hold a fundraising golf event? Or do you create opportunities? In today's environment, golf is a safe and effective option for non-profits and charities looking to raise money. I believe you can move your golf course to the front of the revenue line with two unique approaches. The first approach is education. If you do the following, you move into the top 5% of all golf courses operating today... [READ MORE >>](#)

FROM THE DESK OF

Golf's Hole in One: Can Caddies Spark Change in a Traditional Industry?

By Jared Williams, NGCOA's Co-Director of Advocacy

In my new role as Co-Director of Advocacy, I am also taking the lead on a lot of the NGCOA's diversity and inclusion tasks. With that comes a natural obligation to try to find ways to improve the diversity within the game of golf. Specifically, how can golf course owners and operators make golf an enjoyable experience for those outside of our industry? This has been a tough question to answer. Currently, there are less than 10 golf courses (private or public) that are owned by African-Americans. One of the most difficult things as an advocate for golf course operators is identifying how we can expand the number of golf courses owned by minorities... [READ MORE >>](#)

FROM AROUND THE INDUSTRY

- [The do's and don'ts of skipping ahead on the golf course](#) (Golf Digest)
- [West Deer denies rezoning of Pittsburgh National Golf Club](#) (Trib Live, Western PA)
- [New Owner to Grow Hartford Golf Club](#) (Manchester Media)
- [When playing lift, clean and place, are you allowed to give yourself a better angle to the hole?](#) (Golf.com // Rules Guy)

deluxe
Know exactly how long they're there with a digital labor management solution.
> Payroll + HCM
Seamless, personalized solutions you need.
deluxe.com/ngcoa



WHEREVER YOUR GOLF JOURNEY IS HEADED, LET'S GET YOU THERE.
PGA
PGA.COM/JOURNEYS

GOLF BUSINESS MAGAZINE - SEPTEMBER/OCTOBER 2020



Cleaning Procedures and Cart Policies Will Outlast The Virus That Spawned Them

Sometimes you bang yourself on the head and say, "Why weren't we doing this before?" ... Every procedure, every touch point, every policy that had been in place longer than the tenure of most of the employees implementing it was revisited during COVID-19, put under a microscope to see if it made sense in the new reality... [READ MORE >>](#)

The Idaho Club Has Risen From the Ashes

Twelve years after opening with high-profile fanfare from its Jack Nicklaus-designed signature course and quickly falling into financial disarray, the club's luxurious new clubhouse means The Idaho Club has finally risen from the ashes of its tarnished past - both literally and figuratively speaking... [READ MORE >>](#)

GOLF BUSINESS
REV CON 20
September 30 - October 1
2 WAYS TO ATTEND
REGISTER TODAY!

Golf Business RevCon 2020 starts NEXT WEEK. If you're responsible for the financial growth and success of a golf business, this event is for YOU. It's not too late to register!

LIVE
SEPTEMBER 18, 2020
Don Rea, PGA
Jerry Tarde

Did you miss last week's [Golf Business LIVE](#) with special guest Jerry Tarde (35 year Editor-in-Chief of Golf Digest)? [Click here](#) to watch!

Golf BUSINESS
PODCAST
Catch the latest episode today!
ngcoa.org/podcast

The Golf Business Podcast brings you a new piece of original, curated, informative content to help your golf course business thrive and grow.

Share Golf Business WEEKLY with a Friend!

Do you know someone who should be reading Golf Business WEEKLY? We encourage you to forward this email to your colleagues and peers so they can enjoy the latest business-to-business news about the golf industry. [CLICK HERE](#) to subscribe.



This email was sent by Golf Business. To unsubscribe and/or manage your email preferences, please [click here](#). Resident of Canada or the European Union? [Click here](#) to give us your consent to continue communicating with you.