

SEPTEMBER 30, 2020

OPINION

An Invitation Is a Powerful Thing & An Opportunity That Cannot Be Ignored

By Rich O'Brien, Operations Manager, PGA Hope

As a golf writer, for many years, my colleagues wrote stories suggesting that the game of golf was dying because it is too difficult for new players to learn. They often have cited as evidence that the number of new players learning the game is about equal to the number of players leaving the game. The theory was that new players would become interested in the game and then quit when they became frustrated because it was just too hard to play well. As a member of the Board of Directors for the National Alliance for Accessible Golf, I believe that this type of superficial overview of the numbers does not paint an accurate picture of what is really happening... [READ MORE >>](#)

How Barter Agreement Language Could Be Sinking Your Profits

By John Brown, CEO, Brown Golf Management

As the golf technology landscape has changed, companies like GOLFNOW and EZLinks began to offer more and more tools to golf course operators. These tools consisted of items like hardware, point of sales systems, marketing tools, websites, reservation centers, email tools, and of course distribution on third-party platforms. In exchange for these tools, GOLFNOW and EZLinks asked for more trade. In addition, these technology relationships were outlined with a formal agreement by the parties. Here is an overview of key areas that every operator should understand when entering into a barter agreement and areas that could have an immense impact on your profitability... [READ MORE >>](#)

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- [Once on the brink of closing, Wiltwyck Golf Club in Kingston back in the swing of things](#) (Daily Freeman)
- [What's in a name? For some clubs in the South, uneasy ties to the Confederacy](#) (Golf Digest)
- [How an Air Force pilot teamed with Jack Nicklaus to build a golf course with a higher purpose](#) (Golf.com)

GOLF BUSINESS MAGAZINE - SEPTEMBER/OCTOBER 2020



Sand Hollow Resort: Efficiency with Behind-the-Scenes Technology

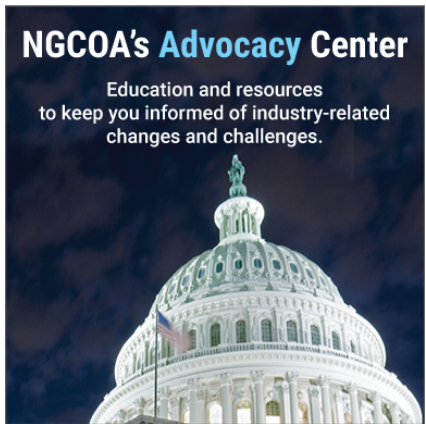
Golfers are accustomed to seeing technology in use at the resort destinations they visit. Often, though, it's the technology they don't see, in full bloom behind the scenes, that colors their experience, enhances their stay and encourages them to return. This is true at Sand Hollow Resort, in Hurricane, Utah... [READ MORE >>](#)

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