

OCTOBER 7, 2020

OPINION

It's 4 A.M., and I am on the Computer

By JJ Keegan, *Envisioning Strategist and Reality Mentor, JJKeegan+*

It is not what you think. Though I put in long hours seven days a week, the task for which I have been trying to accomplish for the past twelve weeks is simple: find a prime tee time reservation for Saturday morning for a foursome within 60 miles of Denver. Not possible. There are important lessons for golf course owners with respect to setting green fee rates, season pass prices, loyalty cards and punch pass programs for 2021... [READ MORE >>](#)

Selling a Golf Course? Your Options...

By Larry Hirsh, *President, Golf Property Analysts*

Over my many years as a consultant, appraiser and broker in the golf course industry, I've been privileged to assist numerous sellers in the disposition of a variety of golf and club properties. With every situation presenting a new challenge, we've learned there are a variety of approaches to consider. In first determining the best option for our clients, I seek to learn their goals and objectives. All sellers want to maximize price, but in some cases there are factors which may prioritize other considerations... [READ MORE >>](#)

SPOTLIGHT

Interior Secretary David Bernhardt Visits Yamaha Motor Manufacturing Corporation

U.S. Secretary of the Interior David Bernhardt visited and toured YMMC's Newnan, GA facility yesterday, where Yamaha golf cars are assembled. It was the **first visit ever at the facility by a cabinet member...** [READ MORE >>](#)



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Is your golf course going to keep pace in 2021? [LEARN MORE](#)

FROM AROUND THE INDUSTRY

- [A popular Oregon golf course thought to be lost in wildfires re-opens for business](#) (Golfweek)
- [Troon Commemorating Breast Cancer Awareness Month & Troon Women's Golf Month With Fundraisers, Clinics & More](#) (Troon)
- [World's first female Master Distiller creates bourbon for Sweetens Cove golf course in South Pittsburg](#) (Chattanooga Times Free Press)
- [Park Service signs 50-year lease for operation of 3 golf courses in DC](#) (WTOP- D.C.)

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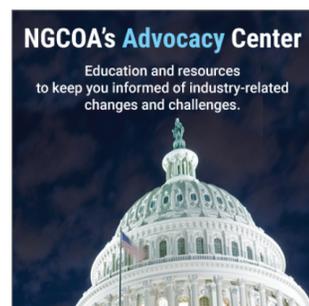


The Fountain of Youth: Living the Good Life in the South

More than 500 years after Spanish explorer Ponce de Leon first landed in Florida to supposedly find the Fountain of Youth, many retirees like Linda Kortlandt keep following de Leon's path to the Sunshine State in a pursuit to discover life's secrets and solutions to looking and staying forever young... [READ MORE >>](#)

Standing Together: Southworth Clubs Extend Sense of Community

The difficulty for multi-course operators with courses spread hither and yon has always been creating a sense of continuity, a common thread that transcends location and gives the members and guests a feeling of belonging no matter which property they visit. Who would have thought that, for one developer at least, a pandemic would become that bonding agent?... [READ MORE >>](#)



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