

OCTOBER 14, 2020

**FROM THE DESK OF**

## Golf Finds Its Voice in COVID-19 Battles

By Ronnie Miles, Co-Director of Advocacy, NGCOA

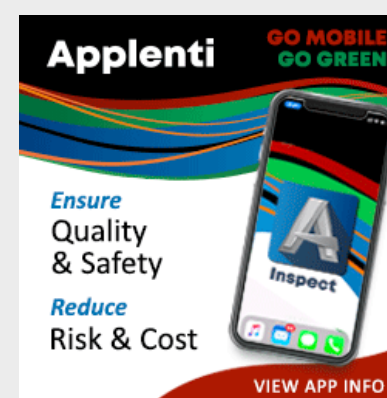
2020, by all accounts, has been a year to remember. COVID-19 has turned our national economy upside down, and many economists forecast late 2021 before we find our economy stabilized. The restaurant industry's recovery may take even longer. Fortunately, the golf industry has been the beneficiary of the lockdown many communities have faced. **But this surge in play did not happen by chance.** It resulted from owners and operators across the country using their voice to educate and influence our national, state, and local regulatory officials that our industry, golf, was one of only a few business activities that could be delivered in a safe manner related to social distance protocols... [READ MORE >>](#)

**OPINION**

## Takeout is a Solution to Public Safety, Not a Tax Problem

By Steve Graves, President, Creative Golf Marketing

One thing that the novel coronavirus (Covid-19) has produced is lively debate within the industry. Other than 1) wear a mask, 2) wash your hands, 3) don't touch your face and 4) social distance six feet away from others, there is strong debate on everything else in our daily lives and everyone has an opinion. Even with the record levels of golf being played at every private and public golf course nationwide, other amenities, areas and activities within the clubhouse remain areas of concern with regard to social distancing and adherence to mandated capacity issues. Early in the pandemic, takeout food became, and continues to be, an absolute life saver for clubs nationwide ... However, food & beverage is, by the letter of private club tax laws, "non-traditional revenue in clubs with a 501(c)7 tax status"... [READ MORE >>](#)



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- [The healing power of golf—explained by these four essential workers](#) (Golfworld | Golf Digest)
- [Suzy Whaley's Tenure as PGA President Leaves Her a Treasure Trove of Memories](#) (PGA of America)
- [Letter: So many questions about golf course zoning changes](#) (The Western Daily | CT)
- [America's toughest tee time? Few golfers know of Heronwood, even fewer have played it](#) (Golf.com)

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### Empower Your Golf Course Sales Professionals... Your Entire Staff

5 Strategies to Boost Your Sales Force — If you own or operate a golf course, every employee that interacts with a customer is a sales professional, whether they know it or not. It's in your financial interest to make sure they DO know it! ... [READ MORE >>](#)

### Desert Mountain Never Forgets its Members or Cake

Clubs have always been the center of celebrations. Birthday parties, anniversary dinners, graduation gatherings, Father's Day, Mother's Day, Fourth of July: the mantra "Let's go to the club" has always been part of the special-events vernacular. But COVID-19 quashed all that, at least for a good chunk of 2020. So clubs adapted... [READ MORE >>](#)



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