

OCTOBER 21, 2020

OPINION

Are You Giving Away the Keys to Your Golf Course Inventory?

By John Brown, CEO, Brown Golf Management

The golf industry's most important customer is the one that has booked a tee time at their facility. Clubs that take active measures to collect customer data and build remarketing strategies will deliver two important changes to their facilities: 1) They will be creating a stickier customer. A person that may play 1x per month will gradually move to play more of their rounds at a club's facility. 2) A club will have a much stronger ability to book these customers when/where and for what price it makes sense on their tee sheet. Point #2 speaks to a process that is vital to any club owner/operator to understand its profitability. Internally, we call it RCA or Rate Channel Analysis (aka Rate Flow)... [READ MORE >>](#)

FROM THE DESK OF

Disabled Golfers: Is your club (and our industry) doing enough?

By Ronnie Miles, Co-Director of Advocacy, NGCOA

Diversity and Inclusion initiatives have become mainstream for the golf industry today. The NGCOA continues with a significant commitment to bringing awareness and education to the golf community. Diversity is any dimension used to differentiate groups and people from one another. In a nutshell, it's about empowering people by respecting and appreciating what makes them different in terms of age, gender, ethnicity, religion, sexual orientation, education, national origin and *disability* ... Today more than ever, people with disabilities are finding golf as a recreational experience they thought was not accessible to them. But the golf industry has a long way to go to capitalize on this ever-growing market.... [READ MORE >>](#)

FROM AROUND THE INDUSTRY

- [Here's what a 'turf tee' is \(and why some golfers like them\)](#) (Golf.com)
- [Eisenhower Golf Course: A Sustainable Model for a New Era of Golf](#) (USGA)
- [Circling Raven Achieves Record Golf Season During a Pandemic](#) (Native Business Magazine)
- [Explore the Future of PGA Frisco](#) (PGA of America)



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Technology Enhances Golf at The Phoenician

Guests and Staff Benefit from Technological Options— At The Phoenician, in Scottsdale, AZ, technology and personalized attention coexist. The 18-hole Phoenician Golf Course, in the Sonoran Desert, has initiated options for golfers to engage technologically during their rounds... [READ MORE >>](#)

Managing Coronavirus in the Workplace

Each day we are reading reports from golf courses having to close their clubhouses due to employees testing positive for the coronavirus. Do you have a plan to manage the impact it will have on your operation? Do you know the legal requirements for responding when this happens at your club? All employees are protected under the FFCRA... [READ MORE >>](#)



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NGCOA's [2020 Golf Industry Compensation & Benefits Report](#) is just released! Learn how YOUR comp & ben package compares with others in the industry.



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