

OCTOBER 28, 2020

OPINION

Who YOU Need to Know: Emerging Superstars in the Golf Industry

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

It happened overnight. It took over a decade for anyone to notice. The 2008 recession squeezed many people out of the golf industry that did not have a deep Rolodex. Chad Ritterbush, Executive Director of the American Golf Course Architects Society, laments that he "saw tremendous talent among the evolving Associates within leading golf course designers leave the industry." Steve Eubanks, a talented writer for Global Golf Post, commented, "In retrospect, the exodus out of the golf business from 2008 through 2011 was substantial." The idiomatic expression, "One person's loss is another person's gain," is true... [READ MORE >>](#)

Balancing Deferred Maintenance and Capital Investments... Is Everything Actually "Great" at your Club?

By Larry Hirsh, President, Golf Property Analysts

Did you ever notice that politicians always want to tell us how great things are? We're all way too familiar with the current Coronavirus issues, yet some of our political leaders seek to make us believe everything's just fine. Country clubs have the same issue. Those in club leadership consistently seek to tell us what great shape the club is in until it's not. We've all heard the term "kick the can down the road" and many clubs have failed because of leadership's inability or unwillingness to confront controversial problems, often created by neglect. Assessments and dues increases are greeted with the same enthusiasm as tax increases. Members often have alternative options. Is the club prepared for large capital requirements?... [READ MORE >>](#)

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Tech is Here to Stay in the Game of Golf

Simulators may be costly, but are they the right investment? Life as a golf facility owner these days can be fraught with uncertainties, the least of which can be triggered at any time by effects from the pandemic or whims of the weather. One of the bigger challenges facing operators is how to keep growing the next generation of golfers... [READ MORE >>](#)

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