

NOVEMBER 4, 2020

OPINION

“It’s déjà vu all over again”

By Harvey Silverman, Silverback Golf Marketing

That famous quote from New York Yankee great Yogi Berra was the first thing that crossed my mind when the [press release about Supreme Golf’s partnership with the PGA of America](#) flashed across my computer screen. Why? Because [I wrote an extensive article](#) in 2012 about PGA’s attempted, and subsequently aborted, partnership with GOLFNOW. The new partnership presents a plethora of possibilities. Let’s start with a little history. Supreme Golf owns Golfbook, which entered the third-party tee time business in 2012 with an anti-barter, commission-based system... [READ MORE >>](#)

5 Ways to Keep the COVID Golfer Coming Back

By James A. Frank, Chief Content Officer, Find A Game

With the advent of COVID-19, golf has been handed an unexpected gift. The silver lining to the coronavirus, if such a thing is possible, has been the public’s need to get outdoors, exercise, and connect with other human beings. Which explains the recent explosion in rounds played, tee times purchased, and equipment sold. How will you keep those people playing your course once the pandemic has passed? Start by asking yourself another question: “Who are these new golfers?” ... [READ MORE >>](#)

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Here We Go Again By Jay Karen, NGCOA CEO

When news hit my desk a couple of weeks ago that some golf courses fell victim to a scam that involved a merchant processor, it didn't surprise me to see the three letters "ETS" in the email. Perhaps it was no coincidence that my column in October referenced my greatest regret over the past five years being our unsuccessful pursuit of justice after ETS levied unauthorized and unexplained charges upon thousands of golf courses in 2014... [READ MORE >>](#)

Technology Drives New Shop Business For Old Club

Yes, rounds across the country were up in a big way. By the middle of the summer, clubs were experiencing a boom unlike anything seen in decades. But what about the golf shops? ... [READ MORE >>](#)



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