

DECEMBER 9, 2020

OPINION**The Show Goes On...***"It's tough to make predictions, especially about the future"*

By Harvey Silverman, Silverback Golf Marketing

That's another Yogi Berra quote, the wise sage of the New York Yankees. It struck me when I saw the PGA's announcement that it canceled the 2021 PGA Merchandise Show due to COVID-19. Why? Because I wrote an article back in May more or less predicting what the virus wrought up us. We can't see each other, at least not for a while. But the show will go on, along with NGCOA's Golf Business Conference. They'll just be different.... [READ MORE >>](#)

Core Aerification: An Expensive, Wasteful Relic of Another Time

By Parker Cohn, CEO, Performance Resource Management

Nothing beats playing on your favorite course during the fall. The temperature is a near perfect 70° when you pull up to the clubhouse. As you approach the pro shop counter, the pro informs you they punched greens this week and gives you a green fee at 50% normal cost. Nice! You saved some money and are looking forward to playing 18 at half the normal cost. On the first green your 10 foot par putt bounces across the rough, sandy surface of the green and comes up short the hole. Your sentiment deteriorates as you walk off the first green. You will be putting on rumble strips. Not just for the next 4 hours, but for the next 2 weeks. You don't make a putt all day. Putts dart left and right and you struggle with controlling distance due to the inconsistency of the greens. As you walk off the 18th green, you reflect on playing on aerified greens in the past. It's just the price you pay for a pristine golf course. You know that aerification is just part of golf. It's a necessary evil. But what if it wasn't? [READ MORE >>](#)

FROM AROUND THE INDUSTRY

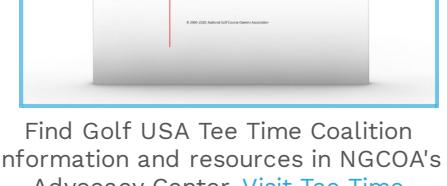
- [Women's Golf Day Founder Wins International Sports Award](#) (The Golf Wire)
- [Golf's most inspiring acts of kindness in 2020](#) (Golf Digest)
- [United Golfers Association hosts Historic Pro-Am Golf Tournament at Four Seasons Orlando](#) (U.G.A.)
- [Stone Harbor Golf Club Unveils Revitalized and Expanded Driving Range, Putting Green](#) (Cape May Co. Herald)

GOLF BUSINESS MAGAZINE - NOVEMBER/DECEMBER 2020**Revenue Management and Golf**

Cornell University professor emeritus Cathy Enz made a career out of mastering revenue management practices for the hotel, airline and car rental industries and she continues to teach the subject and give consult on competitive strategy. When the Myrtle Beach Area Golf Course Owners Association reached out to her... [READ MORE >>](#)

Pinetop Country Club Historic Updates

When it comes to compelling private golf, the Phoenix-Scottsdale market offers an endless array of exclusive golf and country club developments scattered throughout the region's stunning desert landscape... [READ MORE >>](#)



Find Golf USA Tee Time Coalition information and resources in NGCOA's Advocacy Center. [Visit Tee Time Advocacy](#) to learn more!



SAVE THE DATE: [Golf Business Conference 2021](#) is set for Jan. 25-27. This is a can't-miss conference for golf course owners and operators!



The Golf Business Podcast brings you a new piece of original, curated, informative content to help your golf course business thrive and grow.

Share Golf Business WEEKLY with a Friend!

Do you know someone who should be reading Golf Business WEEKLY? We encourage you to forward this email to your colleagues and peers so they can enjoy the latest business-to-business news about the golf industry. [CLICK HERE](#) to subscribe.

GOLF BUSINESS MAGAZINE

291 Seven Farms Drive, 2nd Floor | Charleston, SC 29492 | 800 933-4262



This email was sent by Golf Business. To unsubscribe and/or manage your email preferences, please [click here](#). Resident of Canada or the European Union? [click here](#) to give us your consent to continue communicating with you.