

DECEMBER 16, 2020

OPINION

Divided We Fail

By Craig Kessler, Director, Gov. Affairs, Southern California Golf Assoc.

Golf lambastes itself for being Balkanized, siloed, fractured, and as a result, incapable of speaking with one voice – the sine qua non of effectiveness in the public arena. We treat our division as a moral failing and assume that if we just preach the virtue of public virtue somehow the game's various leadership organizations and sectors will see the light and begin acting in concert for their mutual benefit. That's a recipe for continued division and failure. A better course would be to first examine the whys and wherefores of our division and understand them thoroughly before proceeding to figure out how to overcome them in the game's interest...

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Once You've Got It Up, Keep It Up: A Plea to the Golf Industry for 2021

By Scott Merchant, Chief Growth Officer, Club Prophet

Well that was a doozy! For most golf course owners and operators across the country as winter sets in, they are coming off the emotional and business roller coaster that was the 2020 golf season. Similar to a roller coaster, this year provided its ups and downs, its twists and turns, its perilous moments, but the end result was a euphoric and exhilarating experience. (Hopefully everyone read my April [article](#) outlining what to do for the 2020 golf season and made a ton of money!) And while I don't recommend gloating or celebrating success in the middle of a global pandemic, but... (in a quiet voice and looking over my shoulder)... golf had one hell of a year. Whether you make golf equipment, sell pull carts, give lessons, or own and run a golf course business, these last six months have been the highest performing six months ever. Let that sink in. There has never been a more significant six months in the entire history of the golf business... [READ MORE >>](#)

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- [NGCOA Announces Award Winners for 2021](#) (The Golf Wire)
- [New Work Charts a Sustainable Future for Golf Courses, Game](#) (USGA)
- [The long, strange, surreal year in golf, summed up in 18 quotes](#) (Golf Digest)

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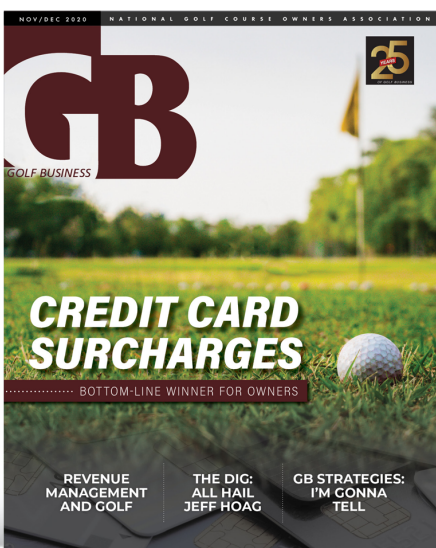
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