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OPINION

Reflections

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

Netflix is popular. The head of asset acquisition for a large golf management company is binging on The Queen's Gambit. The principal of a leading golf public relations firm is enthralled with The Crown. Several golf course owners are watching Yellowstone and Schitt's Creek. A member of the ASGCA and his wife are viewing House of Cards. I have binged through all 155 episodes of West Wing. Collectively, we are all eschewing watching the news and the nightly cacophony of chaos. As we enter the throes of winter and a quiet holiday season, I wonder if this massive escape to TV is our subconscious beckoning us to still the waters in what has become a turbulent society. Emotions run high. We have all collectively celebrated throughout our lives the red, white, and blue. Today, the white, representing freedom and civility, appears lost as we have become a nation of merely red or blue... [READ MORE >>](#)

Exploring the Economics of Practice Facilities. Are You Capitalizing on Yours?

By Larry Hirsh, *President, Golf Property Analysts*

Having grown up and spent most of my life at a club without a practice facility, I've always clamored for one. One of the reasons I chose the club I now belong to is the outstanding practice ground. I enjoy the solitude, often put some music in my ears and pound, chip or putt away. The great Golden Age golf course architect A.W. Tillinghast wrote "Ground for practice in proximity to the clubhouse is one of the essentials of the modern golf course." Unfortunately, many courses even today do not have adequate practice facilities. As a golf club and course analyst, I've observed that there is a potentially significant economic impact of having (or not having) a sufficient practice ground and sought to learn more... [READ MORE >>](#)

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