

JANUARY 13, 2021

OPINION

Quintuple Triple Whammy

By Harvey Silverman, Silverback Golf Marketing

We're hearing all the good news about how golf became the go-to activity for people mired in COVID stay-at-home orders, looking for a safe, outdoor recreation. Golf rounds played, the single most measurable metric of the game's health show a massive increase in 2020, as much as 50 million! And we hope for an even better 2021 on several levels. In California's Sonoma County, Northwood Golf Club is a renowned nine-hole course designed by Alister MacKenzie – Golf.com rates it the 30th best nine-hole golf course in the world. Northwood enjoyed unprecedented demand while complying with some of the strictest COVID restrictions in the country. But, there is no sitting back to relax and enjoy the persistent march to the first tee when the deadly virus can strike or transmit sight unseen. Built in 1928 for the nearby Bohemian Club, Northwood has withstood numerous economic maladies and natural near-calamities, including earthquakes, floods, droughts, and fires. The quadruple whammy. COVID-19 made the whammy a quintuple... [READ MORE >>](#)


A Model for All Muni's: How Can Your Course Embrace Uplifting, Accessible-For-All Programs?

By Rich O'Brien, Operations Manager, PGA HOPE (Charleston)

The South Carolina Lowcountry has become one of the models of what a community can do when it wraps its arms around Veterans and others with injuries, illnesses, or challenges. A big part of that has been the PGA HOPE Charleston program which has become the largest PGA HOPE chapter and model program for the PGA of America's flagship military outreach. HOPE stands for Helping Our Patriots Everywhere and, in Charleston, conditions were ripe for developing something really special with three military bases (Air Force, Navy, and Coast Guard), the second-largest VA in the Southeast, and a large retired Veteran population... [READ MORE >>](#)

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Nutritionists Service Growing Demand in Golf Industry

Jenna Appel just wants you to play better. The certified nutritionist doesn't scold golfers for their eating habits. If you want a beer and some nachos while watching a game after the round, she's fine with that. But before and during play, she'd like for you to fuel up to lower your scores... [READ MORE >>](#)

Omni La Costa Resort & Spa

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It was once a regular on the PGA Tour calendar. Those who remember the days before wrap-around seasons and FedEx Cup points recall the days when events still sought associations with celebrities like Danny Thomas or Glen Campbell or... [READ MORE >>](#)



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