

FEBRUARY 17, 2021

OPINION

Will Your Course be Partaking in "Spring Training" 2021?

By JJ Keegan, Envisioning Strategist & Reality Mentor, JJKeegan+

With the trade show season coming to a close, many northern golf courses focus on opening their golf course in April. When winter sets in, one might have a week or two to catch one's breath before prepping for the next season. It never really stops, that's for sure. As a result, policies and procedures seem to evolve year-to-year without much thought or detailed analysis for many golf courses. A golf course has many forms of capital: financial capital (money), physical capital (the course and clubhouse), human capital (management and staff), moral capital (the values and vision embedded in the customer experience), and social capital – the relationships between the people work at your golf course. Organizations that can leverage their social capital can activate pride, loyalty, and enthusiasm amongst their employees with shared intentionality... [READ MORE >>](#)

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Nutritionists Service a Growing Demand in the Golf Industry

By Steve Eubanks, Contributor, Golf Business

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. Appel isn't some expert on the Food Network. She is a nutritionist and dietitian with Addison's Reserve Country Club in Delray Beach, Florida, where she not only gives advice to golfers, she also authors a newsletter that walks members through the practical benefits of better eating... [READ MORE >>](#)

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- [The mini-tour fighting to give Black golfers a chance](#) (Golf Digest)

GOLF BUSINESS MAGAZINE JANUARY/FEBRUARY 2021



Breaking Up is Hard To Do

They say that breaking up is hard to do. Now I know, I know that it's true - Neil Sedaka. Winter typically brings lots of joy with holidays and the dawn of a New Year, along with the closing of many golf course businesses, enabling operators to catch their collective breath... [READ MORE >>](#)

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