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OPINION

Golf 2030: Different Decade, Same Sport?

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

With golf courses reopening, many are facing unprecedented economic challenges. While the majority of golf course owners are focusing on generating immediate cash flow, perhaps the pandemic has created a unique opportunity to ask, “How is golf going to evolve over the next decade and what are the implications for a golf course owner’s long-term survival?”... [READ MORE >>](#)

California: More To The Political Story Than You Think

By Craig Kessler, Director of Governmental Affairs, Southern California Golf Association

Don’t always believe what you read and hear about California being a dismal place to be in the golf business. And not just because of the great weather and splendid scenery. Yes, there are laws and regulations and rumors of laws and regulations that cause us distress, but there are also laws, regulations and ways of doing business in California that are the envy of the other 49 states. Here are three of them for you to chew on... [READ MORE >>](#)

FROM AROUND THE INDUSTRY

- [Latest data suggests golf world is primed for a huge comeback](#) (Golf.com)
- [Reopening-- silver lining in COVID-19 closures is that clubs have more time to get their reopening right](#) (Club+Resort Chef)
- ["Bye Bye Buggies?" - How COVID-19 is changing the way America plays golf](#) (Bunkered- UK)
- [Boyne's 3 Northern Michigan Resorts Reopen May 29 with Golf Deals](#) (MLive)

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USGA Tracker Shows New Promise For Cost Savings

In the 100-year history of the United States Golf Association's Green Section, the research arm of the USGA has been a national leader in course-related science and data... [READ MORE \(pg. 21\) >>](#)

Surrogate Shopping Promotes Social Distancing

Most clubs struggled with the mechanics of retail commerce during the COVID-19 crisis. Cash was discouraged, as the virus could live up to five days on a \$20 bill and be touched by dozens of hands. Credit cards were better, but not if golfers congregated at the counters to use them... [READ MORE \(pg. 24\) >>](#)

IN CASE YOU MISSED IT



[Golf Business Podcast: Episode 51](#)

Cathy Harbin, Pine Ridge Golf Course and Allison George, Toad Valley Golf Course, discuss their COVID-19 experiences and the importance of leadership to provide a path forward for their staff and customers.



[Golf Business LIVE: Friday Edition](#)

NGCOA CEO Jay Karen and Augusta Ranch Golf Club owner and NGCOA Board member Don Rea recapped the very latest in the golf industry, and talked about Women's Golf Day's virtual event with WGD founder Elisa Gaudet.



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