

APRIL 14, 2021

SPOTLIGHT

Heading (Virtually) to the Hill: Three Issues of Importance for National Golf Day 2021

By Ronnie Miles, Senior Director of Advocacy, NGCOA

The government affairs professionals and lobbyists who represent the WE ARE GOLF (WAG) partner organizations have created the following list of focus issues proposed for National Golf Day 2021. This will be the first National Golf Day event held virtually. It also happens to take place after the November 2020 national elections. Democrats are now in control of the Senate, House of Representatives and hold the presidency. There are 6 new Senators and 60 new House members which we should attempt to meet with for the first time while continuing to share with all offices the core WAG values messages, including: golf as an economic engine, philanthropic industry, health/wellness, social/recreational, and environmental steward... [READ MORE >>](#)

**** REMINDER –** Today is the LAST day to register for the all-virtual National Golf Day 2021 coming in May. [Click here](#) to sign up!

OPINION

How Many Members is the Right # ?

By Larry Hirsh, President, Golf Property Analysts

Last year resulting from the COVID pandemic, many private clubs experienced increased play, additional pressure on tee times and most notably, some frustrated members who were denied course access at their preferred time. 2021 could present some of the same challenges as many clubs have added members who are playing golf more frequently... and golf could be seeing a resurgence in popularity. If true, clubs need to be prepared to deal with this by understanding how many members they can comfortably accommodate. Accordingly, at many clubs, the question of 'how many members is the right number' became a frequent topic of discussion. How does a club determine that number? [READ MORE >>](#)

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- [Ready for mini golf and cocktails? New golf course and upscale bar coming to Liberty Station](#) (Pacific – San Diego)
- [Forrest Richardson, Jeffrey A. Danner team up in rebranded golf course design firm](#) (Golfweek)
- [Doing this on the golf course can make you happier and healthier, according to a new study](#) (Golf.com)



GOLF BUSINESS MAGAZINE MARCH/APRIL 2021



New Path for Native Americans in the Game

When it comes to diversity in hiring, some golf shops are well ahead of the game. But in a few cases, minority representation in the shop comes because of a special carveout in the equal-opportunity statutes. “Our golf course has been around for 10 years as of September,” said Curtis Wildcatt, a native Cherokee and a member of the tribal council that owns and operates Sequoia National Golf Club in North Carolina... [READ MORE >>](#)

Trailblazer – Mackenzie Mack is Setting a New Standard

Don't be surprised by the firsts. Mackenzie Mack won't top leaderboards at tour events – although she compiled a pretty impressive junior and collegiate record and can still hold her own on the course – but she will probably be the first Black woman to run a major golf company or national golf industry association... [READ MORE >>](#)



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