

APRIL 21, 2021

OPINION

It's Easy to Win with Email... It's *Really* Easy to Lose

By Harvey Silverman, Silverback Golf Marketing

Email has been a big part of my working career for the last 20 years. I want to think I've done and seen it all, but email and the marketing science behind it are ever-evolving. I have on my Silverback Golf Marketing website a button for [Bad Golf Emails](#). I've had as many as 1239 "hits" on the various bad emails I've displayed accompanied by some often-times snarky commentary. I try to make it fun, but some are so bad I almost have to cry. The all-time worst is the one that had "discount" in the subject line but forgot the "o." Oooops! (Yes, I added the "o" here.) Here's another recent nasty email, received as I was composing this article. It's addressed: *To: John Doe | Titleist and Cleveland Demo Day*. I'm not John Doe! And the subject line begs the question: "So?"... [READ MORE >>](#)

Employee First Impressions are Everything: Is it Time to Rethink Your Onboarding Process?

By Whitney Reid Pennell, President, RCS Hospitality Group

When we think of first impressions, our brains naturally default to how we greet our members and customers – but what about your facility's new employees? How are your welcoming your new hires? Did you know that the way in which you welcome a new hire and usher them into your organization will have a massive impact on how engaged they are and how quickly they reach their full potential and productivity. We are often approached by organizations who tell us, "our customer satisfaction is incredible, but where we really struggle is with employee satisfaction. What can we do to retain top talent?" The answer lies in first impressions; more specifically, employee onboarding... [READ MORE >>](#)

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- [The Great Junior Golf Design Challenge of 2021](#) (ASGCA)
- [Sunnyside Golf & Country Club Elects First-Ever Female Board President](#) (Troon)
- [A grand opening party is set for Menomonee Falls' Wanaki Golf Course, now under new ownership](#) (Milwaukee Journal Sentinel)



GOLF BUSINESS MAGAZINE MARCH/APRIL 2021

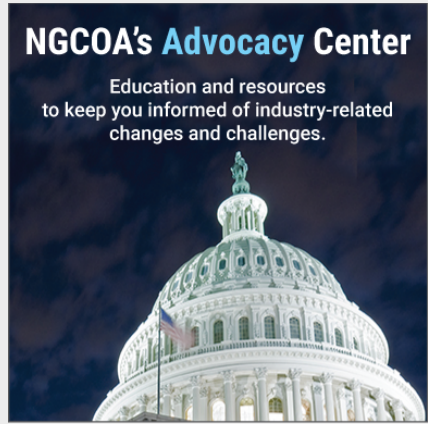


Partners for Social Change Through Golf Drive Cedar Crest Renaissance

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History Made One Range Ball at a Time at Charlie Yates Golf Course

For 25 years the story of the East Lake Golf Club and the East Lake Foundation has been retold countless times, especially in the late summer when the PGA Tour holds the Tour Championship at the Atlanta course. But the neighborhood revitalization story bears repeating... [READ MORE >>](#)



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291 Seven Farms Drive, 2nd Floor | Charleston, SC 29492 | 800 933-4262

