

M A Y 1 9 , 2 0 2 1

SPOTLIGHT

Recapping Virtual NGD in D.C.: WE ARE GOLF Coalition Celebrates Our Industry's Most Significant Day

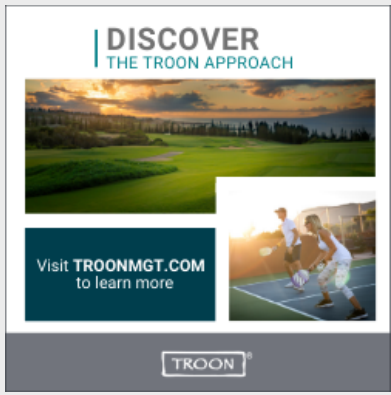
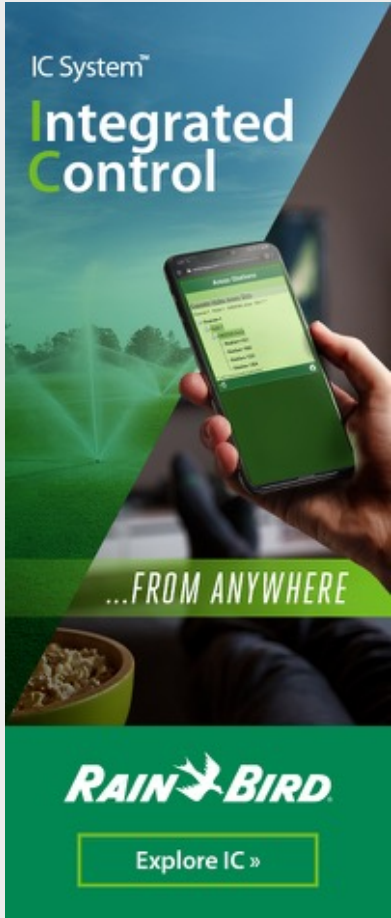
By Ronnie Miles, Director of Advocacy, NGCOA

On May 10th, Greg McLaughlin, CEO, World Golf Foundation, kicked off our celebration. He introduced the golf industry's new Diversity, Equity, and Inclusion (DEI) collaboration initiative. The mission of DEI is to make our sport more diverse, equitable, and inclusive through collective action across the industry, with a specific focus on education and skill development, player development, marketing, communications, talent acquisition, human resources, and procurement. The DEI marketing working group created a new messaging tagline #makegolfsomething, that will be soon introduced to the industry. You will be hearing much more from the working groups on this initiative and how you can improve the DEI culture in your organization... [READ MORE >>](#)

On the "Fringe" of Liability: Did This Golf Cart Accident Leave Course Ownership Responsible?

By Rob Harris, Founder, Golf Dispute Resolution

In *Jones v. The Glenwood Golf Corporation*, the Iowa Supreme Court explained that “a father–son golf outing ended badly when the son, driving a golf cart owned by the golf course, struck a bridge and the impact ejected the passenger (his father) who suffered severe injuries.” More specifically, according to the Court: “On September 14, 2017, plaintiff Terry Jones went golfing with his son, Jeff Jones, at Glenwood Golf Course in Mills County. Glenwood Golf Corporation owns the golf course and the golf carts used by its patrons with its permission... [READ MORE >>](#)



FROM AROUND THE INDUSTRY

- [Youth on Course, which helps kids with discount green fees, awards 20 college scholarships](#) (Golfweek)
- [Tiger Woods expanding his new mini-golf venture across the U.S.](#) (Golf.com)
- [Women's Golf Day Invites you to Join the Palooza](#) (Women's Golf Day)
- [Will 2021 Be A Record Year On Traverse City's Golf Courses?](#) (The Ticker | MI)

GOLF BUSINESS MAGAZINE MAY/JUNE 2021



Independence from Golf Revenue: The Many Other Ways to Make Money

We're in the money, we're in the money; We've got a lot of what it takes to get along! We're in the money, that sky is sunny, Old Man Depression you are through, you done us wrong... That show tune was first performed in 1933 when the U.S. was emerging from the depths of the Great Depression. It's a song I can see sung now by many golf course operators... [READ MORE >>](#)

Outdoor Enthusiasts are Welcome at the Steelwood Country Club

It's not unusual for a golf shop to offer services that aren't related to golf. Custom belts are available at Arizona Country Club in Phoenix, for example, and those professionals who still wear jackets and ties can find them in plenty of golf shops... [READ MORE >>](#)



The NGCOA partners and participates with industry experts to provide members with timely, business-critical reports, studies and other research content.



The Golf Business Podcast brings you informative content to help your golf course business thrive. You can now also [READ the transcript from our latest episode!](#)



Keep all facets of your golf business AHEAD of the curve — browse NGCOA's (just released!) 2021 Agonomic, Marketing and Operation [Trends Reports!](#)

Share Golf Business WEEKLY with a Friend!

Do you know someone who should be reading Golf Business WEEKLY? We encourage you to forward this email to your colleagues and peers so they can enjoy the latest business-to-business news about the golf industry. [CLICK HERE](#) to subscribe.

The views and opinions featured in Golf Business WEEKLY are those of the authors and do not necessarily reflect the position of the NGCOA.

GOLF BUSINESS MAGAZINE

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

