

JUNE 2, 2021

## OPINION

### Green Pathways: A Course Owner's Ecological Journey to Make Her Club Net Zero

By Pamela Dreyfuss, Owner, La Cañada Flintridge Country Club (CA)

Propelled by a sense of urgency driven by the climate crisis, my husband, Randy, and I started to explore how we could reduce our course and facility's carbon contribution to climate change. Wouldn't it be great to contribute to the solutions, instead of being a part of the problem? Our answer was a big, happy, "yes!" But how to reduce our carbon emissions at the club? What's the quickest change we can make? What has the most impact? How much carbon are we responsible for anyway? It's all so confusing! I needed help, but even finding the right kind of help seemed daunting. Looking for a sustainability expert, I searched online but didn't know which consulting companies were reputable and which were greenwashing machines (deceptive practices to appear "green"). Meanwhile, we proceeded on our own to get very complex solar bids and encounter challenging issues with installation. Both the expense and the consequences of not acting are and were high... [READ MORE >>](#)

## SPOTLIGHT

### Venturing into the World of Non-Golf Revenues? "Don't Leave Anything on the Table"

By Doug McPherson, Contributor, Golf Business

The decision to enter the world of non-golf revenue back in the late 1970s was an easy one for Kathy Aznavorian. "Some customers asked us to do steak dinners for group and league outings. We listened and began serving steak dinners," said Aznavorian, owner of Fox Hills Golf & Banquet Center, in Plymouth, MI. A few years later she added a fish fry on Friday nights. It all went well enough that in 1989, Aznavorian added a clubhouse with enough square footage to accommodate weddings and parties to widen the revenue stream. Then she realized the clubhouse was empty on Sundays, so she introduced Sunday brunch ... She says it was all about listening to customers and paying attention to opportunities, all the while just using the facilities to introduce the local non-golfers and residents to her facility. It's a question that eventually hits every course owner or operator: Should I venture into non-golf revenue? Like anything else, there are pros + cons... [READ MORE >>](#)

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