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OPINION

Thinking of Leaving GolfNow? Here are 7 Easy Steps:

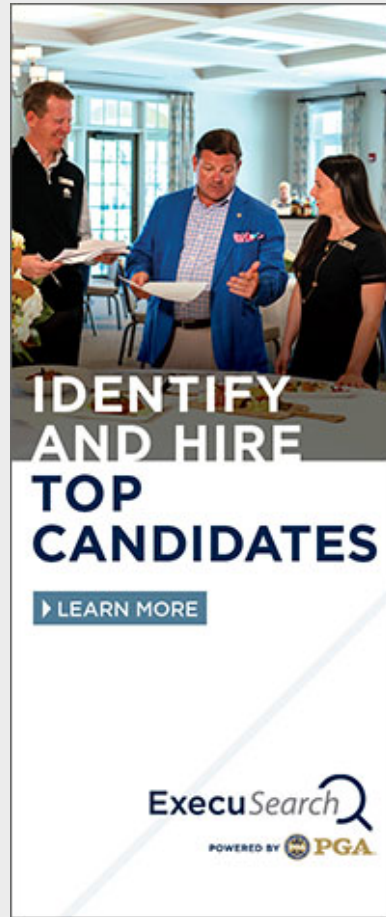
By John Brown, CEO, Brown Golf Management

As golf owners and operators continue to evaluate the golf technology landscape, more and more golf courses are evaluating their GolfNow relationship. For years, golf course owners and operators have seen reporting from GolfNow displaying how monumental their impact is in adding rounds, especially online rounds. However, they also know that giving up their data, their lowest price and being in a one-sided relationship does not necessarily feel like the right path for their business. Here are the seven steps you can take today to leave GolfNow once and for all... [READ MORE >>](#)

It's Not *All* About the Members

By Whitney Reid Pennell, President, RCS Hospitality

You read that right. It's not always all about the members. It's true that your members, the experiences they have at the club, and their loyalty to your club is what keeps the lights on, but without your staff, there are no members. So, for a moment let's take the subject of offering amazing experiences to your members off the table, and assume that everyone's member experience is superior. How are you making your staff's work experience amazing? How are you inspiring them to come to work every day? ... [READ MORE >>](#)



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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 >>](#)



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