

JUNE 23, 2021

OPINION

We Cannot Forget To Include Those With Physical, Mental, or Emotional Challenges

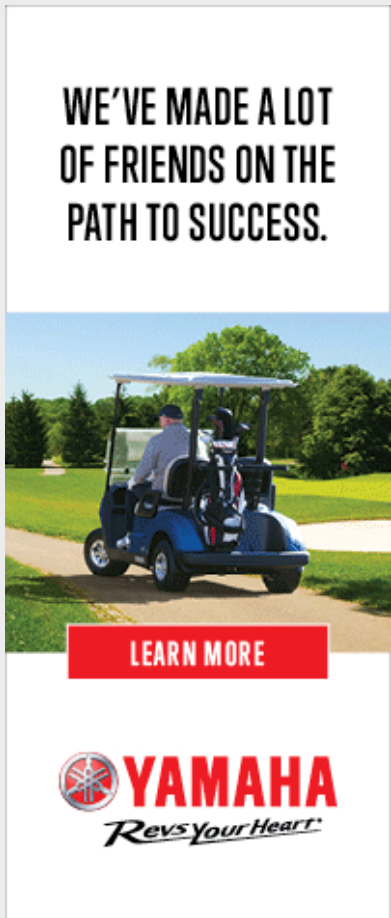
By Rich O'Brien, Operations Manager, PGA HOPE Charleston

The concept of diversity and inclusion typically focuses almost exclusively on race and gender. However, the CDC recently published a new report suggesting that 26% of adult Americans live with physical, mental, or emotional challenges. As an individual that has experienced disability first-hand and is now a member of the Board of Directors of the National Alliance For Accessible Golf, I do my best to be a strong advocate and voice for individuals who are battling injuries, illnesses, or challenges. One of the initiatives that the Research Committee for the Alliance is currently working on is identifying all golf facilities in the United States that are accessible to individuals with physical, mental, or emotional challenges... [READ MORE >>](#)

Junior Sports Academy: In Our New Way of Life, Could this Fresh Approach Also Drive Revenue?

By Steve Eubanks, Contributor, Golf Business

Instructional programming has evolved in recent years. Camps and clinics, juniors and seniors, ladies' "Sip and Swing" sessions with wine and hors d'oeuvres after group lessons: All of these add-ons do more than create additional revenue streams. They build connections and develop lasting relationships through the game while elevating the club and its staff beyond the role of facilitators and into the realm of experts. Desert Mountain has recently taken that idea to the next level. The Scottsdale, Arizona, club has created something called the Desert Mountain Junior Sports Academy, which it is billing as an "immersive" and "self-guided" experience... [READ MORE >>](#)



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A PGA Professional on the Horizon – NGCOA CEO Jay Karen

"Why?" That's the first question I get from friends inside and outside the golf industry, when I tell them I'm on the journey to becoming a member of the PGA of America. I can feel laced in those questions the assumption that someone my age (nearly fifty) with a busy job, busy family and busy volunteer responsibilities wouldn't have time to pursue something that might seem more appropriate for a person starting the climb on the career ladder. So, why is it I am stepping onto the pathway? Three reasons... [READ MORE >>](#)

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