

JUNE 17, 2020

FROM THE DESK OF

How Did We Get Here: What Can Golf Do to Help African-Americans?

By Jared Williams, Advocacy, NGCOA

That's what a lot of folks in the majority are probably thinking. And by the majority, I mean the consensus, the general public... white people. Our current lifestyle has somehow gone from a response to the coronavirus pandemic to now being a full-blown battle over what is right, what is wrong, and how to move forward... [READ MORE >>](#)

OPINION

How Challenging Times Can Actually Increase Your Outside Golf Outing Business

By Paul Courter, COO, Perfect Golf Event

Sign the contract. Direct the golfers onto the course. Collect the scorecards. In a recent survey of active event organizers, 72% said that this reflects the level of service they receive from golf course staff at their events. Courses that deliver more will rise to the top tier of revenue generating facilities. Now is the time to consider the value you deliver to your current and prospective golf event clients... [READ MORE >>](#)

FROM AROUND THE INDUSTRY

- [Local golf courses making adjustments amid pandemic](#) (Deseret News)
- [How golf's top retailer thinks the game can sustain the rise in new and returning golfers](#) (Yahoo! Sports)
- [Virtual Women's Golf Day is a real success](#) (Morning Read)
- [Happy Hour: Three holes-in-one on No. 8 within 90 minutes at Northampton Country Club](#) (Daily Hampshire Gaz.)

GOLF BUSINESS MAGAZINE - MAY/JUNE 2020



Communications Key to Kemper Crisis Management

The key to successful multiple-course management has always been precise and intense communication – making sure the sun never sets on a problem that hasn't been discussed, and that all policy decisions are aired from top to bottom... [READ MORE \(pg. 42\) >>](#)

Geneva National Resort & Club Expands Lodging

Geneva National Resort & Club, a family-owned golf resort in Lake Geneva, Wisconsin, is a commuter destination an hour-and-a-half northwest of Chicago. In recent years it has been such a popular choice – with 70 percent repeat business — that its owners have constructed some additional lodging, set to open in May... [READ MORE \(pg. 39\) >>](#)

IN CASE YOU MISSED IT



Golf Business Podcast: Episode 52

Jason DeWall from Astra Communications highlighted ways to improve communications to support minimal touchpoint expectations. Also, Lee Blaylock, CEO of Find A Game, and Pat Kelley from Advance Golf discussed the recurring revenue advantage of having a Practice, Learn and Play (PLP) subscription program at your facility.



Golf Business LIVE: Friday Edition

NGCOA CEO Jay Karen and Augusta Ranch Golf Club owner and NGCOA Board member Don Rea welcomed on Dr. Renee Powell, Owner of Clearview Golf Club and the second-ever African-American LPGA Tour player, and Dr. Michael Cooper, Chairman of the WE ARE GOLF Diversity Task Force, to continue the conversation on race in America.

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.



This email was sent by Golf Business. To unsubscribe and/or manage your email preferences, please [click here](#). Resident of Canada or the European Union? [Click here](#) to give us your consent to continue communicating with you.