

JULY 14, 2021



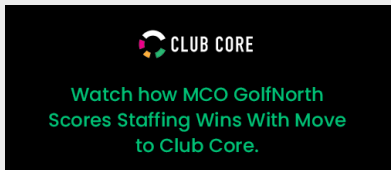
REMINDER: [Today is a Golf Business LIVE Wednesday!](#) Jay Karen and Don Rea, PGA will be covering the stories and trends making waves across the golf industry. PLUS, don't miss your chance to connect with USGA's top exec! CEO Mike Whan joins the program and will share his vision for the future of our sport. Mike, Jay and Don will be taking YOUR questions so set a reminder to watch on [YouTube](#) or [Facebook](#) and we'll see you at 3pm ET!

OPINION

Controlling the Weather – Every Golf Course Operator's Dream

By Harvey Silverman, Silverback Golf Marketing

I'm a bit of a weather nerd, having grown up in Minnesota and idolizing Barry Zevan the Weatherman. Google him. The rained-out golf event or Sunday afternoon tee time was common during my Midwest golf days. When I moved to California, I tossed my Gore-Tex rain suit and now use my golf umbrella for daily dog walks during our intermittent rainy season. Fair-weather golfer? My motto is, "No shorts, no shots." One of the first emails I open each morning is the Golf Wire. It's not because of the "what's in the bag" stories, which belt the latest PGA Tour winner wore, or how many "best of" courses a particular management company manages. Instead, I'm looking for items of interest for golf course owners and operators and maybe a story or two. I may have hit paydirt with a [Golf Wire story on June 22](#), "GTAA ANNOUNCES A WAY TO STOP THE RAIN" ... [READ MORE >>](#)



SPONSORED CONTENT

The following article was provided to Golf Business WEEKLY by AGL, USA & solely represents their views and opinions.

Your Golf Business's "Cloud" Nine: AGL's Path to Efficiency and Customer Growth with TigerGDS

By Jesse Park, Director of Sales, AGL, USA

Today, golf courses are searching for numerous ways to reduce operating budgets and still remain aesthetically pleasing and well managed to attract new golfers. The question is, what else can you do if you've been reducing your budget for several years? What have you done to your course to differentiate it from your competitor courses? If you are in need of bringing in more golfers and improving customer satisfaction, perhaps new methods to do so without spending more money or, better yet, saving money is possible? ... [READ MORE >>](#)



FROM AROUND THE INDUSTRY

- [The Consummate PGA Professional – A Tribute to Georgia's Gene Siller](#) (PGA of America)
- [Clubhouse of the Year: Call for 2021 Entries](#) (Golf Inc.)
- [Minimally conscious for three months, Ohio teen plays golf to help recover from stroke](#) (Golfweek)
- [Federal Court Upholds Employer's COVID-19 Vaccine Mandate](#) (National Law Review)

GOLF BUSINESS MAGAZINE JULY/AUGUST 2021



Peninsula Golf & Racquet Club: Growing Fiscally Sustainable

Bob Barrett's illustrious career began in 1973 as an assistant PGA Professional at hometown Augusta National, and spans multi-course ownership and vice chairman status with Troon after selling his Honours Golf Management firm to the same private equity group that took over Troon in 2014... [READ MORE >>](#)

Sugarloaf Mountain Resort: Creating a Year-Round Destination

Sugarloaf Golf Club, a course designed by Robert Trent Jones, Jr. which opened in 1985, hosts golfers throughout the season at Sugarloaf Mountain Resort, in Carrabassett Valley, Maine. During the remainder of the year, skiers seek the slopes. [READ MORE >>](#)



Think you know what it takes to own a golf course? Know anyone aspiring to purchase their own club? [Click here](#) to access NGCOA's new guide *So, You Want to Own a Golf Course?*



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!](#)



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

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

