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SPOTLIGHT

Are You Throwing Your New Hires to the Wolves?

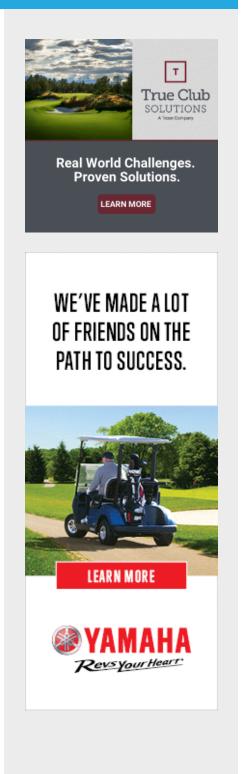
By Whitney Reid Pennell, President, RCS Hospitality Group

In the book, My Antonia, a story is told about a Russian wedding party in sleighs who are attacked by a huge pack of wolves. The wedding party throws the bride to the wolves in order to save themselves. There are many similar urban legends about this concept and the phrase "thrown to the wolves" has taken on a few meanings: 'allowing somebody else to be criticized or attacked, often in order to protect one", "to abandon someone to harm" or the literal meaning "sacrifice someone, especially so as to save oneself". When you think of someone being 'thrown to the wolves', what we are really doing is sacrificing someone for the benefit of ourselves or the team. But no one really wants to do that or ever intends to, do they? Let's have some real talk about staffing and the pain you feel when you try to explain that you are short-staffed and how it's hurting the operation... READ MORE >>

Either/Or: Whitney Crouse on the Polarizing Effects of Inflation

By Steve Eubanks, Contributor, Golf Business

The late Nobel Prize winning economist Milton Friedman called inflation "taxation without legislation." Friedman argued that inflation is the most scurrilous and pernicious tax of all because no politician voted for it, no one takes credit for it and no one seems to know how to control it. Most damning is the fact that inflation hits poor and middle-class citizens the hardest and squeezes small businesses in ways few can afford. It's been almost two decades since the United States has seen inflation levels like those experienced in the first half of 2021... READ MORE >>



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You could call her Michelle the Marketer. It's clear that marketing comes naturally to Michelle Wittig, General Manager at Juday Creek Golf Course in Granger, Indiana. She's taught marketing workshops for the NGCOA and she's made Juday Creek a household name across Northern Indiana using a host of highly effective yet low-cost marketing strategies... READ MORE >>



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