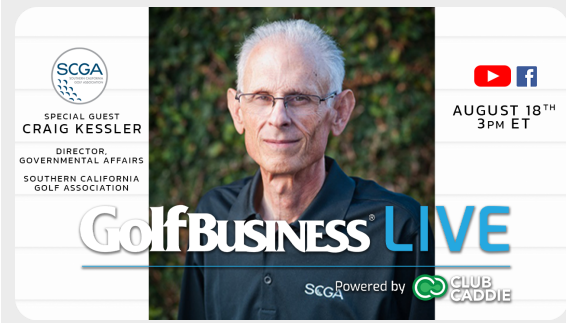


AUGUST 18, 2021



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, we talk to Southern California Golf Association's Governmental Affairs Director, **Craig Kessler**! Craig, 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

If They Build It, Will They Come? The Battle for Benchmarking Has Begun

By Harvey Silverman, Silverback Golf Marketing

I'm paraphrasing a line from one of baseball's great movies, "Field of Dreams." Watching the MLB version last week reminded me of the voice in the cornfield heard by Kevin Costner's character, Ray Kinsella, "If you build it, he will come." This quote became a business mantra: one can make an investment and build something, and people will use it and eventually pay for it. However, it's contrary to basic marketing theories that a need must be identified before producing something to address it. Steve Jobs and Apple kind of turned that on its head with its first iPod. But while "Field of Dreams" is a metaphor for pursuing one's dreams, no matter how bizarre, the emergence of not one, but two golf data companies attempting to capture the elusive benchmarking of public courses is a bit of both. Only time will tell how many public golf course operators will subscribe to the "need," or if this is a bizarre dream shared by some pretty smart guys...

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SPOTLIGHT

Finding Savings in the 'Fixed Costs' Maze

By Steve Eubanks, Contributor, Golf Business

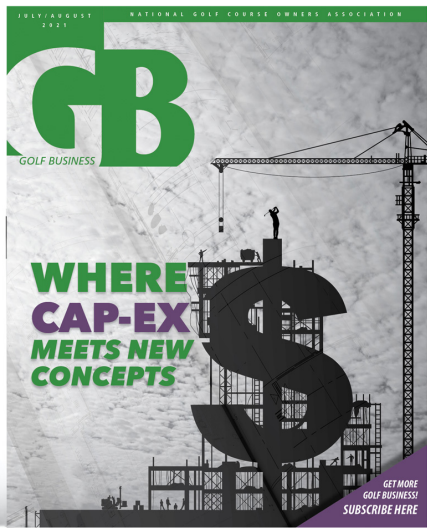
Golf operators cannot be experts in everything. Despite the 10-ball juggling act that most go through on a daily basis, managing hundreds of acres of finely manicured agricultural land, forests, streams, ponds and lakes, as well as a fleet of moving vehicles, a retail store, and the thousands of nuances associated with running a restaurant, golf operators also have to pay bills they have neither the time nor the expertise to research... [READ MORE >>](#)



FROM AROUND THE INDUSTRY

- [Don't your peers deserve to be recognized? NGCOA is now accepting applications and nominations for their annual awards](#) (NGCOA)
- [Busted: Nearly 10,000 counterfeit golf clubs seized in China](#) (Golfweek)
- [The PGA of America and Sagacity Golf Partner to Provide Golf Facilities with Critical Benchmarking Data](#) (PGA of America)
- [Kentucky Vaccination Incentives Include Free Golf Rounds](#) (Club + Resort Business)

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!](#)



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