

JUNE 24, 2020

OPINION

Green Valley Ranch Successfully Imposes Strict COVID Precautions

By Harvey Silverman, Silverback Golf Marketing

We're watching the PGA Tour for the first time in months. Some of the images are not great – social distancing seems to be as challenging as a six-foot putt with a two-foot break. Initial media reactions are somewhat incredulous, pondering whether some of the pros and caddies didn't get the COVID memo, didn't read it or choose to ignore it... [READ MORE >>](#)

Battlefield Demotion

By Damon DeVito, Co-founder, Affinity Management

In the WWII Hanks/Spielberg miniseries Band of Brothers, one pivotal battle turns against our heroes as the battlefield leader freezes in the face of fire. All under his command become easy targets as the enemy recalibrates. The protagonist played by Damian Lewis has an impulse to run into battle to take charge. Good leader, right? But he is stopped by his superior. A recent promotion means his job is to pick and guide the battlefield leader, not to be that person. Running a golf course, even in a pandemic, is a far cry from war. However, it has been a battle to be open and change procedures to keep employees working... [READ MORE >>](#)

FROM AROUND THE INDUSTRY

- [With Precautions, Golf Is Back. So Are Scoring Squabbles.](#) (NY Times)
- [Troon Partnering with the National Links Trust to Manage Operations at Three DC Public Golf Courses](#) (Troon)
- [Cliffside Golf Course feels the impact of COVID-19, closes permanently](#) (WHIO)
- [The 37 best feelings in golf, according to golfers](#) (Golf.com)

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Regent Golf Management Navigates Disparate Agency Directives

By week three, it was hard to know where to turn and whom to trust. From the beginning of the COVID-19 crisis, golf managers were reading and digesting all the information they could, including reports from the CDC and daily updates from the Coronavirus Task Force... [READ MORE \(pg. 47\) >>](#)

A Change Will Do You Good

If there is one thing about business that doesn't change, it's that business will always change! Be it through the advent of new technology, loss of a key employee, new laws that govern the way your industry does business, or even a takeover by another company... [READ MORE \(pg. 39\) >>](#)

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.

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