

DECEMBER 1, 2021



**REMINDER: Today is a Golf Business LIVE Wednesday!** Join Jay Karen and Don Rea, PGA for the FINAL Golf Business LIVE of 2021! They will recap an unforgettable 2021 for our industry and tackle the issues on the horizon for 2022 with NGCOA's Executive Board. They're also taking YOUR questions, so set a reminder to watch on [YouTube](#) or [Facebook](#) and you'll know the moment we're LIVE!

## OPINION

### A Barrier-Breaking Legacy: Lee Elder's Impact on Golf and Inclusion

By Michael Williams, Contributor, Golf Business

In 1975, I was a middle school-aged kid in Washington, DC with a passion for all sports, even the ones that I didn't play, including golf. In April of that year, the Pittsburgh Steelers had won their first Super Bowl and the Golden State Warriors were on their way to winning the NBA championship over my beloved Washington Bullets. A year before, the eyes of the world were focused on Georgia in April as a Black man, Henry Aaron, supplanted Babe Ruth as baseball's home run king. In April 1975, Georgia was again squarely in the spotlight as the world watched one of the oldest and most onerous barriers in sports fall when Lee Elder became the first African American man to play in the Masters Tournament in Augusta, Georgia. Elder had qualified by winning the Monsanto Open at the Pensacola Country Club in the 1974 PGA Tour season, earning an invite to play at one of the game's most prestigious events held annually in the heart of the still largely segregated South... [READ MORE >>](#)

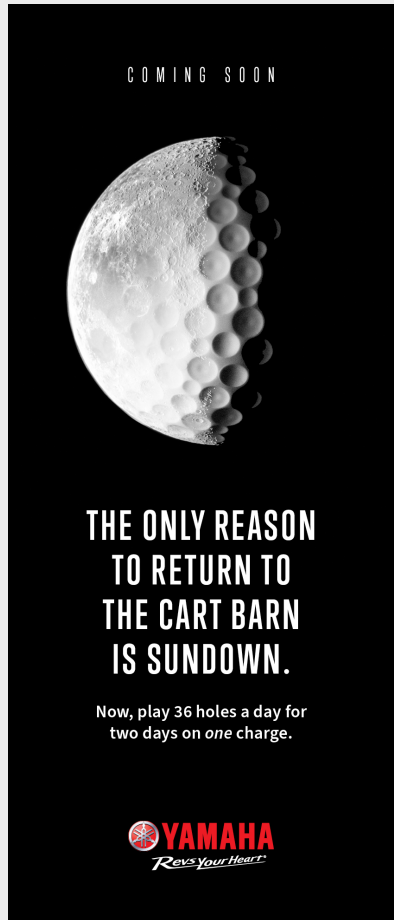
### Capital Plans, Change, and Your Club's Value

By Larry Hirsh, President, Golf Property Analysts

A challenge we often encounter is the valuation or analysis of a club considering or planning capital improvements. If debt financing is needed it can be a complex undertaking when one considers the fact that the bank is required to lend no more than a (specified) percentage of market value and that market value is (roughly) defined as the most probable price a willing buyer would pay a willing seller for the property. It's not uncommon for the cost of improvements and addressing any deferred maintenance to exceed the market value of the club. This is where good planning and understanding your club's culture (and members' appetite for assessments) is critical... [READ MORE >>](#)

## FROM AROUND THE INDUSTRY

- [The year-end edition of Golf Business LIVE starts today at 3pm ET to recap our industry's 2021 and take YOUR questions for 2022!](#) (NGCOA)
- [Texas' best ever? An Austin amateur champ is thankful to remember a fallen hero this season.](#) (Golfweek)
- [Marion Hollins named an Honorary Member of American Society of Golf Course Architects](#) (ASGCA)
- [Jack Nicklaus explains why, after 44 years, course design still inspires him](#) (GOLF.com)



## GOLF BUSINESS MAGAZINE NOVEMBER/DECEMBER 2021



### Oasis Golf Club: Partnerships are the Key to Success

The golf industry is still booming, despite or perhaps even partly due to the pandemic. Data from the National Golf Foundation show that total rounds played nationwide in '21 is tracking ahead of 2020's numbers... [READ MORE >>](#)

### The Resort at Longboat Key Club: Planning Strategically and Measuring Results

Love of travel is a common thread among many golfers. The opportunity to test one's mettle beckons from a myriad of courses across the country and indeed the world. Resort golf offers a spectrum of beauty and challenge, most often with amenities for families as well as golfers... [READ MORE >>](#)



Annika Sorenstam has been honored with NGCOA's most prestigious award, the 2022 Award of Merit. [Join us at Golf Business Conference 2022](#) where she will accept this award and take part in an attendee Q&A!



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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