

JULY 1, 2020

OPINION

Snapshot: If You Aren't Making Money, Buy a White Flag

By JJ Keegan, Envisioning Strategist and Reality Mentor, JJKeegan+

The twists and turns of life. Who could have forecasted the inevitability of the unlikely event of COVID-19, a Black Swan, or that such would create an implausible surge in the golf industry that has been struggling for over the past 30 years? What does the future hold for golf? Harvard economist John Kenneth Galbraith wrote, "There are two kinds of forecasters: those who don't know and those who don't know they don't know. The problem is self-proclaimed experts on the business of golf, such as me, is that we enjoy free rein with few negative consequences as one's proclamations tend to be sensational to rise above the din of daily life..." [READ MORE >>](#)

SPOTLIGHT

Training Tips for Reopening or Expanding Your Team

By Whitney Reid Pennell, President, RCS Hospitality Group

Training is not something you did; training is something you do. Very often we make the mistake of thinking that we told or showed someone what to do once and now they are 'trained', or that after 2 – 4 shifts 'shadowing' someone, they are ready to work without any further training needs... but that's not exactly how it works... [READ MORE >>](#)

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- [Arcis Golf Partners with Fine Art Museum to Provide Virtual Content for its Members](#) (Arcis Golf)
- [Michigan golfers start Golf4Midland fundraiser to raise money for flood relief](#) (WNEM)
- [How one man is using golf to fend off Parkinson's disease \(and helping others do the same\)](#) (Golf.com)
- [Playing through a pandemic in Tellico Village](#) (The Connection-TN)

GOLF BUSINESS MAGAZINE - JULY / AUGUST 2020



Welcome to the Golf Surge By Jay Karen, NGCOA CEO

I'm writing this at the mid-point of 2020, one of the most unexpected years in my lifetime. The American economy and society have been rocked by racial tensions and a deadly viral pandemic. Thousands of golf courses were partially or totally shut down this spring. And yet the very conditions created by the pandemic have resulted in a surge in play at golf courses, private and public alike... [READ MORE >>](#)

Hammock Beach Revival

When Hammock Beach Golf Resort & Spa ushered in the peak winter travel season this February, the Palm Coast, Florida, private resort community was brimming with business, and longtime manager Brad Hauer's outlook never looked brighter... [READ MORE >>](#)

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