

DECEMBER 8, 2021

SPOTLIGHT

“One of the Most Humbling Experiences I’ve Ever Been Part Of”: Female Veterans Finding PGA HOPE

By Rich O'Brien, Operations Manager, PGA HOPE (Charleston)

Over the past six years, the number of PGA HOPE chapters nationwide has grown from a handful to where there are now 173 chapters listed on the PGA REACH website, including 15 chapters in the Carolinas section to lead all PGA sections. This summer, PGA HOPE Kiawah Island hosted their inaugural Female Veterans Program which is only the second women's-only program in PGA HOPE, following the groundbreaking Clearview HOPE program in Canton, Ohio which was founded by Renee Powell. The Kiawah Island women's clinics were hosted by Briana Niemann (PGA/LPGA), an Assistant Golf Professional at Cassique at the Kiawah Island Club. Her team included Kiawah Island Club Director of Instruction Carol Preisinger, LPGA, Jenn Weiland, PGA, and Amanda Romano, PGA from Kiawah Island Golf Resort to provide our female Veterans an exclusive PGA HOPE program just for them, taught by women... [READ MORE >>](#)

Research and Data Wisdom: "Be on a Never-Ending Quest to Hear from your Golfers"

By Doug McPherson, Contributor, Golf Business

In keeping with the current *Golf Business* magazine edition's theme on research and data, *Golf Business* hit up Mike Ryan, Chief Operating Officer at Troon, a professional club management company that serves 600-plus golf courses, for some answers on how research and data can improve course operations. He happily obliged and we thank him for his time and expertise in sharing what follows. **Question:** Those in the golf industry talk a fair amount about research and data (R/D) but it's not always clear what that really means. How do you define R/D as it relates to the business of golf? **Answer:** ...

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