

DECEMBER 15, 2021

OPINION

Respecting One's Adversaries Is More Than Polite... It's Smart

By Craig Kessler, Director of Gov't Affairs, Southern CA Golf Association

When I'm asked for advice on how to speak to groups, the first piece of advice I give is to know your audience. When asked for advice on how to tackle public policy problems, the first piece of advice I give is to know your adversaries' arguments better than they know those arguments themselves; indeed, you should try to know their hearts, souls, and minds better than they know them themselves. That's hyperbole of the highest order; no one can know another's mind better than he or she knows it. But they, and I hope you, get the point. It's better to overestimate the intelligence and guile of one's adversaries than to underestimate them. You'll never get caught with your pants down at just the wrong moment. So, here's a little exercise in trying to understand the arguments of some of the game's critics and in the process gain an appreciation of what motivates them, which more often than not involves the same high-minded things that motivate those of us in the golf industry... [READ MORE >>](#)

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By Steve Eubanks, Contributor, Golf Business

To answer that, you have to start with, what and where is the world's largest pro-am in the first place? The answer is: Galloway, NJ, during the ShopRite LPGA Classic presented by Acer, a 54-hole women's event on the old Donald Ross-designed Dolce Seaview Resort, within sight of the Atlantic City skyline. The event, which has been on the LPGA Tour schedule since the mid-1980s, has always been a nice stop. But it only makes sense from a sponsorship standpoint because of what happens the Wednesday and Thursday before.... [READ MORE >>](#)

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