

JANUARY 5, 2022

OPINION

It's Shopping Season: Setting Priorities is Essential to Making a Good Decision

By Harvey Silverman, Contributor, Golf Business

It's that time of year! Most golf course operators are adding up 2021's numbers and turning thoughts to making 2022 even better. Part of that process includes an evaluation of the current point-of-sale (PoS) technology stack. Do I change or stick with what I have? There are several reasons to change. Maybe your provider failed to deliver the promised enhancements. Perhaps you had service issues, especially during a time when your business demanded expediency. Maybe your relationship with a key person dissolved as they moved on to somewhere else. Maybe your technology did not keep up with changes in your business or won't satisfy the changes you're planning for the new year. Most importantly, perhaps you counted up all the tee times you gave away in a barter arrangement and came to the whopping realization of how much that cost you during a period of high demand. Of course, this is a short list – there are many other reasons course operators will roam the aisles of the PGA Show shopping for PoS technology... [READ MORE >>](#)

SPOTLIGHT

Assess for Success...Train to Retain: Montclair Golf Club on Labor

By Scott Kauffman, Contributor, Golf Business

In the last 30 years, Roger Bacon has been involved with some of the more prestigious golf and country clubs in America, including critically acclaimed Sand Hills Golf Club and historic Omaha Country Club in his home state of Nebraska and exclusive Desert Forest Golf in the golf-rich Phoenix-Scottsdale market. Now, the veteran club manager is making his mark as general manager of historic Montclair (N.J.) Golf Club, one of the founding members of the Metropolitan Golf Association in 1897. Considered a go-to candidate for clubs in need of renewal or new direction, Bacon is no stranger to change management... [READ MORE >>](#)

FROM AROUND THE INDUSTRY

- >> [Annika Sorenstam to receive NGCOA 2022 Award of Merit, will appear at Golf Business Conference to accept honor](#) (The Golf Wire)
- >> [Boulders named one of the best golf destinations for women](#) (AZ Big Media)
- >> [Why Gil Hanse—golf's hottest architect—isn't satisfied](#) (Golf Digest)
- >> [The 2022 PGA Show Will Be Better Than Ever](#) (PGA of America)

GOLF BUSINESS MAGAZINE NOVEMBER/DECEMBER 2021

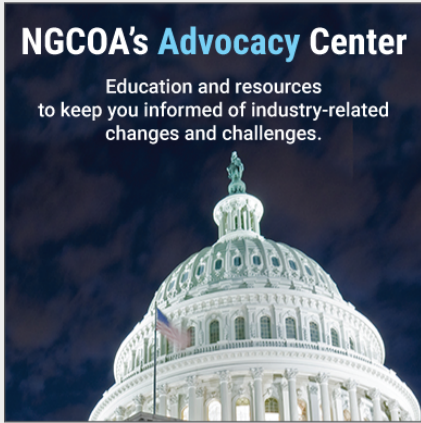


Oasis Golf Club: Partnerships are the Key to Success

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 >>](#)



The NGCOA strives to provide guidance, interpretation and suggestions for action when it comes to industry related challenges.



The Golf Business Podcast brings you informative content to help your golf course business thrive. Click above to hear the latest episode.



The NGCOA partners and participates with industry experts to provide members with timely, business-critical reports, studies and other research content.

Share Golf Business WEEKLY with a Friend!

Do you know someone who should be reading Golf Business WEEKLY? We encourage you to forward this email to your colleagues and peers so they can enjoy the latest business-to-business news about the golf industry. [CLICK HERE](#) to subscribe.

The views and opinions featured in Golf Business WEEKLY are those of the authors and do not necessarily reflect the position of the NGCOA.



GOLF BUSINESS MAGAZINE

291 Seven Farms Drive, 2nd Floor | Charleston, SC 29492 | 800 933-4262

