

JANUARY 19 + JANUARY 26, 2022



**REMINDER:** [Today is a Golf Business LIVE Wednesday!](#) Join Jay Karen and Don Rea, PGA for the FIRST Golf Business LIVE of 2022! Is it time to modernize the model for instructing new golfers... and how would that look at your course. Special guest Will Robins joins the show and is taking YOUR questions, so set a reminder to watch on [YouTube](#) or [Facebook](#) and you'll know the moment we're LIVE!

## OPINION

### The Psychology Barriers Facing Golf Course Managers that Limit the Investment Return of their Golf Course

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

At the beginning of this year, I had the pleasure of conversing with two leading golf course real estate investment advisers (Steve Ekovich, Leisure Investment Properties and Jeff Woolson, CBRE) and one of the top strategists and marketing wizards in the golf industry, Rich Katz. Steve and Jeff confirmed that the real estate market to buy golf courses is “hot” with unprecedented cap rates. It is a great time to sell your golf course if one is realistic about the uncertain future of the golf industry, especially if the facility has a lot of deferred capital expenditures and outstanding debt greater than \$1 million. Few will. Many should... [READ MORE >>](#)

### Golf Industry Advocacy Update: Making 2022 the Best it Can Be

By Ronnie Miles, Sr. Director of Advocacy, NGCOA

As you know, 2022 is an election year. At this time, we have 435 US House and 34 Senate seats on ballots across the country. In addition, at the state level, 36 governorships are up for grabs, including hundreds of House (Assembly) and Senate seats. As a result, we can expect a continued push of much of the legislative issues which remained on the table from 2021, plus many new pieces of legislation that one could argue are intended to influence public opinion but are primarily to support the respective party's legislative agenda. But either way, golf course owners and operators should take advantage of the opportunity to engage with your local, state, and national candidates and share the challenges your business faces and the impact their decisions have on your operation... [READ MORE >>](#)



## FROM AROUND THE INDUSTRY

- [The first Golf Business LIVE of 2022 starts today at 3pm ET with special guest Will Robins!](#) (NGCOA)
- [LAST CALL: Register NOW for Golf Business Conference 2022. Don't miss Annika Sorenstam, Agustin Piza, Brandel Chamblee and unparalleled education and networking!](#) (GBC22)
- [Another golf club will be converted to a housing development — this one a recently renovated course in Ohio](#) (Golfweek)
- [Controversial California bill targets muni golf — and that's missing the point](#) (GOLF.com)

## GOLF BUSINESS MAGAZINE JANUARY/FEBRUARY 2022



### Omni Mount Washington Resort: “Growing the Garden” a Key to Success

Except for three months at the start of the pandemic, Omni Mount Washington Resort, in Bretton Woods (NH) has been open year-round. After re-opening, the venue, newly expanded and enhanced, has experienced continued growth... [READ MORE >>](#)

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

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... [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.



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

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