

F E B R U A R Y 2 , 2 0 2 2

OPINION

This is What Action Looks Like: How to Kill What Could've Killed Golf

By Harvey Silverman, Contributor, Golf Business

California is the home of superheroes and action figures, thanks to Hollywood. Heck, we even had one as governor. But while superheroes are singular forces, fighting the enemy tagged as the “Public Golf Endangerment Act” (or formally “AB-672 Publicly owned golf courses: conversion: affordable housing”) will take thousands to kill. That effort is underway, and it’s a lesson about what action looks like. I [wrote about this in November 2021](#), and I thank NGCOA for being the first national publication to publish what’s identified as an existential threat to public golf. Other publications have since picked up the story, including [here](#), [here](#), and [here](#). I haven’t seen it in the Daily Planet yet, but there’s still time. For most of the time I’ve been in the golf industry, political action was not a concern. If it was, it was at local levels, with things like taxes, zoning, chemical use, and maybe water rights. It wasn’t until 2009, 13 years ago, that the American Golf Industry Coalition (formerly WE ARE GOLF) was formed and created the first iteration of National Golf Day. The industry organized to make its presence and issues known in Washington, D.C. ...

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SPOTLIGHT

How ‘Morale Check-Ins’ Can Keep Employees From Checking Out

By Doug McPherson, Contributor, Golf Business

Some call it the big quit, others call it the great resignation – these are terms for the ongoing trend of employees voluntarily leaving their jobs from the spring of 2021 to the present. And golf courses are witnessing the exodus, too – especially of frontline workers who are critical to day-to-day operations. What can you do to keep them? It may not be as difficult – or as expensive – as you might think... [READ MORE >>](#)

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GOLF BUSINESS MAGAZINE JANUARY/FEBRUARY 2022

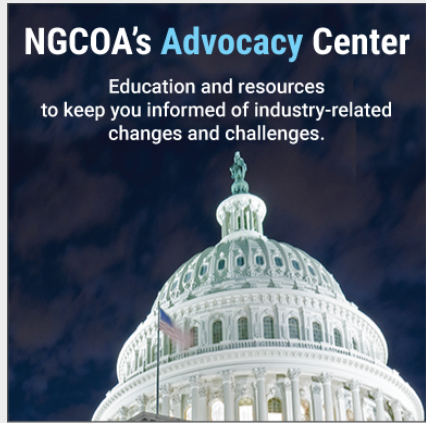


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