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OPINION

Labor, Culture, and Golf's Staffing Shortage: Takeaways From My First GBC

By Michael Williams, Contributor, Golf Business

Last week, I was privileged to attend the annual Golf Business Conference in Orlando for the first time. It was an amazing experience, an opportunity to get to know the golf course owners that keep this business alive. It was also an opportunity to assist the same owners and operators in solving some of their most intractable problems. I had the opportunity to moderate a panel discussion that was devoted to the topic of solving the labor challenges that are facing the golf industry. The panel was stocked with some of the most experienced and innovative thinkers in the business: Sandy Cross (Chief People Officer of the PGA of America), Alex Elmore (EVP, Owned-Leased Asset Group Division, Troon), and Lonny Ostrander (CEO, Puzzle HR). We delved into issues that have challenged operators even before the pandemic and have become even more vexing during that time. How do you attract quality staff? How do you retain them once they are there? How can operators train and prepare frontline staff for promotion to management positions? ... [READ MORE >>](#)

SPOTLIGHT

Constant Monitoring Makes Desert Mountain An Attractive Employer

By Steve Eubanks, Contributor, Golf Business

Every club does its best to attract top talent within the confines of the budgets. But margins in the golf industry remain tight. Any increases in payroll and benefits, be they from additional staff, raises or perks designed to attract the best and brightest, can have cataclysmic consequences to the bottom line, especially in a time when inflation is driving every cost skyward. Throw in things like the Biden administration's tinkering with tip regulations under the Fair Labor Standards Act or the looming threat of mandatory vaccines, and it is little wonder that golf courses continue to struggle to fill jobs... [READ MORE >>](#)

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- >> [Former World No. 1 Annika Sorenstam adds new partner in Lohla Sport](#) (Golfweek)
- >> [A long way from his native Australia, new owner of Pinewood CC near Minocqua brings extensive golf resume to the job](#) (Golf Wisconsin)

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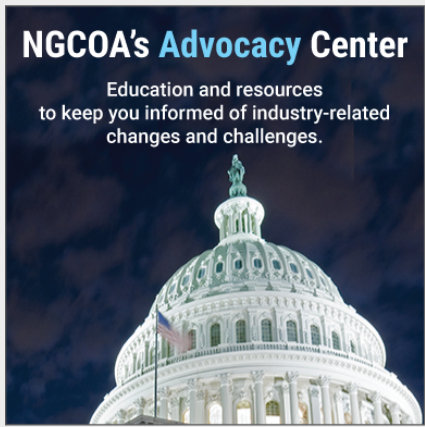


Omni Mount Washington Resort: “Growing the Garden” a Key to Success

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 >>](#)

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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 >>](#)



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