

JULY 8, 2020

OPINION

Demand Surges: Is Now the Time to Test New Initiatives?

By Matt Galvin, President, Morningstar Golf & Hospitality

I just paid \$100 for a haircut. Those of you who know me will laugh. My head of hair is somewhere between Jim Furyk and Dave Pillsbury. Probably closer to Henry Delosier. My barber in Princeton, NJ normally charges \$31, but after three months of unemployment (with or without the extra \$600/week, and he may not even be a W-2 employee) I think he deserved a good tip. Those who know me may also laugh because my usual tip is "Don't smoke in bed". All jest aside, I'm an OK tipper ever since my days as a waiter in college. I contrast my decision with my barber to a couple of budget-minded golfers who were recently complaining that my golf course's afternoon specials from 2019 were no longer being offered... [READ MORE >>](#)

Picking Up The Pieces

By Craig Kessler, Director of Governmental Affairs, Southern California Golf Association

"Recreational" golf is back. Everyone, golfers and facilities alike, have gotten the hang of what it means to manage and play golf per social distancing and common touch point controls. The rest – the business and social – are rapidly coming into focus as counties enter various phases of the re-opening process. Of course, they're coming back in severely truncated forms, but they're coming back, nonetheless... [READ MORE >>](#)

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- [Strip-Mall Developer's Plan for East Providence Golf Club Riles Neighbors](#) (ecoRI News)

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ClubCorp Innovative Reopening

It takes a lot more time and effort to put a train back on its tracks than it does to derail it. The longer the train, the more complicated and time-consuming the process of getting it upright and running. ClubCorp, the largest private-club owner/operator in the world, has a lot of rail cars to repair after the shutdown... [READ MORE >>](#)

Golf Bikes Hit a Sweet Spot

Timing might not be everything, but it plays an important role in whether a product or service soars or flounders. Remember Prodigy, the online shopping and information service that was a joint venture between IBM and Sears? The PC-based service was, in essence, Google and Amazon rolled into one... [READ MORE >>](#)



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