



YOUR QUARTERLY RUNDOWN... ARTICLES TO GET YOU THINKING



Something's Coming: How US Companies can Build Resilience, Survive a Downturn, and Thrive in the Next Cycle
Companies need to draw on the proven playbook for success in a world of slower growth, higher inflation, and more expensive capital. [Read more](#)



Data Ethics: What it Means and What it Takes
Fewer companies have systematically considered and started to address the ethical aspects of data management... [Read more](#)



What You're Getting Wrong About Customer Journeys
Companies often believe they should make their customers' experiences as effortless and predictable as possible. But the authors' research shows... [Read more](#)



Choosing to Grow: The Leader's Blueprint
Employees expect their jobs to bring a significant sense of purpose to their lives. Employers need to help meet this need... [Read more](#)



Beyond Millennials: New Generations and the Influence of Family
A great collection of CMO development and networking resources including association, publications, influencers, books, events and more. [Read more](#)

MCO NEWS BEAT

- [North Creek GC Selects Troon to Manage Property.](#)
- [Landscapes Golf Management to Continue Operating Three Sioux Falls \(S.D.\) Courses](#)
- [Michigan, Missouri Courses Purchased by Heritage Golf Group](#)
- [Two Fuzzy Zoeller Courses in Indiana Acquired by KemperSports](#)
- [GreatLIFE Merges with Brown Golf, Portfolio of Courses Now at 70](#)
- [Golf Courses in the southwest continue "turf reduction" plans as a massive multiyear drought continues to plague the region.](#)

NGCOA REMINDERS

There's No Better Way to Kick Off a New Year...See You at [Golf Business Conference 2023!](#) January 23-25, 2023. Registration opens in October.

As part of membership, NGCOA members also get free admission to the [2023 PGA Show](#) following the Golf Business Conference!

NGCOA Members are invited to attend the [GCSAA Golf Industry Show](#), February 4-9, 2023. Registration to the show is complimentary, just another benefit of your NGCOA Membership. Registration will open on [ngcoa.org](#) in mid-October.

NGCOA partnered with [aboutGOLF](#). Receive a two-year full commercial subscription including access to all courses, ranges and games when you purchase an aboutGolf simulator (a \$5,000 value!) [Click HERE for more info!](#)

WHAT I'M READING NOW

This new section of your Quarterly Rundown we will introduce you to books and podcasts that your fellow NGCOA Members and other industry thought leaders are reading. A healthy habit of reading is essential for leaders to uncover new insights, it inspires creativity, provokes curiosity and prepares you to rise to meet the challenges of tomorrow. Have a recommendation? Email me, rcarter@ngcoa.org.

[Stories that Stick by Kindra Hall](#). (Recommended by Rachel Carter, NGCOA Staff).

"Kindra brings to our attention how humans connect with stories, not a list of product or service features and benefits. Her guidance encouraged me to learn the stories of our NGCOA Members and to use those to convey to prospects the power of belonging to our association."

[Playing to Win, How Strategy Really Works by A.G. Lafley and Roger Martin](#) (Recommended by Rachel Carter, NGCOA Staff).

"The idea of strategy can be so overwhelming, when really its answering 5 questions that the author outlines and making decisions on what to do — and in some cases not do — to achieve the success you're seeking. A helpful read."