


We're excited to bring you the first edition of TMO (Top Marketing Officer) Quarterly, an e-newsletter packed with thought-provoking content, tips and trends, and examples of marketing efforts from throughout the golf business.

We strive to continue adding value to your NGCOA membership —while strengthening your marketing community—and hope these newsletters will help accomplish that. If you have news to share with your TMO peers, we'd love to get your word out; please add Jay Andersen, NGCOA's Director of Membership, at jandersen@ngcoa.org to your distribution. The NGCOA has also launched a [private community for TMOs](#) on NGCOA's Accelerate to help keep you connected.






COVID-19

coronavirus


NGCOA provides multiple resources amidst Coronavirus pandemic

Workplace and HR resources, state-level rulings, Park and Play program and marketing resources for course operators. [Read more](#)




Using Collaborative Language is Essential in Times of Crisis

There are four ways you can build rapport just through your word choice. [Read more](#)




Event Tech Startup helps Travel Companies Adapt Marketing During Crisis

An unexpected way for travel companies to leverage their tech during the global shutdown.. [Read more](#)



5 Tourism Promotion Campaigns Hitting the Right Notes in a Crisis

It's a tough time for tourism marketers but going dark isn't necessarily required. [Read more](#)



Email Marketing Do's and Don'ts During Covid-19

What to do and what to avoid when it comes to connecting with your audience during the current public health crisis. [Read more](#)

- MARKETING EFFORTS FROM AROUND THE INDUSTRY
- [Pinehurst – Golf & Social Distancing](#)

[Park fees, not Green Fees](#)

[Reynolds Lake Oconee – Puts a little extra cheese on their to-go pizzas](#)

[Troon uses its partners to deliver a positive message](#)

[ClubCorp has taken their workout virtual](#)

- NGCOA REMINDERS
- [National Golf Day – Postponed](#)

[NGCOA Launches New Website](#)

[Save the Date for MCOR20](#)

[Save the Date for RevCon20](#)