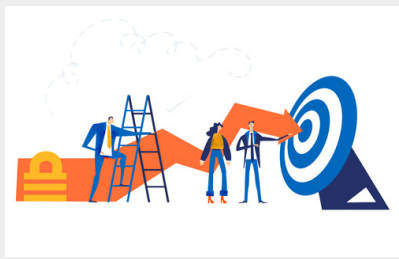


YOUR QUARTERLY RUNDOWN... ARTICLES TO GET YOU THINKING



Defining the Right Customer Experience for Each Segment

The principle here is to know the economics of each customer so as to separate the wheat from the chaff. Then channel the precious investments in only the most profitable ones. [Read more](#)



Becoming a Part of Revenue Conversation

We're living in a time when CMOs must walk the talk, be active and follow through with stated priorities, especially when the expectations toward marketing are so high. [Read more](#)



The Future of Marketing Organizations

CMOs centralized their marketing organizations to alleviate operational problems, and grew their teams despite a challenging talent environment. Gartner's Marketing Organization Survey captures the state of the function as it adapts to unprecedented change. [Read more](#)



Competing for Customers

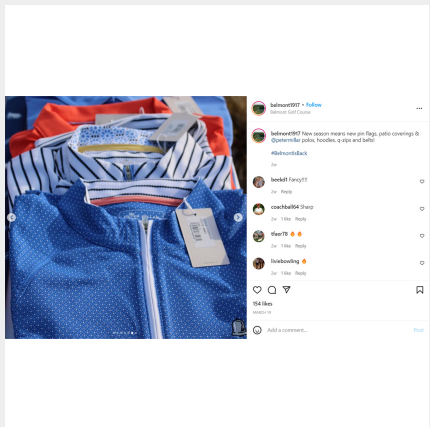
Golf has seen record growth in the last 18 to 24 months, with some industry experts reporting growth in rounds and players by 30% or more. [Read more](#)



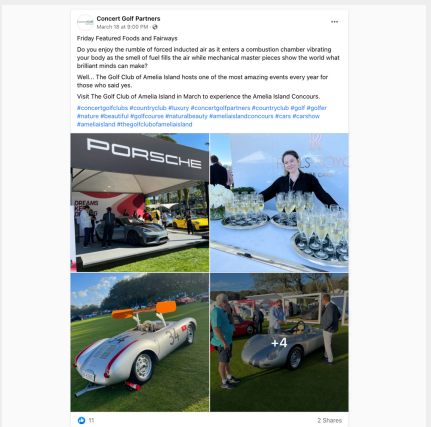
Pickleball Brands Are Using Modern Marketing Moves to Expand the Sport Beyond Boomers

Pickleball took off during the pandemic, thanks in part to marketing efforts from brands and the sport's governing body, which was recently given a facelift. [Read more](#)

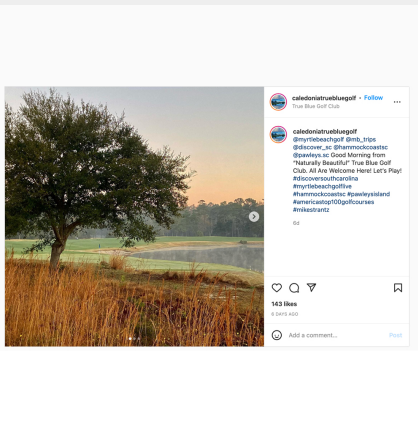
SOCIAL SPOTLIGHTS FROM AROUND THE INDUSTRY



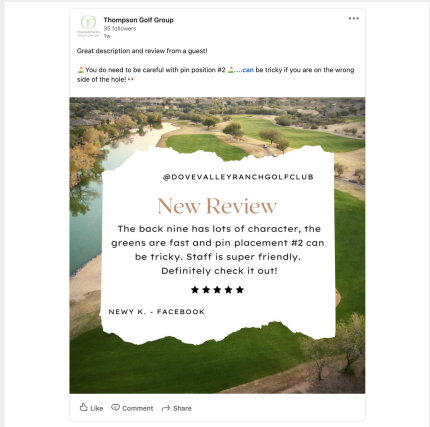
[Belmont Golf Course showing of some new swag for the new season](#)



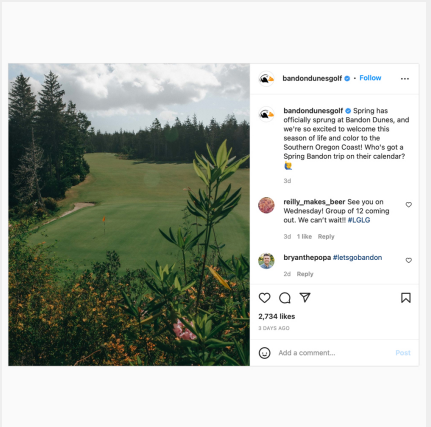
[Cars, Golf, and food — Does life get better?](#)



[True Blue Golf Club showing off its natural beauty](#)



[Thompson Golf Group letting their customers do the talking](#)



[Spring has sprung at Bandon Dunes](#)



[Kempersports working with Folds of Honor to bring the scholarship program full circle](#)

NGCOA REMINDERS

Registration opening soon — [Save the date for MCOR22 July 26-27 in Charleston, SC](#)

[NEW Legislative Tracking Map](#) — NGCOA has created a map to allow golf course owners and operators to view important pieces of legislation in their state and on Capitol Hill.

[New Golf Business Live series hosted by Michael Williams](#) — Like, Share, and Subscribe!

[NGCOA Smart Buy Marketplace](#) — Over \$400,000 to members in rebates last year, outstanding 401(k) program, competitive insurance solutions and big rebate opportunities.

