

YOUR QUARTERLY RUNDOWN... ARTICLES TO GET YOU THINKING



New Handbook: Best Practices for Mobile Marketing in Travel and Hospitality

Mobile continues to be an increasingly important channel, not only for planning and booking, but for all stages of the travel journey. [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](#)



Beyond Millennials: New Generations and the Influence of Family

A great collection of CMO development and networking resources including association, publications, influencers, books, and events. [Read more](#)



A Girls-group Getaway on the Greens: Options Grow for Women's Golf Trips

In 2021, the number of women ages 18 and older who played golf in the U.S. grew to 5.1 million, up 8.5% from 2019... [Read more](#)



Chasing (and Building) Authenticity: Mike Keiser's Approach to Good Golf and Good Business

Across more than three decades in the golf industry, Keiser has stayed true to one guiding principle. It's a lesson he learned almost 50 years ago... [Read more](#)

MCO NEWS BEAT

- [Hyatt Announces Major Mexico, Caribbean Expansion Of Luxury Hotels And Resorts](#)
- [In a Shifting Economy, a Developer Keeps Asking What Buyers Want](#)
- [Something's coming: How US companies can build resilience, survive a downturn, and thrive in the next cycle](#)
- [Michigan, Missouri Courses Purchased by Heritage Golf Group](#)


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 first week of October.

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

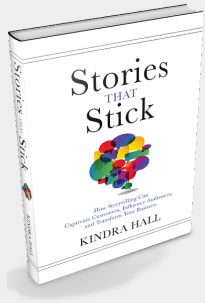
NGCOA Members are invited to attend the [GCSAA Golf Industry Show](#), February 4-9, 2023. Registration to the show is complimentary, just another benefit of your NGCOA Membership. Registration will open on [ngcoa.org](#) mid-October.

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!](#)



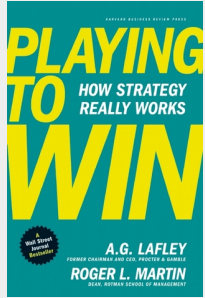
WHAT I'M READING NOW

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](mailto: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."