

JULY 13, 2022

OPINION

## A Taste of Tee Times: Who is Winning the PoS Battle?

By Harvey Silverman, Contributor, Golf Business / Silverback Golf Marketing

One of the most foolish reasons I've heard a golf course General Manager or owner say was their reason for choosing a particular Point-of-Sale system (rather than the one I was trying to sell him) was that "they have more installs than anyone else." Me: "How do you know that?" GM: "The rep told me. And I have friends who have it. Me: "How many friends?" GM: "Maybe three or four." Me: And what if those three or four were the only ones in the world who had it; would that make a difference?" GM: Probably not. But that doesn't have to happen anymore. Thanks to research performed by Apparation LLC and its access to the Internet Golf Database (IGDB), we now have data showing us the respective market shares of Tee Sheet/Point-of-Sale providers to public golf facilities in the U.S. (Data is also assembled for Canada, but for the purposes of this article, only U.S. facilities are discussed)... [READ MORE >>](#)

SPOTLIGHT

## Landscape of Liability: How Poor Golf Shots Could Find Clubs in a Financial Puzzle

By Ronnie Miles, Sr. Director of Advocacy, NGCOA

I'm sure we have all done it or at least witnessed one of our



playing partners hit that long, high golf shot that goes everywhere but the golf course. Whether it's a hook or a slice, golfers are prone to hit that errant shot from time to time. So, when it hits a nearby property (home, business or automobile), who is responsible for the damages? The answer is as varied as the erratic flight of the golf ball. The thoughts I wish to share with you are not to be considered a legal opinion. In some instances, there is legal precedence. Courts across the country have addressed this with very differing opinions. For many years it has been reasonably accepted that if the golf course was present before adjacent properties were developed, then the golf course was generally found not to be... [READ MORE >>](#)

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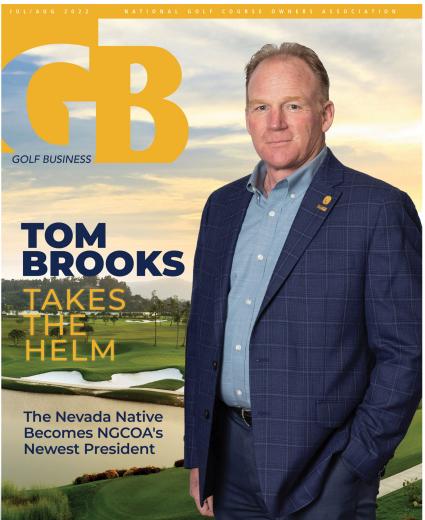
#### **FROM GOLF BUSINESS MAGAZINE JULY/AUGUST 2022**

##### **What Deserves Most Focus? | By Jay Karen, NGCOA CEO**

Up until COVID struck, while the industry was in what I call our “industry recession,” in my roadshow presentations, I used to show an image of a runner on a treadmill set at a steep incline. The metaphor was that running a golf course is like running uphill, and our job at NGCOA was to get you fit to handle the incline... [READ MORE >>](#)

##### **Minding Millennials: Younger Players Are Loving Golf**

Just two days after getting this assignment to write on millennials’ love of golf, I got this text from my son, Connor, who is 25: *I just shot a 79 at Heather Ridge Golf*



Course. It was a goal to shoot under 80 once in my life... [READ MORE >>](#)

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