

J U N E 2 9 , 2 0 2 2

## OPINION

### Women in Golf: Progress to Celebrate, Hurdles to Clear

*By Michael Williams, Contributor, Golf Business*

Earlier this June was Women's Golf Day, a global celebration of women in golf and an invitation for more women to connect to the game. And last week, the KPMG Women's PGA Championship was held at the historic Congressional Country Club just outside my hometown of Washington, DC. One of the five majors on the LPGA Tour season, the event is not only a symbol of excellence on the course; it is also about acknowledging the accomplishments that women have made and those yet to come... [READ MORE >>](#)

## SPOTLIGHT

### The DMO and the Daily-Fee: Potential Partners in Revenue-Building

*By David Gould, Contributor, Golf Business*

Daily-fee and semi-private golf is local by nature, typically serving customers within a 20- or 30-mile radius. That being said, golfers in the U.S travel more than non-golfers do. They also have higher incomes than the average American traveler, according to market research. And sampling lots of layouts—along the way collecting logo balls and scorecards—is a pleasurable part of the golfing life. From a course owner's perspective, spend-per-visit can naturally skew higher among

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players who have come from a distance and thus view their round as a special occasion... [READ MORE >>](#)

## NGCOA Remembers Hilda Allen

With great sadness, the NGCOA staff and board of directors learned of Hilda Allen's unexpected passing last week. As president and managing director of her company, Hilda W. Allen Real Estate, she was a consistent presence at NGCOA for more than 25 years. Hilda shared her real estate passion and expertise with NGCOA members by sponsoring and exhibiting at our conferences, as well as presenting at educational sessions. The combination of her Georgia-bred southern charm, business acumen, and knack for connecting people resulted in her stellar reputation and popularity within our industry. Hilda will be greatly missed.



"Hilda Allen was a giant in our industry," said Jay Karen, NGCOA's chief executive officer. "For the 24 years I knew her, I couldn't wait to see her at our events. Behind that sly grin and twinkle in her eye was a treasure trove of knowledge and experience. She was tough and warm wrapped up in the same package. We will miss her dearly."

We are pleased to hear that Hilda's son, Marty Howell, will continue to run her business. If you would like to make a contribution, her family suggests a contribution in her memory to the Cook County Educational Foundation, 1109 N. Parrish Avenue, Adel, GA 31620..

### FROM AROUND THE INDUSTRY

- >> [Is Augusta National Finally Lengthening The 13th Hole?](#) (Golf Monthly)
- >> [PGA WORKS Beyond the Green Shows Young Women They 'Got Next' in the Golf Industry](#) (PGA)
- >> [Tee Up Diversity Gathering in Boston – a Living History Lesson](#) (African America Golfer's Digest)
- >> [Bermudagrass Mite: Searching for Management Solutions](#) (GCSAA)

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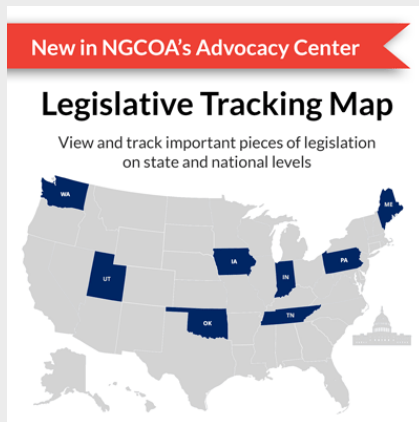
#### The Cabot Golf Experience

For as long as Ben Cowan-Dewar can remember, the Canadian golf developer has been drawn to distinctive course design and compelling golf destinations that will survive the test of time. Cowan-Dewar's fascination with golf architecture and development started as a young child, when he would lay out holes and... [READ MORE >>](#)



### Attracting the Golf Traveler – Post Pandemic

Could it be? Really? Is 2022 the year we see the elusive golf traveler emerge from a two-year hibernation? A firm shake of your magic eight ball yields: “Signs point to yes!” “There is positive news on the travel front,” says Chris Adams, who heads research and insights for Miles Partnership, a marketing company... [READ MORE >>](#)



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The Golf Business Podcast brings you informative content to help your golf course business thrive.



The NGCOA partners and participates with industry experts to provide members with timely, business-critical reports, studies and other research content.

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