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OPINION

How Your Golf Business is Like a Golf Swing: Grip, Setup, Backswing, Downswing, and Finish

By Harvey Silverman, Contributor, Golf Business

Attending the annual NGCOA Golf Business Conferences always opens my eyes to the complexities of running a successful golf operation and furthers my appreciation for the people who keep the grass green and short while navigating the difficulties of running a complex retail business. But then, a different and unique perspective hits my email inbox, authored by my friend and NGCOA member Tom Abts, proprietor and resident golf philosopher of the most successful daily fee golf facility in the Twin Cities market, Deer Run GC. Read below how Tom compares running his business to his golf swing. I guarantee you'll stop and think for a moment – which is precisely what Tom desires. *“As you know, during the off-season, I've been trying to improve my golf swing – mostly in search of some distance I've lost over the years. However, I've come to realize that I need to look at my process for hitting golf shots ... and go back to the basics: Grip, setup, backswing, downswing, and finish...”* [READ MORE >>](#)

SPOTLIGHT

Jordan Spieth Becomes Strategic Partner/Brand Ambassador for Invited

By Scott Kauffman, Contributor, Golf Business



**SPEND EVERY ROUND
IN THE COMFORT ZONE.**



EXPLORE DRIVE² >>

In 2004, when Jordan Spieth, 29, was a young junior golfer growing up around Brookhaven Country Club, he attended a golf camp at the private Dallas-area club. Nearly 20 years later, the star PGA Tour player is now a partner with Invited, Brookhaven's owner and the iconic golf owner/operator formerly known as ClubCorp. On the heels of Rory McIlroy with Troon, or Tiger Woods and McIlroy with TMRW Sports and TGL, the new tech-infused golf league, Spieth's deal with Invited represents another strategic move being made by another big-name golfer into the global golf business... [READ MORE >>](#)

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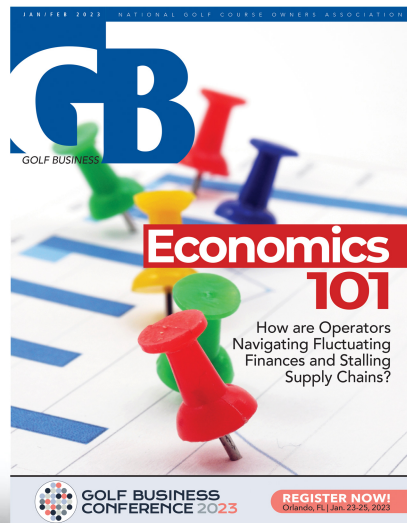
FROM GOLF BUSINESS MAGAZINE JANUARY/FEBRUARY 2023

McConnell Not Immune from Supply Chain Woes

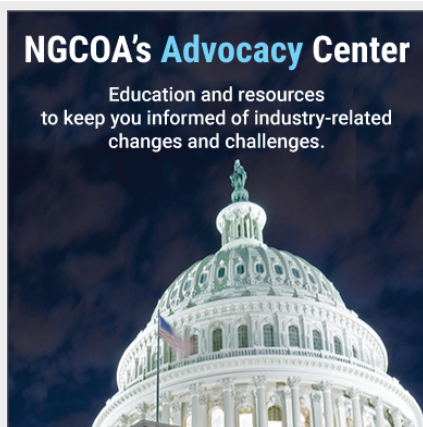
Nobody's happy, but at least there's an explanation everyone can understand. When the new TaylorMade driver you ordered in August for your most loyal customer didn't make it by Christmas, and the new reels you were expecting for the triplex aren't likely to be here until June, two words sum up the frustrations that you and everyone else in and out of golf currently feel: supply chain... [READ MORE >>](#)

Chatting Ain't What it Used to be - Will Artificial Intelligence Stupefy the Human Race?





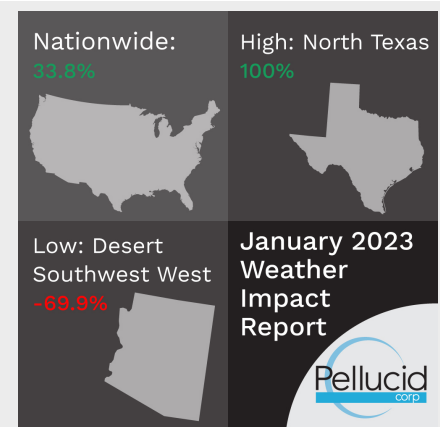
A chat used to be a personal thing, usually a casual conversation with a friend or friends, maybe over coffee or a cocktail. Of course, there was also the dreaded chat when the boss invited you to their office and then handed you your walking papers. Yikes... [READ MORE >>](#)



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