

APRIL 26, 2023

OPINION

Anchors, Away!

By Michael Williams, Golf Business Contributor

I host a podcast called *The 19th Hole with Michael Williams*. The term refers to the bar or grille at the golf course, a gathering place where golfers come to settle up and to settle down, to recount the stories of the round and to get a couple of rounds in of their favorite beverage. It's a place that has good will and laughter, the very definition of a place that everyone can enjoy regardless of who you are or how good or bad of a player you are. As new audiences are coming into the game, the 19th Hole experience is critical to the overall experience that people have at the facility, especially when green grass facilities are competing for patrons with entertainment forward golf experiences like Topgolf and others. Recently, I took a new golfer to play golf at an upscale daily fee course. After a very enjoyable round of golf, we went to the grille to have a couple of cocktails and review the highlights of the day. We ordered our beverages of choice and began to chat, but I could tell that something was distracting my friend.... [READ MORE >>](#)

SPOTLIGHT

What's in a Name: Outdoor Leisure Icon Johnny Morris Claims Old Tom Morris Award

By Scott Kauffman, Contributor, Golf Business



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As a child growing up in southwestern Missouri, Johnny Morris was an avid outdoorsman as far back as he can remember. During most of his adult life, Morris made a name for himself as a huge advocate of Missouri's Ozark Mountains and noted conservationist/environmentalist. Along the way, the Springfield, Mo., native became a billionaire after turning his passion for fishing into the Bass Pro Shops empire. Last month, Morris added another distinctive title to his profile: Old Tom Morris Award honoree... [READ MORE >>](#)

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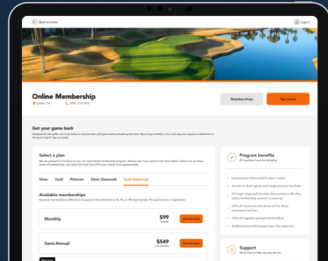
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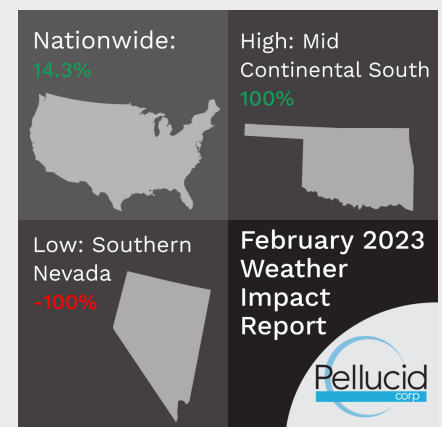
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