

M A Y 2 4 , 2 0 2 3

## SPOTLIGHT

### Michigan Courses Commit to Innovative Apprenticeship Program

*By Scott Kauffman, Golf Business Contributor*

When one thinks of occupational apprenticeships, perhaps some of the first professions to come to mind are plumbers, electricians, welders or carpenters. The golf course landscape, on the other hand, is probably the unlikeliest place that jumps out when thinking of these traditional journey-type careers. But thanks to some ingenious leadership at the Michigan Golf Course Association (MGCA), America's newest apprenticeship program now comprises Golf Course Maintenance Technician, as it's officially called in Department of Labor circles. Indeed, nearly one year after general manager Jim Szilagyi of The Lynx Golf Course in Otsego, Mich., became the state's first applicant for the new workforce program, the U.S. Bureau of Labor Statistics (BLS) now counts the golf business in its long list of registered apprenticeships. Jada Paisley, executive director for the MGCA, concedes it might seem odd to put golf in the same category as some of the other trades... [READ MORE >>](#)

## OPINION

### Trends in Caddying: Why You Should Stay Informed

*By Graham Curry, Founder, Handicaddie*



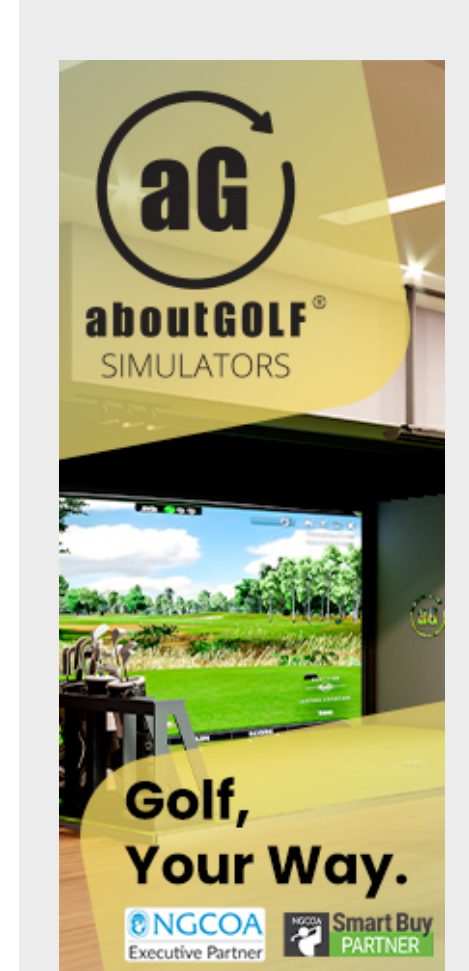
As a dedicated caddie master with experience managing caddies from around the world at the renowned Kingsbarns Golf Links in Scotland, as well visiting caddie programs across the US, I humbly offer my experience as a passionate advocate for caddie programs. Throughout my journey, which has taken me from the fairways of Kingsbarns to insightful conversations with caddie masters and directors of golf at country clubs around the world, I have witnessed firsthand the transformative trends shaping the caddying industry. Join me as we explore why it is vital for you, as golf course owners, to stay informed about these trends that directly impact your caddie programs... [READ MORE >>](#)

---

#### **FROM AROUND THE INDUSTRY**

- >> [Contextualizing the U.S. Golf Economy](#) (NGF)
  - >> [Toptracer Revolutionizes Golf Instruction With the Launch of Toptracer Coach](#) (The Golf Wire)
  - >> [Golf - Statistics & Facts](#) (Statista)
  - >> [City of Tempe approves night golf at Rolling Hills Golf Course](#) (WBRC)
- 

#### **FROM GOLF BUSINESS MAGAZINE MAY/JUNE 2023**



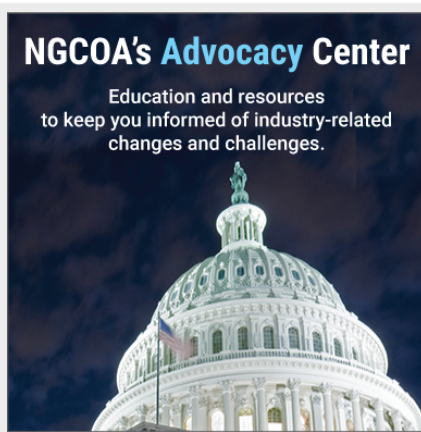


## Leading in Labor: Emerging Trends in Leading a New Workforce

Labor at courses has been turned on its head. What was once up is now down and vice versa. Golf Business decided to hit up Whitney Pennell with some questions about labor and workforce trends in the world of hospitality. Pennell is president of RCS Hospitality Group, a hospitality and tourism school and the official sponsor of NGCOA's... [READ MORE >>](#)

## League Play: Making the Case

By now the statistics documenting the rise of golf rounds since 2020 are quite familiar. New golfers and returning golfers brought a wave of excitement and revenue to the golf industry. Also familiar by now are the challenges to retaining and even growing that cohort... [READ MORE >>](#)



The NGCOA strives to provide guidance, interpretation and suggestions for action when it comes to industry related challenges.



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.

## Share Golf Business WEEKLY with a Friend!

Do you know someone who should be reading Golf Business WEEKLY? We encourage you to forward this email to your colleagues and peers so they can enjoy the latest business-to-

business news about the golf industry. [CLICK HERE](#) to subscribe.

*The views and opinions featured in Golf Business WEEKLY are those of the authors and do not necessarily reflect the position of the NGCOA.*

# GOLF BUSINESS MAGAZINE

291 Seven Farms Drive, 2nd Floor | Charleston, SC 29492 | 800 933-4262



---

This email was sent by Golf Business. To unsubscribe and/or manage your email preferences, please [click here](#).  
Resident of Canada or the European Union? [Click here](#) to give us your consent to continue communicating with you.