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SPOTLIGHT

Going Green: Strategies for Eco-friendly Adjustments at Your Course

By Doug McPherson, Contributor, Golf Business

To answer the question of what you can do to make your course more sustainable, you only need to meet Pamela and Randy Dreyfuss, owners of the La Cañada Flintridge Country Club near Los Angeles, California. They've been making eco-friendly adjustments for a full decade now. And they're seeing many benefits: reduced power costs, great public relations, improved employee morale, proud members (one member said he chose La Cañada Flintridge over a competing club because of the green efforts), and, of course, reduced carbon emissions... [READ MORE >>](#)

OPINION

Golf Course/Club Safety – It Matters!

By Larry Hirsh, President, Golf Property Analysts

Cathy Devlin is a high powered attorney. Litigation Department Chair at Saul Ewing LLP, she's also a proficient single-digit handicap golfer and for the 20+ years I've known her has had a keen interest in golf course safety issues. Compared with other sports, golf isn't something most people associate with high safety risk. There's no contact and while injuries (back, shoulder, hand, tendonitis, etc.) do occur, risks at golf facilities do exist



and create a variety of hazards not often considered by the typical golfer or club member... [READ MORE >>](#)

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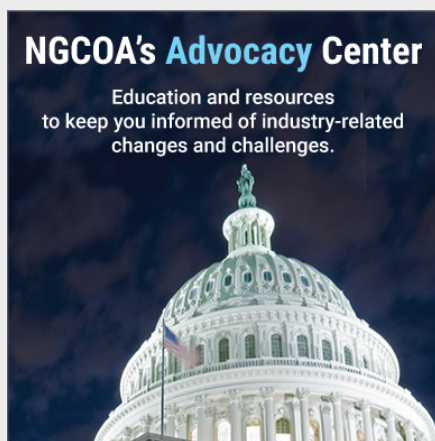


Millennial Management: Meet the Next Generation Course Owner

We know golf is attracting younger players. The National Golf Foundation reports that the category of young adults (18 to 34-year-olds) is golf's biggest customer segment – and 6.2 million people in that age range golfed on a course in 2022... [READ MORE >>](#)

Google's Purge of Old Gmail Accounts: Understanding the 'Why', and How it Affects Your Business

If you haven't heard, Google is taking drastic steps to purge inactive Gmail accounts from its system. And because this is a rather complex issue for those with large email databases, I thought artificial intelligence might be a smarter way to describe to you what's happening... [READ MORE >>](#)



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



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