

J U N E 2 2 , 2 0 2 3

## SPOTLIGHT

### Keeping 'em Happy: 'No replacement for treating employees with kindness and respect'

*By Doug McPherson, Contributor, Golf Business*

When you ask Mark Andersen why he stays put at his employer – the Pine Ridge Golf Course in Paris, Texas – he'll first say that he grew up with golf and that he loves it. "I love teaching golf and seeing students' enjoyment as they learn the game," he says. And of course, there are the free rounds of golf and discounts on food and drinks. Pretty common perks. But if you pry a little more about Andersen's satisfaction there, he'll talk about the work atmosphere and feeling respected and appreciated. "I love working here – for me the most important thing is the work atmosphere. Cathy is an inspiration to work for. She cares and she goes above and beyond," says Anderson, who has been at Pine Ridge since 2019 and who now serves as the clubhouse manager and teaching pro. "The way she treats us has made us all like a family"... [READ MORE >>](#)

## OPINION

### Who are the Club's Most Important Members?

*By Larry Hirsh, Golf Property Analysts*

Currently, Golf Property Analysts is privileged to be involved in an assignment assisting a club in the Midwestern US with

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their long range planning process. Unlike some clubs in today's environment, the COVID surge has NOT solved all their problems, but like many clubs, communications between the club and its membership are lacking. The club needs capital improvements to address both deferred maintenance and possible enhancements. It lacks a sufficient number of members and combined with a price-sensitive market having limited depth creates a challenge. During a recent discussion, among the topics that came up was of course, the issue of membership development, how to engage (and retain) the existing membership and the best ways to grow the club and reinvest in the facilities... [READ MORE >>](#)

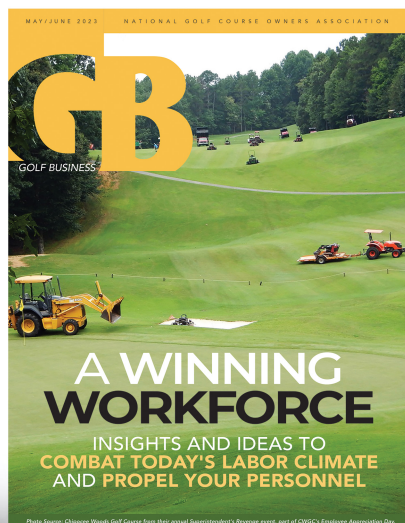
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- >> [Legacy of golf course architect Joseph M. Bartholomew | Voices | PGA TOUR Originals](#) (PGA Tour)
- >> [Optishot Golf® Announces Partnership With Voice Caddie® on New Level Gameplay](#) (Golf Wire)
- >> [The Million Gallon Challenge for irrigation conservation](#) (GCM)

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

The advertisement features a dark blue background with the Barstool Golf Time logo at the top. Below the logo, the text "GET YOUR TEE TIMES IN FRONT OF BARSTOOL GOLFERS, COMPLETELY FREE." is displayed in large, white, bold letters. A red button with the text "Learn more" is positioned below the text. In the center, a smartphone screen displays the app's interface, which includes a group photo of several men, the Barstool Golf Time logo, and a search bar with the text "Find a tee time". At the bottom of the advertisement, the text "POWERED BY" is followed by the Supreme Golf logo and the NGCOA logo, which is labeled "Executive Partner".



## New USGA Research: Forward Tees for the Future

The need for forward tees that provide a better experience for shorter hitters has long been discussed in golf industry circles, but widespread change has been slow to arrive. Forward tees are often too long for the players using them and their location and presentation may not receive the same attention as other teeing areas... [READ MORE >>](#)

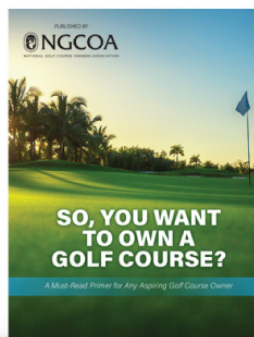
## Apprentice to Owner: Cory Etter has gone from assistant golf pro to East Alabama multi-course guru

ANNISTON, ALABAMA | It started as an almost off-handed question, half joking, but with just enough seriousness thrown in. For a decade Cory Etter had been running Pine Hill Golf Course, a semi-private club in Anniston, Alabama, for an absentee owner... [READ MORE >>](#)

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