

J U L Y 6 , 2 0 2 2

SPOTLIGHT

How Golf Won the Political Day in California

By Craig Kessler, Director of Governmental Affairs, Southern California Golf Association

California Assembly Bill 1910 (Garcia; D-Bell Gardens) was known far beyond the borders of California. Many of the game's leading national organizations weighed in on it, including the USGA, NGCOA, GCSAA, and NGF. Many more, including myriad state/regional golf associations and PGA Sections, tracked it closely. Truth be known, many of the game's commercial stakeholders tracked it as well. Many watched because much was at stake. The bill, which was under another number in the 2021 legislative session (672) and amended a number of times both under that number and its subsequent 1910 number, would have offered hundreds of millions of dollars in direct grants to developers and local agencies to chop California's municipal golf courses into "affordable" housing complexes... [READ MORE >>](#)

Smooth Seas Don't Make Skilled Sailors

By Creative Golf Marketing, and Kopplin, Kuebler, & Wallace

If recent years have taught us anything, it's that circumstances can change quickly. We want club leaders to be prepared for changing tides, not sitting just back enjoying the smooth seas. The most respected leaders emerging from the challenges of 2020 were proactive, strategic thinkers who actively planned for and anticipated the future. These traits will remain essential for club leaders going forward. When



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things are going well, it is very easy to start taking things for granted. We may overlook certain deficiencies due to the fact member numbers and corresponding revenue streams are at all-time highs... [READ MORE >>](#)

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 - >> [Can Golf Courses Earn Money from Carbon?](#) (Golf Course Architecture)
 - >> [Major fun at Congressional and PGA Jr. League Day](#) (PGA)
 - >> [How the Old Course Came to Be](#) (Links Magazine)
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FROM GOLF BUSINESS MAGAZINE MAY/JUNE 2022



Growing the Game One Foot at a Time

We read stories all the time about startup concepts and companies attracting millions of dollars of venture capital and launching in ways inconceivable decades ago when startups were funded by raiding the savings accounts of Grandma and Grandpa, other family members and friends... [READ MORE >>](#)

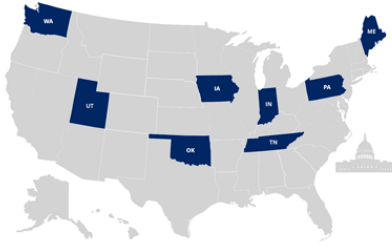
Mixed Bag On Hardgoods Numbers For Spring of 2022

It's a mixed bag, pun intended. When you look at hardgoods sales, it's easy to jump to the conclusion that inflationary pressures, supply-chain issues and gas prices have had a deleterious effect on retail operations. But things are never that simple... [READ MORE >>](#)

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