

SEPTEMBER 1, 2022

SPOTLIGHT

GreatLIFE Merges with Brown Golf, Portfolio of Courses Now at 70

Golf Business Staff Report

It was announced today that Brown Golf has merged with GreatLIFE Golf & Fitness. According to a media statement, the two companies have merged to create one of the largest golf holding and management entities in the country. The GreatLIFE brand, who will retain their name going forward, will now boast a collective portfolio of 70 golf courses, as well as 25 gyms and one bowling center, across nine states. John Brown, co-founder and CEO of Brown Golf, will assume the role of GreatLIFE Golf's CEO. Also included as a part of the merger, Jason Harshbarger, co-owner and CFO of Brown Golf, will now assume the role of GreatLIFE Golf's CFO...

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Operation 36: Shooting for 1 Million Golfers

By Doug McPherson, Contributor, Golf Business

Matt Reagan is a man on a mission – a mission for a million. His goal: to introduce golf to one million people in the next five years. He's been at it awhile. Back in 2010, he and his co-worker Ryan Dailey were working at Keith Hills Golf Club in Buies Creek, North Carolina, when they started looking for a way to boost family participation and develop juniors – not something just for summer. So they started a program for golfers to visit the course weekly for eight months. After a few

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years they added software that could track player progress and help pros teach and run the program, which would become what's now called Operation 36, a full-blown business that works to make the game easier by starting players (adults and juniors) just 25 yards...

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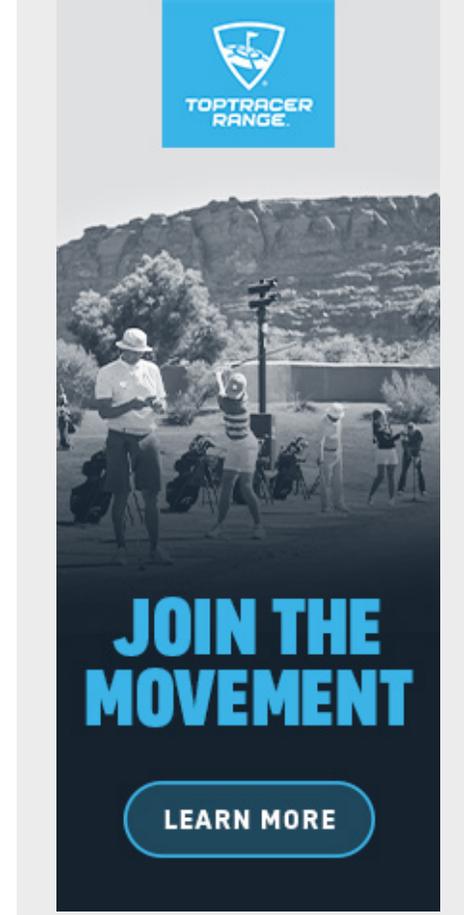
FROM AROUND THE INDUSTRY

>> [ReelGOLF™ Captures 2 Hole-in-Ones on the Same Day at Tiger Woods' Payne's Valley 19th Hole](#) (Cision)

>> [Envisioning a Diverse Future for Golf](#) (GCSAA)

>> [What PGA of America Members are Saying About Their New Home at PGA Frisco](#) (PGA)

>> [Ridgewood's Championship History On Display at the Maintenance Facility](#) (USGA)



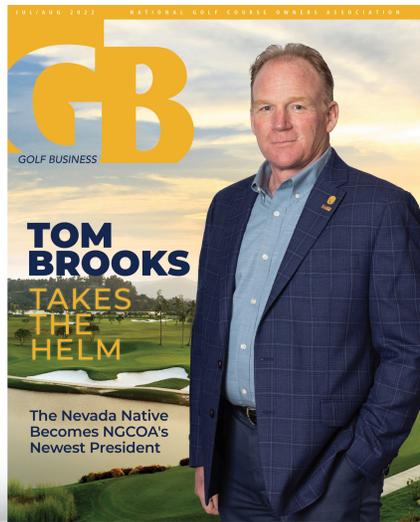
FROM GOLF BUSINESS MAGAZINE JULY/AUGUST 2022

Internships Provide Partial Solution to Labor Problem

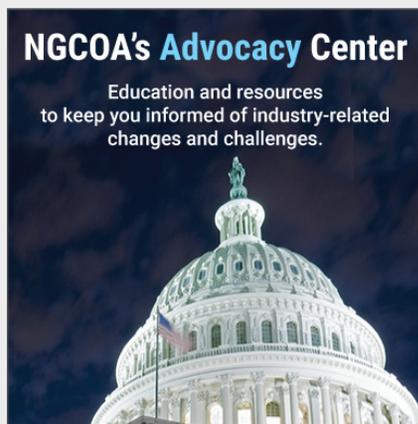
Summer help is one thing. Internships with bright, motivated college students who might want to pursue a career in the golf industry are something else entirely. In an era when good help is harder to find than ever, establishing an internship program to attract and train good young people... [READ MORE >>](#)

Minding Millennials: Younger Players are Loving Golf

Just two days after getting this assignment to write on millennials' love of golf, I got this text from my son, Connor, who is 25: I just shot a 79 at Heather Ridge Golf Course. It was a goal to shoot under 80 once in my life



and I did it. Didn't have to take one drop, didn't lose a single ball... [READ MORE >>](#)



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