

DECEMBER 6, 2023

## OPINION

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

By Harvey Silverman, Contributor, Golf Business | Silverback Golf Marketing

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. So I queried my new AI friend ChatGPT with the command, "Write an article about Google purging inactive Gmail accounts." ChatGPT's response is in italics, with grammar, punctuation, and sentence structure corrections made by my other AI friend, Grammarly Pro. *Google is currently taking steps to clean up and streamline its services, and one noticeable action is the purge of old Gmail accounts that have been inactive for two or more years, beginning Dec. 1, 2023. This has raised concerns among users who may wonder why Google is taking such measures and what implications this has for their email databases...* [READ MORE >>](#)



GGP/Biz Featured  
Article of the Month



## 2023 Golf Industry Report Card: Business Maintains Post-pandemic Momentum

By John Krzynowek, Global Golf Post/Biz

After considerable sales increases in 2020 and 2021, followed by a slight downturn in '22, golf industry watchers have been waiting to see where the business would go this year. Is the business of golf continuing to trend upward? Peaking? Dropping off? Interest in the sport has never been higher, but is that translating to success at the cash register? By any measure the golf business is in a good place as 2023 comes to a close.

That isn't to suggest that there aren't issues that need to be addressed to keep it on a positive trajectory, but thus far the game and the business are thriving financially as never before. **Key metrics for success:** Golf Datatech provides the industry with multiple datapoints to track the state of the business. Here's a look at some of the insights supplied monthly by Golf Datatech to key industry stakeholders... [READ MORE >>](#)

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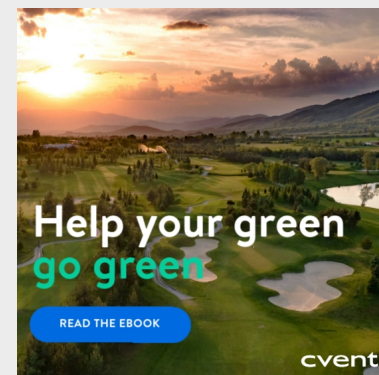
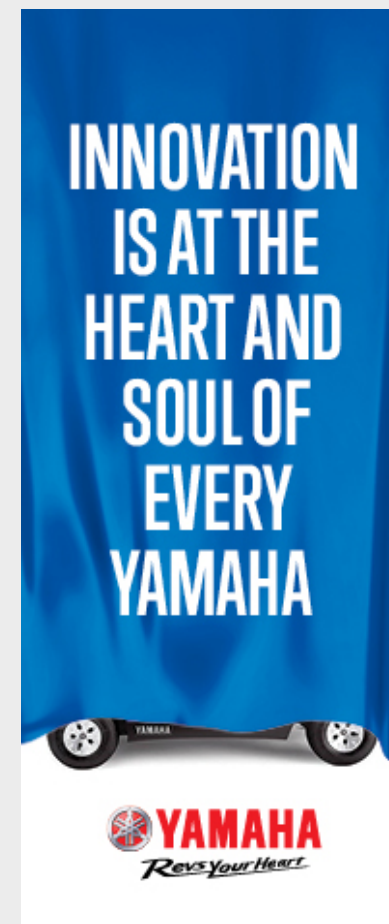
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>> [Kohler Proposed Golf Course: Court Upholds Denial of Wetland Permit](#) (Fox 6)

>> [NGCOA Releases 2024 Golf Business Pulse Report](#) (The Golf Wire)

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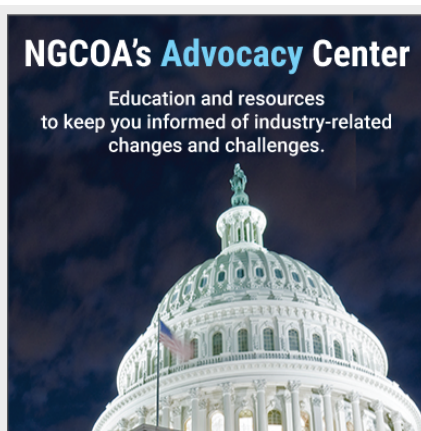


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## Developer Designs Different Golf Concept for Divergent Times

It's one of the most desirable spots in the country, a magnet for economic migrants fleeing California as well as teleworkers who woke up to the fact that the great outdoors are a nice alternative to urban life. You don't have to visit Skyridge Mountain Community, just off Highway 40 on the northwest shore of the Jordanelle Reservoir in Park City, to appreciate why so many people want to move there... [READ MORE >>](#)



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