

MARCH 15, 2023

## SPOTLIGHT

### Let's Go MO! Processes for Positive Momentum in Golf, Business and Life

By Julius E. Rhodes, SPHR – Contributor Golf Business / MPR group

It was a pleasure to attend my first NGCOA Golf Business Conference recently and it got me to think about the issue of momentum and how important it is in the game of golf, running a business, and life. From what I remember of my high school physics class, momentum is equal to mass times velocity. Momentum can be and is a compelling force that can push us to unexpected heights, if we are moving in a positive direction. Conversely it can lead to devastating lows if we lose our ability to capture its essential elements. But in all cases the ability to understand the forces at play when we are thinking about how we acquire the momentum we need is critical to our short and long-term success. In the history of the Masters Tournament on the PGA Tour which began in 1934 there have only been 5 wire-to-wire champions. And if you look the nine men's and women's major championships on the PGA and LPGA tours, a player has only won wire-to-wire on 72 occasions, with 42 of those achieved with no ties... [READ MORE >>](#)



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Article of the Month

## A Global Look - 2022 Golf Retail Sales Vary by Region

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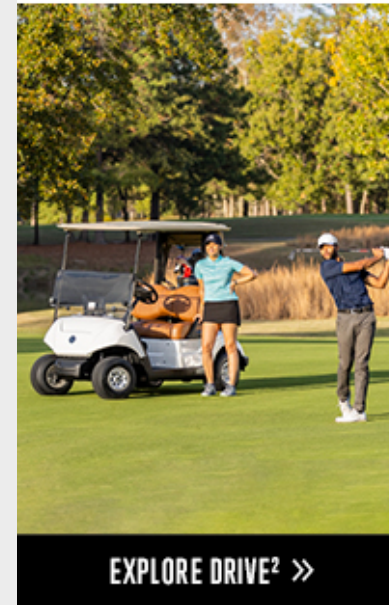
By John Kryznovek, via Global Golf Post Biz

Every other year, Golf Datatech partners with Yano Research Institute of Japan to compile and publish the World Golf Report, estimating and analyzing the size and composition of various golf markets around the world. Following are some key insights from the 2023 Report covering the happenings around the world in golf retail, specifically targeting golf equipment and apparel. Anyone who works in or around golf in the United States is familiar with the boom enjoyed domestically in 2020 and '21, before slowing and declining slightly in '22. Not only did golf retail sales surge to all time-highs in 2021, but we also came close to holding those highs in '22, despite supply chain issues that dampened the ability to meet demand during the first nine months of the year. While 2022 U.S. retail sales fell slightly in both equipment and apparel, the overall business remains extremely healthy, almost 45 percent higher than it was in 2019, the last full year before the pandemic... [READ MORE >>](#)

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#### FROM AROUND THE INDUSTRY

- >> [Tagmarshal and Caddienow Partner to Launch New Caddie Tracking Service](#) (thegolfwire)
- >> [Distance Proposal Includes Model Local Rule for Elite Competitions](#) (USGA)
- >> [Designing for all abilities: how low should you go?](#) (golfcoursearchitecture)
- >> [A.I. Will Cure Your Slice and Take My Job](#) (Golf Digest)

#### GOLF BUSINESS MAGAZINE MARCH/APRIL 2023

##### **"Every Golf Course has a Great Story to Tell"**

A few months ago, NGCOA's CEO Jay Karen said the industry needs to stay alert and connected to all levels of government, so that when the day of adverse legislation comes, the industry has the data, narrative and relationships to properly defend golf... [READ MORE >>](#)



### The New Approach to Our Old-Fashioned Ways

Seven and a half years ago, I started a blog as the (then) new CEO at NGCOA. In my first blog post, I shared a story about taking my two small children (both under the age of 9) to a local course to beat some balls on the range... [READ MORE >>](#)

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