

JANUARY 18 + JANUARY 25, 2023

OPINION

A Tribute to Joe Hardy

By Michael Williams, Contributor, Golf Business

I truly love being a part of golf. In my experience, golf is a word that can refer to many things: a sport, a pastime, a career, a business. But I am especially aware of the fact that it can refer to a kind of family. On January 7, 2023, the golf family lost one of its most special members, Joseph H. Hardy III. Joe Hardy was a man of incredible talents who put them to use in a wide range of pursuits. As the statement from the family says, "From the beginning to the end of his life, Joseph A. Hardy III was truly a man who did it all. A son, brother, husband, father, uncle, grandfather, great-grandfather, veteran, student, graduate, pilot, gemologist, salesman, entrepreneur, commissioner, philanthropist, and super-human that embodied his favorite phrase and philosophy "nothing is impossible..." [READ MORE](#)

>>

SPOTLIGHT

DOL's Proposed Independent Contractor Rule is Bad for Golf

By Ronnie Miles, Director of Advocacy, NGCOA

If you have been following any of my updates, you are probably aware of the new proposed independent contractor rule offered by the Department of Labor. The rule would 1) rescind the current independent contractor rule and 2) utilize



**JOIN THE
MOVEMENT**

[LEARN MORE](#)

a new “economic realities” test to determine if a worker is truly an independent contractor. This test includes factors such as investment, control, the opportunity for profit or loss, and whether the work is integral to the employer’s business. DOL will apply a **totality-of-the-circumstances analysis** of the economic reality test that has a refined focus on whether each factor shows the worker is economically dependent upon the employer for work versus being in business for himself, does not use a predetermined weighting of factors and that considers the factors comprehensively instead of as discrete and unrelated... [READ MORE >>](#)

FROM AROUND THE INDUSTRY

- >> [On Course Foundation Golf Employer Partners Reach 45 States](#) (The Golf Wire)
- >> [New Golf Technology App ClubGrub Transforms the Golf Experience with More Convenient Food and Beverage Ordering and Fast On-Course Delivery](#) (prweb.com)
- >> [Teesnap Adds Two Leaders to Executive Team](#) (The Golf Wire)
- >> [GCM's Guide to the 2023 GCSAA Conference and Trade Show](#) (GCM)

FROM GOLF BUSINESS MAGAZINE JANUARY/FEBRUARY 2023

Weathering a Stormy Economy

It was a little odd – talking to an economist about the impact of the current U.S. economy on the business of golf – and not long into the conversation he mentioned Walt Disney. This wasn’t some quack – it was John Silvia, an investment professional with over 30 years of experience as chief economist at Wells Fargo... [READ MORE >>](#)

Why The PGA Show and Golf Business Conference are a Winning Combination for Owners and Operators

Golfers have varying opinions on when the golf season starts. PGA Tour golfers start their new year in October of the previous one. Amateurs will contend that golf starts

GET YOUR BUSINESS INTO Full Swing!

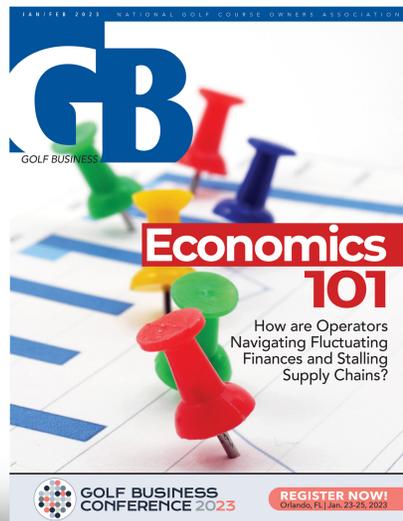
Did you know Pepsi is a Smart Buy Partner?

NGCOA Smart Buy PARTNER

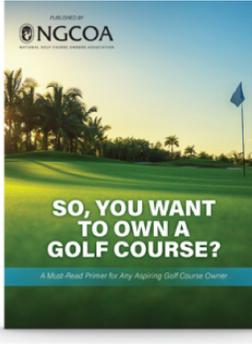
NGCOA MEMBERS WILL RECEIVE THE FOLLOWING ADVANTAGES BY CHOOSING PEPSI

- National account fountain pricing
- \$2.25 per gallon rebate on PepsiCo fountain gallons
- \$1.00 per case rebate on PepsiCo 24 pack bottles and cans
- \$1.50 per case rebate on Gatorade 24 packs
- Loaned fountain, bottle, and can equipment
- Free installation of equipment, including water filtration
- No charge for fountain or cooler repair services

TO LEARN MORE, CONTACT KELLY BISBEY AT:
KELLY.BISBEY@PEPSICO.COM | 813.361.9583



with the first warm weather of the year wherever you happen to be, while others will insist that the true first day of the golf season is marked by gentle guitar music and the soothing words, “Hello, friends!”... [READ MORE >>](#)

<p>Hot Off The Press!</p> <p>NGCOA's So, You Want to Own a Golf Course? A Must-Read Primer for Any Aspiring Golf Course Owner</p> <p>Download today!</p> 	 <p>Golf BUSINESS™ PODCAST</p> <p>Listen to, subscribe to, or download all the Golf Business Podcast episodes</p> <p>Get it on iTunes Store SOUNDCLOUD</p> <p>Listen now! ngcoa.org/podcast</p>	<table border="1"> <tr> <td data-bbox="1306 630 1507 841"> <p>DMA Market Comparison for September 2022</p> <p>SAGACITY GOLF</p> </td> <td data-bbox="1516 630 1717 841"> <p>Nov. 2022 Weather Impact Report</p> <p>Pellucid corp</p> </td> </tr> <tr> <td data-bbox="1306 847 1507 1045"> <p>Dec. 2022 Consumer Trends from 2022 and Preview of 2023</p> <p>SPORTS & LEISURE RESEARCH GROUP</p> </td> <td data-bbox="1516 847 1717 1045"> <p>Now Available in NGCOA's Research Center</p> </td> </tr> </table>	<p>DMA Market Comparison for September 2022</p> <p>SAGACITY GOLF</p>	<p>Nov. 2022 Weather Impact Report</p> <p>Pellucid corp</p>	<p>Dec. 2022 Consumer Trends from 2022 and Preview of 2023</p> <p>SPORTS & LEISURE RESEARCH GROUP</p>	<p>Now Available in NGCOA's Research Center</p>
<p>DMA Market Comparison for September 2022</p> <p>SAGACITY GOLF</p>	<p>Nov. 2022 Weather Impact Report</p> <p>Pellucid corp</p>					
<p>Dec. 2022 Consumer Trends from 2022 and Preview of 2023</p> <p>SPORTS & LEISURE RESEARCH GROUP</p>	<p>Now Available in NGCOA's Research Center</p>					

Think you know what it takes to own a golf course? Know anyone aspiring to purchase their own club? [Click here](#) to access NGCOA's new guide *So, You Want to Own a Golf Course?*

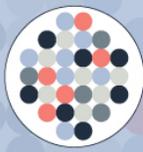
The Golf Business Podcast brings you informative content to help your golf course business thrive.

The NGCOA partners and participates with industry experts to provide members with timely, business-critical reports, studies and other research content.

Share Golf Business WEEKLY with a Friend!

Do you know someone who should be reading Golf Business WEEKLY? We encourage you to forward this email to your colleagues and peers so they can enjoy the latest business-to-business news about the golf industry. [CLICK HERE](#) to subscribe.

The views and opinions featured in Golf Business WEEKLY are those of the authors and do not necessarily reflect the position of the NGCOA.



**GOLF BUSINESS
CONFERENCE 2023**

ORLANDO • JANUARY 23-25

REGISTER NOW

GOLF BUSINESS MAGAZINE

291 Seven Farms Drive, 2nd Floor | Charleston, SC 29492 | 800 933-4262



This email was sent by Golf Business. To unsubscribe and/or manage your email preferences, please [click here](#).
Resident of Canada or the European Union? [Click here](#) to give us your consent to continue communicating with you.