

FEBRUARY 1, 2023

OPINION

Former NGCOA President: Despite a Wobbly Economy, "Golf Has Taken on a More Important Role in People's Lives"

By Doug McPherson, Contributor, Golf Business

Rock Lucas, the former NGCOA president and owner of Charwood Golf Club in West Columbia, South Carolina, says you can learn a lot about running a golf course these days just by hanging out with other business owners. In late 2022, Lucas was at a buddy's diner eating breakfast when he noticed chicken wings were no longer on the menu. He learned from the diner's owner that the price had simply risen too high. "And eggs went up from less than a dollar to \$5, and they were going up again the following week," Lucas says. Earlier in 2022, Lucas was talking with another business owner about inflation and Lucas told him he thought hotdogs would start being sold at market price. "I was half-heartedly joking, but almost everything has gone to market price. A local deli I visited did the same. It removed prices altogether and now it charges based on what that week's cost is... [READ MORE >>](#)

SPOTLIGHT

Golf Business Conference & PGA Show 2023 – My Takeaways

By Larry Hirsh, President, Golf Property Analysts



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Last week, I attended (for the first time in 3 years) the NGCOA Golf Business Conference (GBC) and the PGA Merchandise Show in Orlando. Aside from the normal introductions of new, technologically advanced golf equipment and lots of apparel, I was most notably struck by four (4) things: The encouraging signs about the potential real evolution and development of diversity in golf; A focus on the culture at golf courses and clubs as it relates to leadership, management and labor/staffing; The emphasis on activities alternative to golf like Pickleball and others; The very positive outlook many have for the golf industry. Long a pet peeve of mine, diversity efforts in golf seem to be gaining some traction. I saw two things last week I'd never seen before... [READ MORE >>](#)

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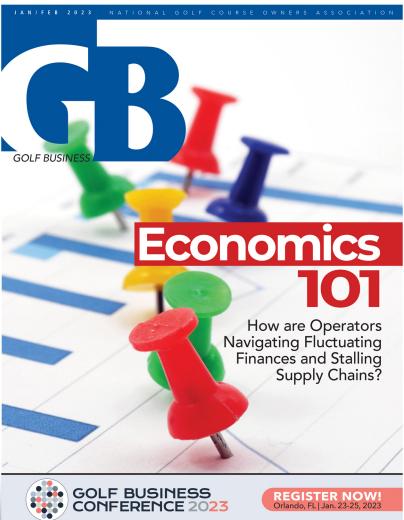
[FROM GOLF BUSINESS MAGAZINE JANUARY/FEBRUARY 2023](#)

McConnell Not Immune from Supply Chain Woes

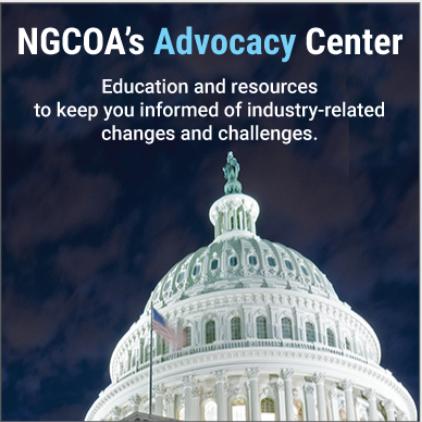
Nobody's happy, but at least there's an explanation everyone can understand. When the new TaylorMade driver you ordered in August for your most loyal customer didn't make it by Christmas, and the new reels you were expecting for the triplex aren't likely to be here until June, two words sum up the frustrations that you and everyone else in and out of golf currently feel: supply chain... [READ MORE >>](#)

Chatting Ain't What it Used to be - Will Artificial Intelligence Stupefy the Human Race?





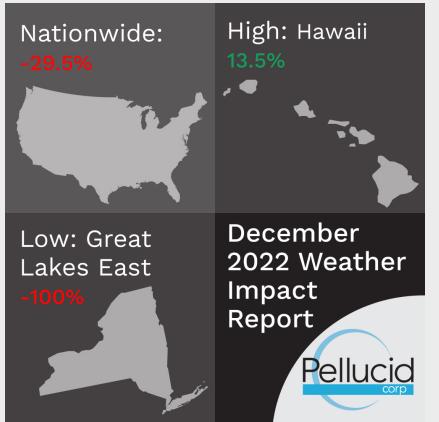
A chat used to be a personal thing, usually a casual conversation with a friend or friends, maybe over coffee or a cocktail. Of course, there was also the dreaded chat when the boss invited you to their office and then handed you your walking papers. Yikes... [READ MORE >>](#)



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