

NOVEMBER 2, 2022

## SPOTLIGHT

### Reinventing Charity Events - How to Add New Life (and Revenues) to Fundraisers

*By Doug McPherson, Contributor, Golf Business*

Chances are good – really good – that when the topic is charity golf events, you’ll be talking about the traditional four-person scramble that lasts six hours and includes box lunches and awards. “Over 98% of the nearly 300,000 charity golf events follow this format,” says Paul Courter, chief operating officer of Perfect Golf Event, a Florida-based company that helps groups manage fundraising golf events. Is it time you hit the refresh button on your events? GB asked Courter what that might look like, along with other questions... [READ MORE >>](#)

### The Driving Range – Forgotten Land... Or Is It?

*By Ted Simons, President and CEO, Synergy Group Consulting*

It comes as no surprise that the design of the golf course is ‘king’ when it comes to golf developments. Architects are paid to focus on the showpiece – the course. So where does the driving range come into play? There are many magnificent driving ranges and practice areas around the world which will make one salivate! But truth be known, the driving range and practice area are the last piece of the puzzle. What becomes of this very expensive acreage? A range that could double as a polo field. An undersized tee-line. A green that mirrors the



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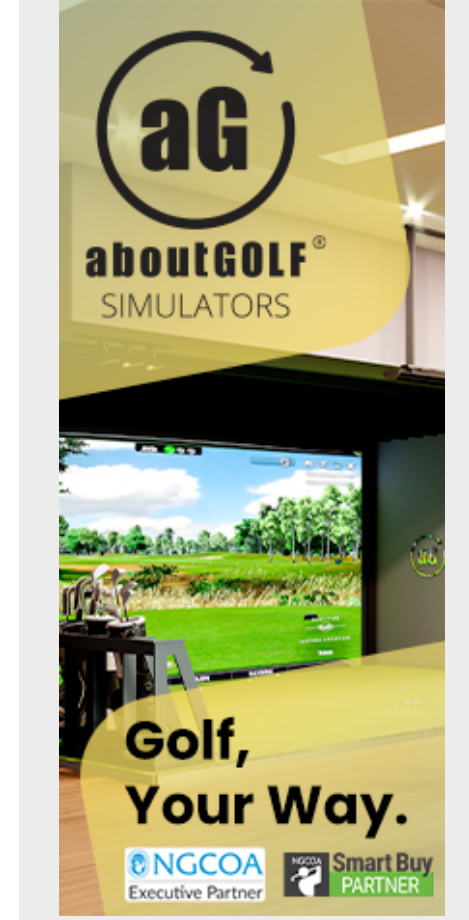
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Himalayas. A few bunkers that get little use. The tide is shifting with an emphasis being placed on world-class driving ranges, practice areas, and learning centers. This bodes well for the sustainability of the game... [READ MORE >>](#)

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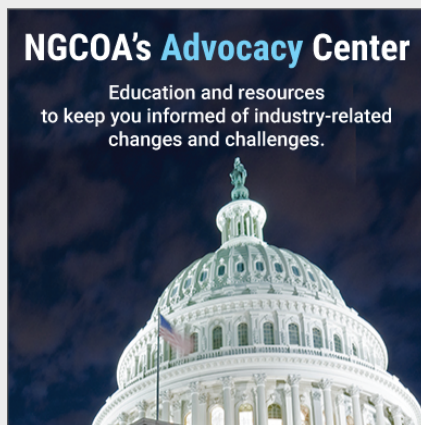
Being a guest is always tough. You show up at a mainline club with a rich reputation and wonder if you're appropriately attired, no matter how well you're dressed. Then you aren't sure where to park or what door to enter. And you certainly don't feel comfortable loitering in the clubhouse... [READ MORE >>](#)

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