

M A R C H 2 8 , 2 0 2 4

## SPOTLIGHT

### Customer Data and Your Duty: How GolfNow's Latest Legal Troubles Can Serve as an Important Reminder

*By Michael Williams, Golf Business Contributor*

A long time ago in a galaxy far, far away, I got my first job out of college with MCI Mail, the first commercial email service. It ultimately failed because, well, hardly anyone had a computer at home. Yes, I am old. My first boss was the guy who actually did invent the internet (Vinton Cerf, look him up). At that time, not even he could imagine the impact that universal connectivity would have in our daily lives. Now we are all on the internet every day, connecting with sites for business and entertainment. And the truth is that we are being watched. Digital companies capture precious information about us. Our likes and our dislikes, our health, our tendencies and preferences, and especially where we spend our time and our money. All that is fine if you agree to it. But if companies decide to collect that information without your consent, it becomes a very modern and very personal violation. And it becomes an even greater transgression when the party that vacuumed up your digital footprint chooses to sell it on the open market to all and sundry. A high-profile case of this behavior recently surfaced in the golf industry... [READ MORE >>](#)

### Fairways, Fast Cars Drive Quail Lodge Cash-Flow

*By Scott Kauffman, Contributor, Golf Business*

Fast cars and fast fairways are a combination most golfers aspire to have. And not necessarily gassed-up golf cars. We're talking



about tight fairways and fast and luxurious motor cars. At Quail Lodge & Golf Club, it's a time-tested formula for significant cash-flow. Indeed, this semi-private course tucked in California's Carmel Valley just a short drive from the Monterey Peninsula, annually plays host to one of the most unique revenue-generating non-golf events in the business. It's called, "The Quail, A Motorsports Gathering"... [READ MORE >>](#)

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- >> [Escalante Golf Adds 550-acre Wilderness Club in Montana to Property Portfolio](#) (The Golf Wire)
- >> [Homestead case heading to trial, may be appealed](#) (Lynden Tribune)
- >> [Revival of Wellman provides boost for rural community](#) (Golf Course Architecture)

### GOLF BUSINESS MAGAZINE MARCH/APRIL 2024



#### **Blue Jeans Golf Finds Niche in Driving Range Market**

Their instincts have always been to fill gaps, to find niches, and to enhance value in markets no one knew existed. Devin Charhon and Michael Canfield, co-founders of Blue Jeans Golf and new members of the NGCOA, came to the game from private equity where they spent their days (and many nights) drilling holes in business models and analyzing burgeoning industries... [READ MORE >>](#)

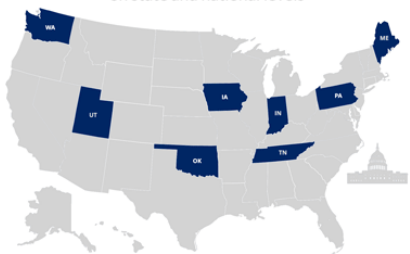
#### **Succession Success: On-the-Job Training is One Way to Leave Your Course in Good Hands**

The business of golf is in Samantha Swartz's blood. She grew up on her family's course, the Honeybrook Golf Club in eastern Pennsylvania, working part time in the summers during high school and college. Then she moved an hour away after landing a job with a car dealership working in the internet sales department... [READ MORE >>](#)

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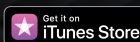
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On the NGCOA's Advocacy Center, our interactive map keeps you updated in real-time on local and national legislation critical to your golf business.



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