

MAY 17, 2023

OPINION

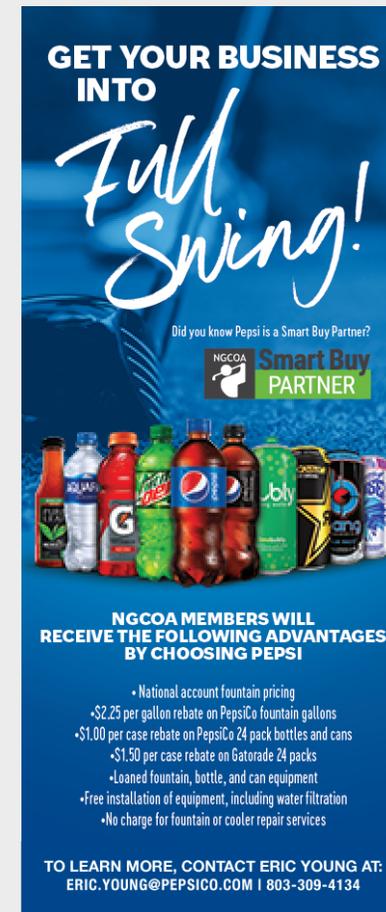
National Golf Day 2023 – Going “Outside the Box”

By Larry Hirsh, President, Golf Property Analysts

National Golf Day was held last week in Washington, D.C. Sponsored by the American Golf Industry Coalition, this most worthwhile event gathers leaders from within the golf industry to visit the offices of their US Senators and Representatives to advocate on behalf of the golf industry on issues of relevance. I was privileged to work within a group of other Pennsylvanians, including representatives of the Golf Association of Philadelphia, The Philadelphia Chapter of the Golf Course Superintendents Association of America, The International Association of Golf Administrators, a club manager, a course owner and past president of NGCOA, and a municipal course superintendent. We heard remarks from a renowned political consultant and two house members, one of whom recently revived the “Golf Caucus” in the House of Representatives. Many perceive golf as a game for the elite and its many virtues for the broader population often go untold. As those of us in the industry know, golf courses do a great job of preserving and protecting... [READ MORE >>](#)

SPOTLIGHT

Takeaways from the Top - Regardless of size, is it time to shake up your HR strategy?



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By Scott Kauffman, Contributor, Golf Business

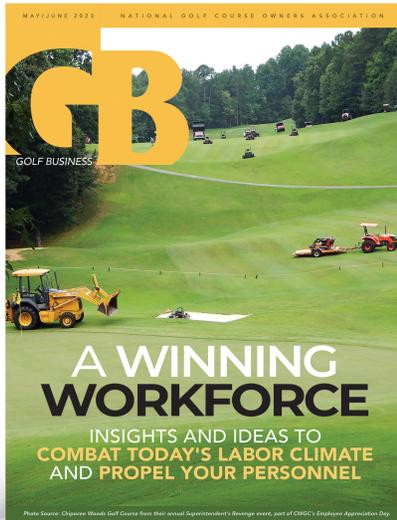
Nearly 10 years ago, Troon Golf was looking for a new strategic investment partner to replace the company's longtime majority shareholders, Goldman Sachs and Starwood Capital. At the time, the private Scottsdale-based company was one of the largest golf operators, overseeing more than 225 clubs worldwide. Among the company's new investors announced in July 2014 were Kohlberg & Company and golf icon Greg Norman's Great White Shark Enterprises. Oh, how times have changed for Troon... [READ MORE >>](#)

FROM AROUND THE INDUSTRY

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- >> [Jim Beatty Golf Ventures Client, Greenwood Golf Unveils the Butterfly Golf Initiative, Empowering Women on and Off the Course](#) (The Golf Wire)
- >> [PGA Championship broadcast preview: ESPN's 'No Laying Up' experiment, CBS goes digital](#) (Golf)
- >> [Eye-Tracking Tech Takes Putting Insight To Another Level](#) (Forbes)

FROM GOLF BUSINESS MAGAZINE MAY/JUNE 2023

The advertisement is a vertical banner with a dark blue background. At the top, the Barstool Golf Time logo is displayed in white. Below the logo, the text "GET YOUR TEE TIMES IN FRONT OF BARSTOOL GOLFERS, COMPLETELY FREE." is written in large, bold, white capital letters. Underneath this text is a red button with the white text "Learn more". In the center, a smartphone is shown displaying the app's interface. The phone screen shows a group of cartoon-style golfers, a search bar with the text "Find a tee time", and a notification that says "Hi, Matt!". At the bottom of the banner, the text "POWERED BY" is centered above two logos: "Supreme Golf" and "NGCOA Executive Partner".



Members First

Happy Spring! There's an energy buzzing across the country that I sense as I make my weekly phone calls to NGCOA Members and key industry leaders. For those lying outside the sunbelt states, the energy reflects the ramping up of operations after what has felt like a long and arduous winter for some... [READ MORE >>](#)

Apprentice to Owner: Cory Etter has gone from assistant golf pro to East Alabama multi-course guru

ANNISTON, ALABAMA | It started as an almost off-handed question, half joking, but with just enough seriousness thrown in. For a decade Cory Etter had been running Pine Hill Golf Course, a semi-private club in Anniston, Alabama, for an absentee owner... [READ MORE >>](#)

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