

SEPTEMBER 7, 2022

## OPINION

### Mulligan Mania, or, the Oddjob Effect

By Harvey Silverman, Golf Business Contributor

The story about the Q-School qualifier [who tried to cheat his way to the next level](#) reminded me of [this iconic golf scene](#) in Goldfinger. Both are particularly poignant given the timing of two golf events I run yearly and how I've limited the ability of participants to cheat. My wife used to coordinate the annual Special Olympics golf outing at the Olympic Club in San Francisco. Both the Lake and Ocean courses sold out with fees as high as \$7,500 per foursome. It was a glorious event and a massive fundraiser as national sponsors sent teams to compete on one of the country's most famous courses. The format was a scramble, and mulligans, or what I call "fantasy strokes," were sold to raise more funds. I get that. But it doesn't mean a foursome should walk off the Lake course and post a 56...

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## SPOTLIGHT

### Why Should Private Clubs Know Their Market Value?

By Larry Hirsh, President, Golf Property Analysts

Member owned private clubs rarely focus on the market value of the club in favor of a focus on balancing the budget. Despite what many think, private clubs often sell, for a variety of reasons good and bad, ranging from members seeking



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outside management, investors looking to realize their profit, a lack of funds for reinvestment, declining membership or possibly alternative use of the property. However, even clubs with a high likelihood of operating into the future should be concerned with market value as it dictates both their ability to borrow funds for capital projects and their real estate tax assessment... [READ MORE >>](#)

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- >> [This 23-year-old Bought a Golf Course and is Living All of our Dreams](#) (Golf Digest)
- >> [Remembering Herb Kohler](#) (GCSAA)
- >> [Tackling Workplace Inclusion in the U.S. Golf Industry](#) (Sports Business Journal)
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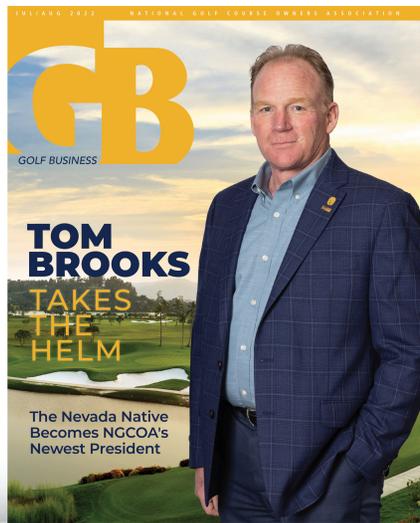
### FROM GOLF BUSINESS MAGAZINE JULY/AUGUST 2022

#### Minding Millennials: Younger Players are Loving Golf

Just two days after getting this assignment to write on millennials' love of golf, I got this text from my son, Connor, who is 25: I just shot a 79 at Heather Ridge Golf Course. It was a goal to shoot under 80 once in my life and I did it... [READ MORE >>](#)

#### Internship Programs Provide Partial Solution To Labor Problem

Summer help is one thing. Internships with bright, motivated college students who might want to pursue a career in the golf industry are something else entirely. In an era when good help is harder to find than ever, establishing an internship program... [READ MORE >>](#)



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