

F E B R U A R Y 1 6 , 2 0 2 4

## OPINION

### 44 Cents a Round: Why Surcharging Isn't Worth It

*By Harvey Silverman, Contributor, Golf Business | Silverback Golf Marketing*

The long-awaited white paper on merchant processing, [“Deck of Cards – How to Ace Credit Card Processing and Save Money,”](#) is out, and I encourage you to read it. Maybe the most important and potentially controversial chapter is the third, “Surcharging.” It contains so much critical information that it warranted its own education session at the recent NGCOA Golf Business Conference. For those who missed it, here is the executive summary. I’ll lead with my opinion – don’t surcharge. The significance of my opinion will be revealed later, enhanced by recent legal developments in two key states and potentially the entire country... [READ MORE >>](#)

## SPOTLIGHT

### IRS Shares 7 Warning Signs on ERC

*By Ronnie Miles, Sr. Director of Advocacy, NGCOA*

Many golf course owners and operators have reported they are still awaiting their Employee Retention Credit payments from the IRS. Now with Congress passing legislation that will end the program on March 22, 2024, we remain hopeful that payment will begin flowing again soon. As we have previously reported, much of the processing delays have been due to the high level of unapproved claims and



subsequent audits. We have been told that all claims in the pipeline will be processed. This, of course, does not mean they have been approved. We wanted to share this recent release by the IRS, offering businesses reasons why claims are being denied and what business owners can do to avoid penalties and or fines... [READ MORE >>](#)

### FROM AROUND THE INDUSTRY

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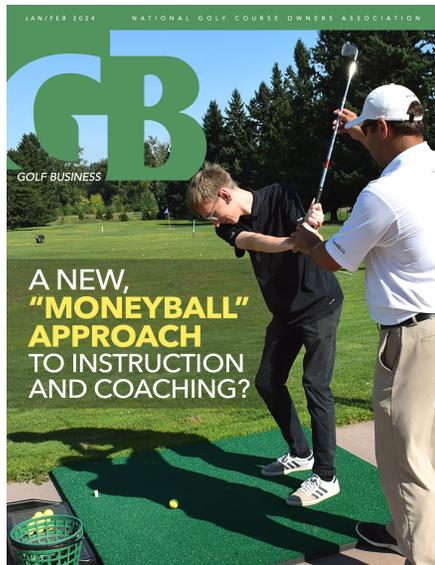
>> ['A new chapter': Tiger Woods unveils new logo, apparel brand ahead of PGA Tour return](#) (Golf)

>> [Mitch Savage, CGCS, wins Excellence in Government Affairs Award from GCSAA](#) (First Call)

>> [Northstar Appoints Seasoned Golf Industry Executive, Alex Withers, as Chief Sales & Marketing Officer](#) (The Golf Wire)



### GOLF BUSINESS MAGAZINE JANUARY/FEBRUARY 2024



#### **Going Green: Strategies for Eco-friendly Adjustments at Your Course**

To answer the question of what you can do to make your course more sustainable, you only need to meet Pamela and Randy Dreyfuss, owners of the La Cañada Flintridge Country Club near Los Angeles, California. They've been making eco-friendly adjustments for a full decade now... [READ MORE >>](#)

#### **Demand and Development: A Glance at the Golf Course Market Landscape for 2024**

Four years after the coronavirus pandemic sparked a rejuvenation in the golf industry, the 2024 golf season is shaping up to be another strong business year for course owners nationwide. And based on two golf properties that sold within days of each other last December, courses of all types continue to be in high demand from an investment perspective... [READ MORE >>](#)



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

The Golf Business Podcast brings you informative content to help your golf course business thrive.

The NGCOA partners and participates with industry experts to provide members with timely, business-critical reports, studies and other research content.

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