

SEPTEMBER 28, 2022

OPINION

Connecting Around a Common Purpose: A 'Sustainable Golf Week' Spotlight

By Michael Williams, Contributor, Golf Business

While Autumn marks the end of the marquee events for the year, it is my favorite part of the golf calendar. The weather turns crisp and clear, the insect population dwindles and even though the days are shorter, the weather is perfect for golf. Living in the Northeast U.S., I always look forward to the fall golf season. The lack of heat and humidity creates ideal conditions for grass and courses are often in their best shape of the year between September and mid-November. The leaves will put on their annual fireworks show and even the deer, foxes and other wildlife seem to be savoring the mild days before winter storms in. Traditionally, golf courses have gotten a terrible reputation as polluters and poor stewards of natural resources. A big part of the National Golf Day efforts over the last fourteen years has been to get legislators and the general public informed about the huge strides that have been made in the areas of conservation, water usage, and protection of the environment. The green movement in golf has come a long way, but it will take a big leap forward next week... [READ MORE >>](#)

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By Steve Eubanks, Contributor, Golf Business

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 – Should I sit on that chair or is it decorative? Even if you're an expected guest, getting in and out as quickly as possible reduces stress before a round of golf. One famous club is trying to change that. With its 125th anniversary right around the corner, the Atlanta Athletic Club has begun showcasing its history by using modern technology to tell some of its intriguing tales. In the process members hope to make guests feel more welcome and comfortable hanging around the clubhouse and learning the history of the place... [READ MORE >>](#)

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Are There Bridges Over Troubled Waters?

"It's better to fall short of high aspirations than to meet low expectation." With that quote, borrowing from Michelangelo, SCGA Director of Public Affairs Craig Kessler opened the much anticipated Southern California Golf and Water Summit on Aug. 18. The "high aspirations" included learning how the Southern California... [READ](#)

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Golf-o-tainment and the Trip Upstream

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