

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 >>](#)

SPOTLIGHT

An Old Club Shares History Through A New Technology



RAIN BIRD

BE FLUID.

MORE
FREEDOM

COMPLETE
CONTROL

BETTER
DATA

CIRRUSPRO™

COMING SOON

[LEARN MORE](#)

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 >>](#)

FROM AROUND THE INDUSTRY

>> [PGA of America Forms Strategic Alliance with Hann Holdings LLC](#) (PGA)

>> [Poa annua: Problems and Solutions With Dr. Jim Brosnan](#) (USGA)

>> [Chasing \(and Building\) Authenticity: Mike Keiser's Approach to Good Golf and Good Business](#) (Sports Illustrated)

>> [Jill Spiegel Takes Over As PGA Tour Superstore President](#) (Forbes)

FROM GOLF BUSINESS MAGAZINE SEPTEMBER/OCTOBER 2022

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 MORE >>](#)





Golf-o-tainment and the Trip Upstream

Thanks to Topgolf and Drive Shack and Popstroke and Puttery and X Golf and Toptracer Range, and indoor coaching centers like Golfinity or 5 Iron Golf, the game finally has a diverse and welcoming array of entry points. People who have never swung a club now encounter a myriad of golf opportunities ... [READ MORE >>](#)

<p>New in NCGOA's Advocacy Center</p> <p>Legislative Tracking Map</p> <p>View and track important pieces of legislation on state and national levels</p>	<p>Golf BUSINESS™</p> <p>PODCAST</p> <p>Listen to, subscribe to, or download all the Golf Business Podcast episodes</p> <p>Get it on iTunes Store</p> <p>SOUNDCLOUD</p> <p>Listen now! ngcoa.org/podcast</p>	<p>DMA Market Comparison for June 2022</p> <p>July 2022 Weather Impact Report</p> <p>July 2022 Covid's Golf Surge + Facility Pricing Study</p> <p>Now Available in NCGOA's Research Center</p>
------------------------------------------------------------------------------------------------------------------------------------------------------------------------	---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------	--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------

The NCGOA strives to provide guidance, interpretation and suggestions for action when it comes to industry related challenges.

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

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

Share Golf Business WEEKLY with a Friend!

Do you know someone who should be reading Golf Business WEEKLY? We encourage you to forward this email to your colleagues and peers so they can enjoy the latest business-to-business news about the golf industry. [CLICK HERE](#) to subscribe.

The views and opinions featured in Golf Business WEEKLY are those of the authors and do not necessarily reflect the position of the NCGOA.

GOLF BUSINESS MAGAZINE

291 Seven Farms Drive, 2nd Floor | Charleston, SC 29492 | 800 933-4262



This email was sent by Golf Business. To unsubscribe and/or manage your email preferences, please [click here](#).
Resident of Canada or the European Union? [Click here](#) to give us your consent to continue communicating with you.