

JUNE 8, 2022

## SPOTLIGHT

### Mixed Bag On Hardgoods Numbers For Spring of 2022

By Steve Eubanks, Contributor, Golf Business

It's a mixed bag, pun intended. When you look at hardgoods sales, it's easy to jump to the conclusion that inflationary pressures, supply-chain issues and gas prices have had a deleterious effect on retail operations. But things are never that simple. Sure, a golf pro at one club might have told the local high school coach not to bother ordering logoed team bags in February because there was no chance of them arriving before the end of the season, but for every one of those stories, there is a shop full of the latest and greatest 2022 products. The experts at Golf Datatech have done yeoman's work disseminating the numbers and coming up with what appears to be a logical explanation for the variances in hardgoods sales, which were down 1.7% in the first quarter of 2022 compared to last year... [READ MORE >>](#)



GGP/Biz Featured  
Article of the Month

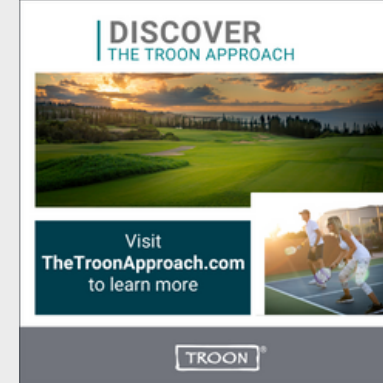
### Club Pros Want To Get A Life: Striking A Balance Is More Difficult With Increasing Time Demands

By Sean Fairholm, via Global Golf Post Biz

An advertisement for Rain Bird Cirrus Pro irrigation systems. The background is a green field with a blue sky. A man in a dark jacket is looking at a tablet. The text "RAIN BIRD" is at the top in white. Below it, "BE FLUID." is in large white letters. Then "MORE FREEDOM", "COMPLETE CONTROL", and "BETTER DATA" are listed in white. "CIRRUSPRO™" is in white, followed by "COMING SOON". At the bottom, a white button says "LEARN MORE".

Shaun McElroy reached an impasse. There wasn't necessarily one moment that convinced him to take a lengthy look into his work-life balance and the role PGA professionals serve in an industry that has systemically treated its club pros without common decency. For the 38-year-old head professional at North Shore Country Club in Glenview, Illinois, an accumulation of frustration occurred over a long period of time. One of the first times it hit him was in 2013, when he couldn't attend the wedding of his wife's sister. McElroy, then the director of golf at a previous club, had to stay behind because six women were competing in the ladies' club championship and his general manager would not let him travel to Seattle for the weekend... [READ MORE >>](#)

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- >> [Michael Cooper Appointed Senior Regional Golf Engagement Advisor with the USGA](#) (tntribune)

## GOLF BUSINESS MAGAZINE MARCH/APRIL 2022



### Chicken Wings and Golf

My sixteen year old, perhaps the pickiest eater alive, loves the chicken wings at Rodney Scott's BBQ, a James Beard-winning joint on upper King Street here in Charleston. Rodney Scott's pricing has always been what I would call "strong" for (albeit very tasty) BBQ basics... [READ MORE >>](#)

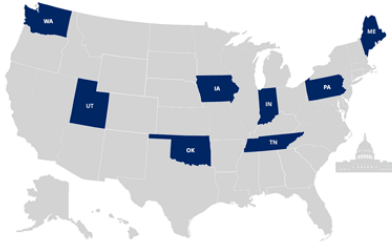
### Streamsong Resort Expands

After spending close to a decade assembling and permitting the land for Bandon Dunes Golf Resort, developer Mike Keiser selected KemperSports to be his development and management company partner. According to Keiser, it was a simple choice to pick the Northbrook, ILL.-based golf company... [READ MORE >>](#)

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



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