

M A R C H 2 2 , 2 0 2 4

## SPOTLIGHT

### Tee Time Brokers: The Heat is Merited, But More Light is Needed

*By Southern California Golf Association Public Affairs*

The more things change, the more they stay the same, albeit as the technology improves the same things come in different packages. With respect to the furor over tee time brokers making it nearly impossible for Los Angeles Basin's public golfers to secure tee times at almost any time of the day or week, let's just say that we've seen this picture before. Before golf's most recent spike in popularity (2020 – present), golf had peaked nationally in 1999 and then declined incrementally but steadily thereafter through 2016 before turning slightly up just before COVID... [READ MORE >>](#)

### Madam President: Cathy Harbin Brings a Wealth of Experience to NGCOA

*By Steve Eubanks, Contributor, Golf Business*

After 3:00, you know where to find her. Cathy Harbin, the new president of the NGCOA and owner of Pine Ridge Golf Course in Paris, Texas, has spent decades in the industry at almost every level, from running more than 150 golf operations to being the lead executive at one of the game's most visible foundations. But now, every afternoon, she does what excites her the most. "I teach (golf) every day," Harbin said, her voice going up an octave as she speaks of her passion for making others better. "I absolutely love it.



My job at three every day is to be done with operations and move into teacher mode... [READ MORE >>](#)

## FROM AROUND THE INDUSTRY

- >> [Golfer Who Sued Michigan Course After Crashing Golf Cart Has Case Dismissed](#) (Golfweek)
- >> [Can't Get a Tee Time at a Public Golf Course in LA? You're Not Alone](#) (ABC7)
- >> [Jim Beatty Golf Ventures Client Greenwood Golf Unveils Minority Golf League a Vision for Diverse Golfing Community](#) (Golf Wire)
- >> [Trugolf Announces Newly Expanded AI Technology Licensing Agreement With Mlspatial](#) (Business Insider)

## GOLF BUSINESS MAGAZINE MARCH/APRIL 2024



### **Managing Unredeemed Gift Certificates and Initiation Fees in Golf Course Businesses**

Enticing golfers to purchase gift certificates for friends and family is a time-honored tradition in our golf course businesses. Pro shops have been offering this service for many years. However, questions often arise about unredeemed gift certificates... [READ MORE >>](#)

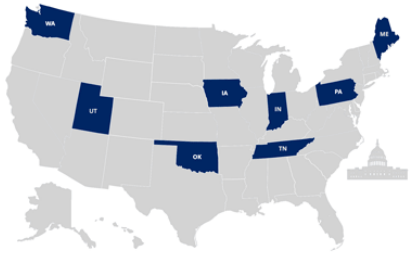
### **Are Price Changes Brewing at Your Business?**

Seven dollars and twenty two cents. Let's put that in number form: **\$7.22**. I just paid \$7.22 for a cup of coffee, and I froze for a moment at the Starbucks counter. There's a lot going on in my head during this pause -- first and foremost of which is "What the hell?" But it's quickly followed by some consideration and questioning... [READ MORE >>](#)

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