

M A R C H 8 , 2 0 2 3

## OPINION

### Mike Williams: Five Observations from the PGA Show

*By Mike Williams, VP of Operations, Landscapes Management*

I've regularly attended the PGA Show since 1994 and experienced first-hand its cyclical changes and evolution.

Frankly, for many years, it was just the "same ol' show" with little variation. However, reflecting on the 2023 edition, I walked away unequivocally feeling the "Major of the Golf Business" is back in full force and effect. Excitement is likely attributed to pent-up desires to return to Orlando after multi-year absences, as well as on- and off-course participation at record highs. No matter the rationale, I'm loving the vibe. With the show a month in the rearview mirror, I had time to reflect and offer key takeaways. First: **Positive Energy**. This is a qualitative and somewhat squishy takeaway, but the mood of everyone with whom I interacted, from vendors to merchandisers, was extremely optimistic and positive. Many commented on the show's "feel," almost as if the entire industry breathed a giant sigh of relief... [READ MORE >>](#)

### Software Integration – Fundamental to Cost Effective Management

*By JJ Keegan, Envisioning Strategist & Reality Mentor, JJ Keegan +*

The essence of the message in the book, "Tools and Weapons: The Promise and Perils of the Digital Age" by Brad Smith, President of Microsoft, is that the benefits of technology come



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with a commensurate risk. One of the problems golf courses are encountering today is that they depend on multiple independent software vendors. Many do not integrate into the central Point of Sale System. There are a lot of possible interfaces to a P.O.S. system, including but not limited to... [READ MORE >>](#)

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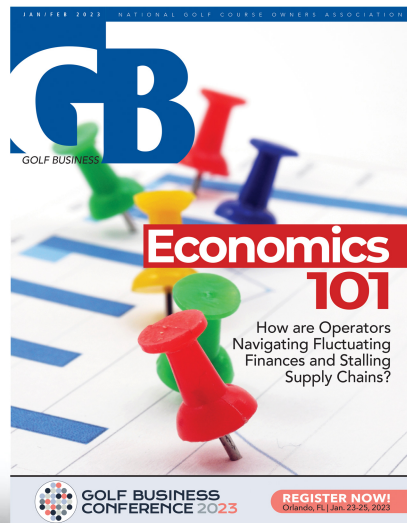
#### **FROM GOLF BUSINESS MAGAZINE JANUARY/FEBRUARY 2023**

##### **McConnell Not Immune from Supply Chain Woes**

Nobody's happy, but at least there's an explanation everyone can understand. When the new TaylorMade driver you ordered in August for your most loyal customer didn't make it by Christmas, and the new reels you were expecting for the triplex aren't likely to be here until June, two words sum up the frustrations that you and everyone else in and out of golf currently feel: supply chain... [READ MORE >>](#)

##### **Chatting Ain't What it Used to be - Will Artificial Intelligence Stupefy the Human Race?**

A chat used to be a personal thing, usually a casual conversation with a friend or friends, maybe over coffee



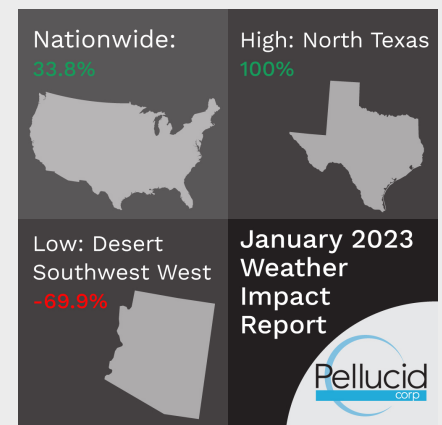
or a cocktail. Of course, there was also the dreaded chat when the boss invited you to their office and then handed you your walking papers. Yikes... [READ MORE >>](#)



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