

DECEMBER 14, 2022

SPOTLIGHT

Golf as Therapy

By Doug McPherson, Contributor, Golf Business

Kevin Corn may be one of the few golf pros who *leaves* his course to teach. Every Wednesday afternoon you can find him leaving his employer, Innsbrook Public Golf Course just west of St. Louis, Missouri, and driving the few miles to Ranken Jordan Pediatric Bridge Hospital. Teaching golf at a hospital? Teaching golf to kids facing seemingly insurmountable physical challenges? Yes and yes. And the next obvious question: Why? “This is always a challenging question for me to answer,” says Corn, who is the head pro at Innsbrook. “The simple answer is after reading an article about a similar program at Texas Scottish Rite Hospital for Children, I felt starting a program in St. Louis was the right thing to do. And after talking with a doctor who was a member at the club where I worked at the time, it was also the obvious thing to do.” That was May 2011. Corn now is approaching his 12th year of volunteering at Ranken Jordan, where he says golf “fits perfectly” with the hospital’s program called Care Beyond the Bedside... [READ MORE >>](#)



*GGP/Biz Featured
Article of the Month*

Golf Business: The Year That Was

By John Steinbreder, via Global Golf Post Biz

As action-packed as the competitive golf world was in 2022, there



RAIN BIRD

BE FLUID.

MORE
FREEDOM

COMPLETE
CONTROL

BETTER
DATA

CIRRUSPRO™ m

COMING SOON

[LEARN MORE](#)

was at least as much drama and excitement in the business segment of the sport. The big story in that realm, of course, was LIV Golf and the assault that Saudi-backed enterprise made on the PGA and DP World tours, pouring hundreds of millions of dollars from the kingdom's sovereign wealth fund into the professional game in an effort to lure players to join a league organized around no-cut, 54-hole tournaments. CEO Greg Norman led that campaign on behalf of the sheiks, and he enticed a number of notables – Phil Mickelson, Dustin Johnson, Cameron Smith, Patrick Reed and Sergio García among them – to come on board. Not surprisingly, members of golf's status quo were none too happy with those defections and the criticisms many of the new LIV golfers leveled against the established tours as they also boasted about the freedom and financial security provided by the new endeavor. The animus that arose gave the game the rather unattractive aura of a prime-time soap opera... [READ MORE >>](#)

Global Golf Post is a new NGCOA Smart Buy Marketplace partner. [Click here](#) to learn more and start saving on an annual subscription!

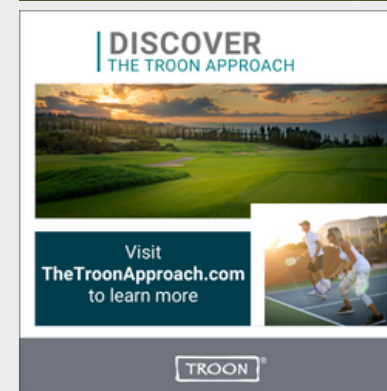
FROM AROUND THE INDUSTRY

- >> [Golfzon Range By Leadbetter Now Open](#) (Golf Wire)
- >> [Is golf becoming more accessible, or more expensive? The answer is complicated, says one architect](#) (Golf.com)
- >> [Founder of Clear Creek Golf Course honored with PGA's Distinguished Career Award](#) (WCYB)
- >> [Inaugural Golf Galaxy Hot List Live Presented by Golf Digest is Coming to Phoenix](#) (Cision)

GOLF BUSINESS MAGAZINE NOVEMBER/DECEMBER 2022

The Power of a Positive Attitude

Justin "Chance" Griffin was born on May 9, 1988 in Hickory, NC and has lived most of his life in Newnan, GA, a suburb of Atlanta. He was an avid golfer as a child and





attended the Atlanta Jr. Golf Academy and played in the Georgia PGA Junior series... [READ MORE >>](#)

Spare Change Has Huge Impact On Els For Autism Foundation

Oftentimes you don't think about it. A beverage at a convenience store costs \$2.25 and if you happen to be paying in cash (a rarity these days), you throw the extra .75 into a tip jar or a can for those who might come up a little short later in the day... [READ MORE >>](#)



Access the Golf Business Pulse report for a view into the changing industry of golf operations and the latest trends and insights for optimizing your business.



The Golf Business Podcast brings you informative content to help your golf course business thrive. You can now also [READ the transcript from our latest episode!](#)



The NGCOA 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 NGCOA.

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.