

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 >>](#)



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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



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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 >>](#)

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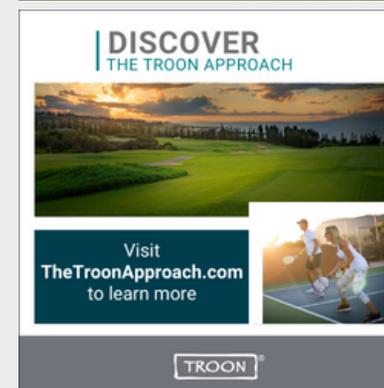
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- >> [Is golf becoming more accessible, or more expensive? The answer is complicated, says one architect](#) (Golf.com)
- >> [Founder of Clear Creek Golf Course honored with PGA's Distinguished Career Award](#) (WCYB)
- >> [Inaugural Golf Galaxy Hot 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 >>](#)

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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 >>](#)

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