



Over the Horizon

Leading Clubs Follow a Strategic Plan to Guide Long-Term Decision Making.

Strategic planning process identifies three foundational elements to successful operations.

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Opinion | GGA

Slowly and Quietly, New Golf Courses are Taking Shape.

Successful builders will be defined by four key capabilities.

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Management | Board Performance

Take a Lesson from Fitbit: Monitor and Measure.

A continuous feedback system keeps boards focused and effective.

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Marketing | Branding

Successful Marketing Programs Align Experience and Value.

Delivering on your brand's promise is everyone's job.

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Profiles in Excellence | Tim Bakels

The COO and GM of Colleton River in Bluffton, SC, Considers Himself the "Luckiest Guy in the World."

His secrets: make your passions your hobby and always throw the snake on the table.

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Education | MBA Program



Wilfrid Laurier Offers MBA Program for Golf and Resort Management.

School partnering with Golf Management Institute of Canada to train the next generation of golf business leaders.

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Other Voices | Jay Karen

Golf Has a Customer-Retention Problem.

The solution, says the NCGOA's CEO, starts with all of us looking ourselves in the mirror.

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Email Archive

- February 2016
- November 2015
- July 2015
- May 2015
- January 2015
- September 2014
- June 2014
- March 2014
- December 2013
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- June 2013

SLOW PLAY SOLUTIONS

GGA partners with the USGA to research and develop solutions for slow play. Findings indicate a connection between improved pace of play, increased revenues and attracting younger golfers.

[request the presentation >>](#)

VALUE-ADDING STRATEGIES

GGA's presentation to PGA Professionals outlines value-adding strategies in a world being disrupted by macro consumer and economic trends.

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WE'VE HAD A MAKEOVER!

Check out the new and improved GGA website for more best practices and solutions to your toughest problems.

CHECK US OUT >>

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