

Subject Matter	Number of Articles/Podcasts, etc.
<a href="#">Advertising and Marketing</a>	5
<a href="#">Agronomy and Maintenance</a>	9
<a href="#">Best Management Practices</a>	12
<a href="#">Clubhouse Architecture</a>	1
<a href="#">Consulting Services</a>	8
<a href="#">Course Architecture</a>	8
<a href="#">Customer Experience</a>	19
<a href="#">Customer Surveys</a>	3
<a href="#">Customers</a>	9
<a href="#">Demographics</a>	2
<a href="#">Financial</a>	16
<a href="#">Golf Associations</a>	7
<a href="#">Instruction and Exercise</a>	1
<a href="#">Management</a>	33
<a href="#">Management Companies</a>	8
<a href="#">Membership</a>	1
<a href="#">Operations</a>	8
<a href="#">Rules of Golf</a>	1
<a href="#">Social Media</a>	1
<a href="#">Strategic Planning</a>	15
<a href="#">Technology</a>	16
<a href="#">Third Party Tee Times</a>	14
<a href="#">Tourism</a>	5
<a href="#">Weather</a>	5
<a href="#">Webinars and Education</a>	8
<a href="#">Yield Management</a>	4
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Best Management Practices	Instagram	Best Management Practices
Multi-Media	<a href="#">15 - Cup</a>	Customer Experience
	<a href="#">Beach Golf</a>	Customer Experience
	<a href="#">Foot Golf</a>	Customer Experience
	<a href="#">Game Golf</a>	Customer Experience
	<a href="#">Golf Board</a>	Customer Experience
	<a href="#">Golf's Next Big Thing ( Andrew Woods Take on Footgolf)</a>	Customer Experience
	<a href="#">Hover</a>	Customer Experience
	<a href="#">Jetstream of Bullshit</a>	Weather
	<a href="#">Screen Golf</a>	Customer Experience
	<a href="#">Segway</a>	Customer Experience
Newsletter Archives - Lead Story	<a href="#">Stephen Colbert's Sports Report - Golfer Demographics</a>	Demographics
	<a href="#">Top Golf</a>	Customer Experience
	<a href="#">July Newsletter: Oh Say Can You See? New Dashboards to...</a>	
	<a href="#">Getting You to #1 – Golf Executive Management System</a>	Management
	<a href="#">Weather - 11 Month Forecast from Weather Trends International</a>	Weather
	<a href="#">Strackaline</a>	Course Architecture
	<a href="#">Pace of Play</a>	Operations
	<a href="#">Business of Golf Lollapoolza</a>	Webinars and Education
	<a href="#">Zopim - Chat With Your Customers Online</a>	Technology
	<a href="#">June Newsletter: Smile! You are on Candid Camera...</a>	
	<a href="#">The Importance of Customer Surveys - Brand Awareness</a>	Customer Surveys
	<a href="#">Rules of Golf - Changes Coming</a>	Rules of Golf
	<a href="#">Customer Service - Eddie Merrins: The Li'l Pro</a>	Customer Experience
	<a href="#">Your Brand Is Created through Photographs: Brian Morgan</a>	Advertising and Marketing
	<a href="#">Golf Executive Management System</a>	Management
	<a href="#">Grammarly - Online Editing Tool</a>	Technology
	<a href="#">May Newsletter: Software Vendor and Third Party Tee Time Provider...</a>	
	<a href="#">The Other Side of the Coin - Third Party Tee Time Distribution Interfaces</a>	Third Party Tee Times
	<a href="#">Third Party Tee Time Debate - Pro &amp; Con by Two Industry Experts</a>	Third Party Tee Times
	<a href="#">2015 Rounds Predication Based on Weather Forecast</a>	Weather
	<a href="#">Emerging Trends in Golf Course Architecture to Attract and Retain Millennials: Jeff Brauer</a>	Course Architecture
	<a href="#">Business of Golf Barometer: Current Questions Impacting Golf Operations</a>	Management
	<a href="#">Leadlander: Monitor Who is On Your Site</a>	Technology
	<a href="#">April, 2015 – Newsletter: Ouch! Lessons to Learn. ...</a>	
	<a href="#">NGCOA - Is the Train off the Rails</a>	Golf Associations
	<a href="#">Private Club Model - Does It Make Sense for Senior Citizens</a>	Membership
	<a href="#">Web Site Design Undergoing Major Cultural Shift</a>	Technology
	<a href="#">Golf Operator Association - Andrew Wood: Providing Resources to Operators to Better Manage</a>	Golf Associations
	<a href="#">Investor Confidence Remains High: Leisure and Investment Properties</a>	Financial
	<a href="#">March 2015: What Benefit Do You Derive From this...</a>	
	<a href="#">Survey: How Effectively Do You Manage Your Golf Course in Reaching Its Potential - A Comment on Leadership</a>	Management
	<a href="#">Titleist Performance Institute: Exercise to Improve Your Game and Your Quality of Life</a>	Instruction and Exercise
	<a href="#">Diversity and Inclusion: When Will Theory Became Reality?</a>	Management
	<a href="#">Exit Strategies: How to Prepare Your Golf Course for Sale: Larry Hirsch</a>	Financial
	<a href="#">February 2015: Should You Be Managing a Golf Course...</a>	
	<a href="#">Survey: How Effectively Do You Manage Your Golf Course in Reaching Its Potential - A Comment on Leadership</a>	Management
	<a href="#">Survey: Is Your Management Company Working on Your Behalf or Theirs - Find Out Now</a>	Management Companies
	<a href="#">2014 Golf Investment Report Report by Leisure Investment Property Group</a>	Financial
	<a href="#">Clubhouse Architecture - It is the Centerpiece of Your Facility: Bic Christiansen</a>	Clubhouse Architecture
	<a href="#">Golf Segmentation and Analysis - Sports and Leisure Research: Jon Last</a>	Customers
	<a href="#">January, 2015 – The National Golf Foundation: The Lighthouse for...</a>	
	<a href="#">National Golf Foundation – The Lighthouse For the Industry: The Need for Independent Research</a>	Golf Associations
	<a href="#">Golf Behind the Red Curtain: Dr. Zhao Kuan</a>	Tourism
	<a href="#">Three Keys to Ensure Agronomic and Maintenance Success: Mike Vogt</a>	Agronomy and Maintenance

**December, 2014 – A Great New Year's Resolution: Invest in Yourself...**  
[Business of Golf Winter Webinar Series - 7 Steps to Financial Success in Managing a golf Course](#)  
[Best Management Practices - A Photo Essay](#)  
[Yield Management Case Study - Jeff Walters: Dynamic Revenue Solutions](#)  
[Golf Convergence Online Training](#)  
**November, 2014 – Good News: Favorable Weather Forecast for 2015**  
[2015 Weather Forecast for Weather Trends International Bodes Well for National Golf Outlook](#)  
[Key Architectural Assets - Master Plans, Player Safety and Bunkers - Kevin Norby](#)  
[Golf is for Old Men - Sports and Leisure Research: Jon Last](#)  
[Scratch-It: Coupon Software to Provide Add Mystery and Incentive to Customers](#)  
[Management Companies: Wizards or Magicians](#)  
**October, 2014 – Scratch It: Solve the Mystery**  
[Scratch-It and Silverpop: Measuring and Leveraging Customer Loyalty](#)  
[How the World Sees You - Sally Hogshead: How to Build and Effective Team](#)  
**September, 2014: Social Media Exposed**  
[Social Media Exposed: Leadlander and Visistat - Software Tools to Monitor Your Customers' Behavior](#)  
[Golf Industry Training Association: Jeff Harrison - Tools to Guide Operators to Success](#)  
**August, 2014: Golf Channel's Acquisition Spree Continues**  
[Golfnow.com's Acquisition Spree Continues](#)  
[Multiple Well Funded Players Now Looking to Take on Golfnow.com](#)  
[NGCOA Seeking Answers to Bartered Tee Times](#)  
[Do Associations Believe Only They Have the Answers?](#)  
[Best Management Practices: Bro Hof Slott, Estonia Golf and Tuusulan - Pinterest](#)  
[Women on Course - The Key to the Future](#)  
**July, 2014: Peter Drucker, "You Can Only Manage What You..."**  
[Benchmarks - Vital Tools To Manage](#)  
[Top Golf](#)  
**June, 2014: How Far Are You Behind Your Budget:**  
[Six Numbers Reveal the Potential of Your Golf Course](#)  
[The Punchbowl at Bandon - A Customer Experience](#)

Webinars and Education  
Management  
Yield Management  
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Third Party Tee Times  
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Golf Associations  
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Best Management Practices  
Management  
  
Financial  
Customer Experience  
  
Financial  
Customer Experience

Podcasts	<a href="#">July Podcast – Bill Yates: "Improving the Pace of Play...</a> <a href="#">June 2015 Podcast – Brian Morgan: "Your Brand is Created...</a> <a href="#">May 2015 Podcast – Jeff Brauer, ASGCA, "Emerging Trends in Golf...</a> <a href="#">April 2015 Podcast – Andrew Wood: Golf Operators Association</a> <a href="#">March 2015 Podcast – Larry Hirsh, Golf Property Analysts: Exit...</a> <a href="#">February 2015 Podcast – Partners and Sirny: Trends in Golf...</a> <a href="#">January 2015 Podcast: Golf Tourism in Asia</a> <a href="#">December 2014 Podcast – JJ Keegan: Golf Management Made Easy</a> <a href="#">November 2014 Podcast – Mike Vogt, CGCS: How to Control Maintenance...</a> <a href="#">October 2014 Podcast – Kevin Norby, ASGCA: Golf Course Architectural...</a> <a href="#">September 2014 Podcast – JJ Keegan: MGA Public Golf Forum –...</a> <a href="#">September 2014 Podcast – Jeff Harrison: Golf Industry Training Association</a>	Customer Experience Advertising and Marketing Course Architecture Course Associations Financial Clubhouse Architecture Tourism Management Agronomy and Maintenance Course Architecture Management Webinars and Education
Video Tips	<a href="#">Intro - The Seven Vital Steps in the Golf Executive Management Systems explained.</a> <a href="#">Tip 1 – GLMA: There are six numbers that determine the potential of your golf course. Do you know them?</a> <a href="#">Tip 2 – Weather: Are you over or undermanaging your facility based on the weather. Learn about the accuracy of long range weather forecasting.</a> <a href="#">Tip 3 – Technology: No greater investment is made by golf course owners that produces nominal return than in technology. Here are the hurdles to you need to overcome to</a> <a href="#">Tip 4 – Financial Metrics: Benchmarks are the goal posts on which the success of your course is measured. The important numbers are presented.</a> <a href="#">Tip 5 – Agronomy: The golf course is a living organism. Equipment is a depreciable asset. Investment in these ongoing resources is required. How much should be allocated to</a> <a href="#">Tip 6 – Operations: There are up to 14 steps of the assembly line of golf. Discover how to create value for the golfer on a foundation that optimizes the financial potential of</a> <a href="#">Tip 7 – Customer Franchise Analysis: Twenty-five questions are the acid test of your customer's habits and preferences. Discover the right questions to ask.</a> <a href="#">Tip 8 – Marketing – 3rd Party Tee Time Firms: Understand how the data and insights provided by these vendors can be leveraged to your advantages.</a> <a href="#">Tip 9 – Heroes v. Villains: Understand how the data and insights provided by these vendors can be leveraged to your advantages.</a> <a href="#">Tip 10 – Customer Loyalty: There is only 1 question you need to ask to differentiate your customer's frequency from their loyalty Do you know that question?</a> <a href="#">Tip 11 – Platinum to Steel – What Are You? There are 19 attributes at a public facility and 29 characteristics of a private club that clearly define the experience the golfer or</a> <a href="#">Tip 12 – Best Management Practices: Secret shopping a golf course, of which 82% in the industry doesn't engage in, is based on observing over 250 criteria. Ascertain how yo</a> <a href="#">Tip 13 – Avid Golfer: Would you like a peek-peek behind the doors of what it is like to manage a golf club? Listen now and find out what a challenging task it is to please you</a> <a href="#">Tip 14 – Looking for Work in Golf: Congratulations. Your ability to excel is founded in your understanding of the business of golf fundamentals. Grasp what they are now</a>	Management Demographics Weather Technology Financial Agronomy and Maintenance Operations Customer Experience Third Party Tee Times Third Party Tee Times Customer Surveys Customer Experience Operations Management Operations
Webinars	<a href="#">Beating the Tee Time Bandits At Their Own Game: March 27, 2014</a> <a href="#">Spring Training for the Golf Industry: March 6, 2014</a>	Third Party Tee Times Third Party Tee Times
White Papers	<a href="#">Active Network – Social Media Playbook: (Almost) Everything You Need to Know About Social Media Social media is powerful: 80% of ...</a> <a href="#">September, 2014: Third Party Tee Time Provider Case Study</a>	Social Media Third Party Tee Times

## NEW RESOURCES BE ADDED BY SEPTEMBER 1, 2015

Resources Articles	<p>Customer Loyalty - Can You Handle the Truth - NGCOA Canada - 2012 Winter - JJ Keegan</p> <p>Different Cultures - European vs US Practices - JJ Keegan</p> <p>Financial Benchmarks - NGCOA Canada - JJ Keegan - 2013</p> <p>Golf 2025 - What Will It Look Like - Avid Golfer Magazine Reprint - JJ Keegan</p> <p>Golf 2050 - Will It Be A Sport of Dead Men Walking - Golf Inc Reprint - JJ Keegan</p> <p>Golf Executive Management System - An Efficient Way to Manage Your Course - Ph D Research by Rick Lucas - Clemson University - JJ Keegan</p> <p>Golf Management Software - How To Select the Right Article for Your Course - JJ Keegan</p> <p>The Impact of Barter - PPTX - JJ Keegan</p> <p>Subject Lines - Does It Matter</p> <p>Who Owns Your Customer Database - JJ Keegan</p> <p>Yield Management Article - JJ Keegan</p>	<p>Customer Experience</p> <p>Operations</p> <p>Financial</p> <p>Management</p> <p>Management</p> <p>Management</p> <p>Technology</p> <p>Third Party Tee Times</p> <p>Advertising and Marketing</p> <p>Customers</p> <p>Yield Management</p>
Best Practices - Narrative	<p>2003 - Best Management Practices - Narrative</p> <p>2004 - Best Management Practices - Narrative</p> <p>2005 - Best Management Practices - Narrative</p> <p>2005 - Top100 Golf Course Green Fee Prices and Amenities Provided</p> <p>2007 - Best Management Practices - Narrative</p>	<p>Best Management Practices</p> <p>Best Management Practices</p> <p>Best Management Practices</p> <p>Best Management Practices</p> <p>Best Management Practices</p>
Best Practices - Photo Essay	<p>2001 - 2005 Best Management Practices - A Photo Essay - 235 pages</p> <p>2001_Best_Management_Practices - Photo Essay</p> <p>2003_Best_Management_Practices - Photo Essay</p> <p>2005 - Best Management Practices - A Photo Essay</p> <p>2010 - Best Management Practices - A Photo Essay - China and Korea - A Flavor of the Operational and Cultural Practices</p>	<p>Best Management Practices</p> <p>Best Management Practices</p> <p>Best Management Practices</p> <p>Best Management Practices</p> <p>Best Management Practices</p>
Presentation Slides	<p>Business of Golf - Introduction - Webinar December 3 2014 - Main Presentation With Video</p> <p>Campbell College - The Business of Golf - Spring 2015</p> <p>Foundation - Golf Management Made Easy - Winter 2015</p> <p>Foundation - Winning Playbook for Golf - Spring 2015</p> <p>Keiser University College of Golf Professional Golf Management Presentation - The Business of Golf - July 30 2015</p> <p>Golf Academy of America - Winning Playbook for Golf - 7 30 2015</p> <p>Golf Course Builders Association of America Presentation - The Business of Golf - July 22 2015</p> <p>GCSAA - Seven Steps to Increase the Investment Return of Your Public Golf Course - 2 23 15</p> <p>Keiser University College of Golf Professional Golf Management Presentation - The Business of Golf - July 30 2015</p> <p>Metropolitan Golf Association - The Business of Golf - September 30 2014</p> <p>December 3, 2014 - Michigan Golf Course Owners Association Presentation: "The Winning Playbook for..."</p> <p>NRPA Presentation - Privatization Management of Golf Courses - 2011 - JJK</p> <p>NRPA Presentation - Privatization Management of Golf Courses - 2012 - JJK</p> <p>NRPA Presentation - The Financial Potential of Your Golf Course Unveiled - 2014 - JJK</p> <p>NRPA Presentation - The Winning Playbook for Golf - 2015 - JJK</p> <p>The Final Frontier - Webinar October 31, 2014</p> <p>Third Party Tee Time Provider Case Study</p> <p>Golf Tourism-New Trend of Tourism - Abbreviated 1 2 2105</p> <p>Wisconsin PGA Winter Meeting - Seven Steps to Increase the Investment Return of Your Public Golf Course - 2 23 15</p>	<p>Management</p> <p>Management</p> <p>Management</p> <p>Management</p> <p>Management</p> <p>Management</p> <p>Management</p> <p>Management</p> <p>Management</p> <p>Financial</p> <p>Financial</p> <p>Management</p> <p>Management</p> <p>Management</p> <p>Third Party Tee Times</p> <p>Tourism</p> <p>Management</p>

## Request for Proposals

RFP - Golf Course Architectual Design - City of Indio  
RFP - Golf Course Architectural Renovation - AGCSA  
RFP - Golf Course Consulting Services - Boone County  
RFP - Golf Course Consulting Services - City of Casper  
RFP - Golf Course Consulting Services - City of Gulf Breeze  
RFP - Golf Course Consulting Services - City of Salt Lake  
RFP - Golf Course Consulting Services - East Baton Rouge  
RFP - Golf Course Consulting Services - Fairfax County  
RFP - Golf Course Consulting Services - Talking Stick Resort  
RFP - Golf Course Consulting Services - Town of Brewster  
RFP - Golf Course Customer Service Evaluation - City of San Diego  
RFP - Golf Course Maintenance Services - North Palm Beach  
RFP - Golf Course Management - Lease Agreement - City of Troy  
RFP - Golf Course Management - Management Agreement - City of Virginia Beach  
RFP - Golf Course Management - Management Agreement - City of Ocala  
RFP - Golf Course Management - Management Agreement - Union County  
RFP - Golf Course Management POS Software - City of Tucson  
RFP - Golf Course Management Tee Time Software - Somerset County

Course Architecture  
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Consulting Services  
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Customer Experience  
Management Companies  
Management Companies  
Management Companies  
Management Companies  
Management Companies  
Technology  
Technology

## Research - Independent Third Parties

8 Ways to Qualify Webinar Leads - Adobe - 2015 Adobe  
16 Rules of Internet Success - Jeff Walker - 2014  
Best Practices Third Party Resellers - NGCOA - 2012  
Best Year Ever - 8 Strategies High Achievers Use - Michael Hyatt - 2015  
Compensation Study - NGCOA - 2008  
Distribution Channel Analysis - HSMAL - 2015  
European Golf Study - KPMG - 2015  
Fascination Advantage Report - Sally Hogshead - How the World See You - JJ Keegan Profile  
Future of Golf - Raconteur - September 30 2014  
Golf Around the World - Royal and Ancient - 2015  
Golf Marketing Trend Watch - Jon Last - 5 31 14  
Golf Travel in the US - National Golf Foundaton - 2014  
Growing Golf in the UK Summary Report - Syngenta - 2013  
How to Tell the Story Behind Your Survey Data - Survey Monkey - 2015  
How to Use Data Visualization to Win Over Your Audience - Hubspot - 2015  
Mission Hills Fantasy Golf Course - Schmidt and Curley - 2014  
Pace Manager System - Bill Yates - 20 slides - 2015  
Pace of Play Global Survey - Royal and Ancient - 2015  
PGA 2015 Show -Market Trends - Last -01 16 15  
Predictions 2015 - Most Brands Will Underinvest In Mobile - Forrester - November 11, 2014  
Revenue Management on the Links - Sheryl Kimes - Cornell University - 2000  
Six Keys to Customer Satisfaction - Survey Money - 2015  
Solstice Information - Bandon Dunes - 2015  
State of the Industry - Maintenance - Golf Course Industry - January 2015  
State of the Industry - Water - Irrigation - Golf Course Industry - February 2015  
StrackaLine Brochure - 2015  
StrackaLine Sales FAQ - 2015  
Subject Line Report - Adestra - 2015  
Third Party Distribution of Tee Times - Jeff Hoag - 2015  
Top Tools Cold Email Marketing Tools - Lead 411 - 2015  
Ultimate Revenue Engine - John Casey - 2015  
US Digital Future in Focus - Comscore - March 2015  
Vince Lombardi Fundamentals - James Clear - February 2015

Customers  
Technology  
Third Party Tee Times  
Management  
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Financial  
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Advertising and Marketing  
Tourism  
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Management

Seminar	Associations - Comparison of Educational Offerings PGA Seminar Information - The Winning Playbook for Golf	Webinars and Education Webinars and Education
Strategic Plans	City and County of Denver City of Atlanta City of Becker City of Brooklyn Park City of Carmel City of Grand Rapids City of Greenville City of Virginia Beach City of Winnipeg Minneapolis Park Board Naperville Park District Prince William County Park Authority	Strategic Planning Strategic Planning Strategic Planning Strategic Planning Strategic Planning Strategic Planning Strategic Planning Strategic Planning Strategic Planning Strategic Planning Strategic Planning
Survey - Questionnaires	Management Company Survey - How Effectively Are You Running Your Course Management Company Survey - Is Your Management Company Serving You Well Strategic Planning - Pretest Survey	Management Management Companies Strategic Planning
Survey - Results	Financial Benchmarking in the Golf Course Industry - Valuable or Inconsequential Flash Poll - Value of Your Customer Database Golf Course Technology Survey - Denver Golfers National Golf Course Labor Survey National Golf Course Technology Survey - Golf Courses National Strategic Planning Survey - Golf Convergence - 12 31 2014 National Strategic Planning Survey - Preliminary Results NGCOA Canada Benchmarking Survey Season Passes - Boon or Bane University Golf Course Financial Benchmarking Survey - 2010 University Golf Course Financial Benchmarking Survey - 2012	Financial Customers Technology Agronomy and Maintenance Agronomy and Maintenance Strategic Planning Strategic Planning Financial Operations Financial Golf Associations