

Subject Matter	Number of Articles/Podcasts, etc.
Advertising and Marketing	5
Agronomy and Maintenance	9
Best Management Practices	12
Clubhouse Architecture	1
Consulting Services	8
Course Architecture	8
Customer Experience	19
Customer Surveys	3
Customers	9
Demographics	2
Financial	16
Golf Associations	7
Instruction and Exercise	1
Management	33
Management Companies	8
Membership	1
Operations	8
Rules of Golf	1
Social Media	1
Strategic Planning	15
Technology	16
Third Party Tee Times	14
Tourism	5
Weather	5
Webinars and Education	8
Yield Management	4
	219

CURRENTLY ON WEB SITE

Best Management Practices Instagram

Multi-Media

- [15- Cup](#)
- [Beach Golf](#)
- [Foot Golf](#)
- [Game Golf](#)
- [Golf Board](#)
- [Golf's Next Big Thing \(Andrew Woods Take on Footgolf\)](#)
- [Hover](#)
- [Jetstream of Bullshit](#)
- [Screen Golf](#)
- [Segway](#)
- [Stephen Colbert's Sports Report - Golfer Demographics](#)
- [Top Golf](#)

Newsletter Archives - Lead Story

- [July Newsletter: Oh Say Can You See? New Dashboards to...](#)
- [Getting You to #1 - Golf Executive Management System](#)
- [Weather - 11 Month Forecast from Weather Trends International](#)
- [Strackaline](#)
- [Pace of Play](#)
- [Business of Golf Lollipopza](#)
- [Zopim - Chat With Your Customers Online](#)
- [June Newsletter: Smile! You are on Candid Camera...](#)
- [The Importance of Customer Surveys - Brand Awareness](#)
- [Rules of Golf - Changes Coming](#)
- [Customer Service - Eddie Merrins: The Li'L Pro](#)
- [Your Brand Is Created through Photographs: Brian Morgan](#)
- [Golf Executive Management System](#)
- [Grammarly - Online Editing Tool](#)
- [May Newsletter: Software Vendor and Third Party Tee Time Provider...](#)
- [The Other Side of the Coin - Third Party Tee Time Distribution Interfaces](#)
- [Third Party Tee Time Debate - Pro & Con by Two Industry Experts](#)
- [2015 Rounds Predication Based on Weather Forecast](#)
- [Emerging Trends in Golf Course Architecture to Attract and Retain Millennials: Jeff Brauer](#)
- [Business of Golf Barometer: Current Questions Impacting Golf Operations](#)
- [Leadlander: Monitor Who is On Your Site](#)
- [April, 2015 - Newsletter: Ouch! Lessons to Learn. ...](#)
- [NGCOA - Is the Train off the Rails](#)
- [Private Club Model - Does It Make Sense for Senior Citizens](#)
- [Web Site Design Undergoing Major Cultural Shift](#)
- [Golf Operator Association - Andrew Wood: Providing Resources to Operators to Better Manage](#)
- [Investor Confidence Remains High: Leisure and Investment Properties](#)
- [March 2015: What Benefit Do You Derive From this...](#)
- [Survey: How Effectively Do You Manage Your Golf Course in Reaching Its Potential](#)
- [Titleist Performance Institute: Exercise to Improve Your Game and Your Quality of Life](#)
- [Diversity and Inclusion: When Will Theory Became Reality?](#)
- [Exit Strategies: How to Prepare Your Golf Course for Sale: Larry Hirsch](#)
- [February 2015: Should You Be Managing a Golf Course...](#)
- [Survey: How Effectively Do You Manage Your Golf Course in Reaching Its Potential](#)
- [Survey: Is Your Management Company Working on Your Behalf or Theirs - Find Out Now](#)
- [2014 Golf Investment Report Report by Leisure Investment Property Group](#)
- [Clubhouse Architecture - It is the Centerpiece of Your Facility: Ric Christiansen](#)
- [Golf Segmentation and Analysis - Sports and Leisure Research: Jon Last](#)
- [January, 2015 - The National Golf Foundation: The Lighthouse for...](#)
- [National Golf Foundation - The Lighthouse For the Industry: The Need for Independent Research](#)
- [Golf Behind the Red Curtain: Dr. Zhao Kuan](#)
- [Three Keys to Ensure Agronomic and Maintenance Success: Mike Vogt](#)

Best Management Practices

- Customer Experience
- Customer Experience
- Customer Experience
- Customer Experience
- Customer Experience
- Customer Experience
- Weather
- Customer Experience
- Customer Experience
- Demographics
- Customer Experience

- Management
- Weather
- Course Architecture
- Operations
- Webinars and Education
- Technology

- Customer Surveys
- Rules of Golf
- Customer Experience
- Advertising and Marketing
- Management
- Technology

- Third Party Tee Times
- Third Party Tee Times
- Weather
- Course Architecture
- Management
- Technology

- Golf Associations
- Membership
- Technology
- Golf Associations
- Financial

- Management
- Instruction and Exercise
- Management
- Financial

- Management
- Management Companies
- Financial
- Clubhouse Architecture
- Customers

- Golf Associations
- Tourism
- 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 - 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
Webinars and Education

Weather
Course Architecture
Customers
Technology
Management Companies

Technology
Webinars and Education

Technology
Webinars and Education

Third Party Tee Times
Third Party Tee Times
Golf Associations
Golf Associations
Best Management Practices
Management

Financial
Customer Experience

Financial
Customer Experience

Podcasts	July Podcast – Bill Yates: “Improving the Pace of Play:...” June 2015 Podcast – Brian Morgan: “Your Brand is Created...” May 2015 Podcast – Jeff Brauer, ASGCA: “Emerging Trends in Golf...” April 2015 Podcast – Andrew Wood: Golf Operators Association March 2015 Podcast – Larry Hirsh, Golf Property Analysts: Exit... February 2015 Podcast – Partners and Sirny: Trends in Golf... January 2015 Podcast: Golf Tourism in Asia December 2014 Podcast – JJ Keegan: Golf Management Made Easy November 2014 Podcast – Mike Vogt, CGCS: How to Control Maintenance... October 2014 Podcast – Kevin Norby, ASGCA: Golf Course Architectural... September 2014 Podcast – JJ Keegan: MGA Public Golf Forum –... September 2014 Podcast – Jeff Harrison: Golf Industry Training Association	Customer Experience Advertising and Marketing Course Architecture Golf Associations Financial Clubhouse Architecture Tourism Management Agronomy and Maintenance Course Architecture Management Webinars and Education
Video Tips	Intro – The Seven Vital Steps in the Golf Executive Management Systems explained. Tip 1 – GLMA: There are six numbers that determine the potential of your golf course. Do you know them? Tip 2 – Weather: Are you over or undermanaging your facility based on the weather. Learn about the accu Tip 3 – Technology: No greater investment is made by golf course owners that produces nominal return th Tip 4 – Financial Metrics: Benchmarks are the goal posts on which the success of your course is measured. Tip 5 – Agronomy: The golf course is a living organism. Equipment is a depreciable asset. Investment in the Tip 6 – Operations: There are up to 14 steps of the assembly line of golf. Discover how to create value for Tip 7 – Customer Franchise Analysis: Twenty-five questions are the acid test of your customer’s habits and Tip 8 – Marketing – 3rd Party Tee Time Firms: Understand how the data and insights provided by these ve Tip 9 – Heroes v. Villains: Understand how the data and insights provided by these vendors can be leverag Tip 10 – Customer Loyalty: There is only 1 question you need to ask to differentiate your customer’s frequ Tip 11 – Platinum to Steel – What Are You? There are 19 attributes at a public facility and 29 characteristic Tip 12 – Best Management Practices: Secret shopping a golf course, of which 82% in the industry doesn’t e Tip 13 – Avid Golfer: Would you like a peek-peek behind the doors of what it is like to manage a golf club? Tip 14 – Looking for Work in Golf: Congratulations. Your ability to excel is founded in your understanding c	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	Beating the Tee Time Bandits At Their Own Game: March 27, 2014 Spring Training for the Golf Industry: March 6, 2014	Third Party Tee Times Third Party Tee Times
White Papers	Active Network – Social Media Playbook: (Almost) Everything You Need to Know About Social Media Socia September, 2014: Third Party Tee Time Provider Case Study	Social Media Third Party Tee Times

NEW RESOURCES BE ADDED BY SEPTEMBER 1, 2015

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

Request for Proposals

RFP - Golf Course Architectural 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
Course Architecture
Consulting Services
Consulting Services
Consulting Services
Consulting Services
Consulting Services
Consulting Services
Consulting Services
Consulting Services
Customer Experience
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
Financial
Third Party Tee Times
Financial
Management
Customers
Financial
Advertising and Marketing
Tourism
Tourism
Customer Surveys
Customers
Course Architecture
Operations
Operations
Customers
Advertising and Marketing
Yield Management
Customers
Customer Experience
Agronomy and Maintenance
Agronomy and Maintenance
Agronomy and Maintenance
Agronomy and Maintenance
Technology
Third Party Tee Times
Technology
Yield Management
Technology
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