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GOLF BUSINESS



A LOCAL FLAVOR

TIM GORDON USES HIS NORTHEASTERN ROOTS TO DELIVER A NEIGHBORHOOD FEEL AT NIBLICK GOLF

TOSSING A LIFE RAFT
MANAGEMENT COMPANIES OFFER AID TO OWNERS ON AN ISLAND

THE RIGHT INVESTMENT
WHY MONEY SAVED ON STAFF TRAINING IS ACTUALLY MONEY LOST

ONLINE

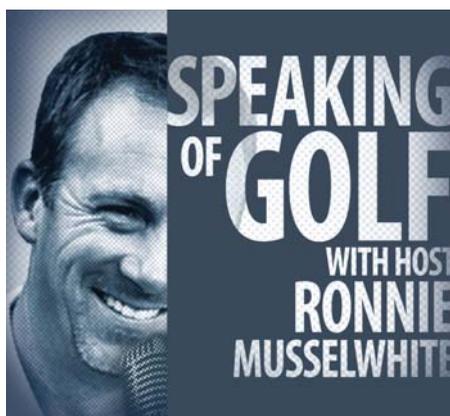
What's on GolfBusiness.com this month



WHAT'S HOT

INSIGHT FROM THE INSIDER, PART II

Ron Jaworski, a former professional quarterback and current NFL Insider for ESPN, sat down with *Golf Business* earlier this year to tackle the industry, including how his seven golf courses have improved pace of play and helped make the game fun again. In the second half of this two-part interview, Jaws discusses how both football and golf are similar in how they're operated, how competition breeds success in his management style and what golfers can expect from his facilities in the future. Check out the video at www.golfbusiness.com.



SPEAKING OF GOLF

In the latest installment of the NGCOA's exclusive podcast "Speaking of Golf," Phil Immordino, president and founder of the Golf Tournament Association of America, shares insights and simple tips that course owners and operators can use to boost their outing business.



BIG DATA, BIG MONEY

Did you miss this feature from the March issue of *Golf Business* magazine? Check it out again online (www.golfbusiness.com), and learn how Myrtle Beach golf courses have banded together to bring in more revenue through dynamic pricing.



TECH TALK

BODO SIEBER
Co-Founder and CEO
Tagmarshal

Using Time as a Tool

The sports industry is in the midst of a big data revolution. Sabermetrics have overtaken Major League Baseball, with organizations beefing up their front offices with analytics experts, while player tracking and stat crunching continues to permeate professional and amateur basketball leagues. As such, our golf industry is now finally starting to use hard metrics to make its own more informed decisions.

Mention pace of play and you'll generally get a variety of defensive responses. Everyone knows that it's one of the primary factors to a golfer's enjoyment of their round, but the term has still somehow managed to take on a negative connotation. However, as pace management technology has become more refined over the last few years, the smartest golf operators will be those who substitute gut feeling for real analysis.

Even for courses that don't consider pace of play to be an issue, a well-managed field that allows an extra round to fit in on the busiest day of each week can have an enormous effect on revenue. Consider the savings on staff if a golf course owner or operator could identify bottlenecks and risk groups before they actually arise. Imagine developing profiles for our golfers, finding where they drop below pace, and selling instruction programs to help them improve their game. What about incentivizing faster players with earlier rounds?

Monitoring the speed of play doesn't have to indicate that a golf course has a problem. As the industry continues to adapt to new norms, the facilities with smarter tracking will have a sizeable competitive advantage.