

GB

GOLF BUSINESS

IT MAKES A VILLAGE

ENVIRONMENTAL SUSTAINABILITY
FORMS THE FOUNDATION OF COMMUNITY
AT HAWK POINTE GOLF CLUB

Richard Cotton
believes his golf
course serves as
part of the com-
munity and the
landscape at
Hawk Pointe.



UP CLOSE & PERSONAL
LOYALTY MARKETING MEETS THE MODERN AGE

GOING OUT ON A LIMB
4 TIPS TO OVERCOME FEAR

ONLINE

What's on GolfBusiness.com this month



LEVERAGING LOYALTY Loyalty is a vastly misunderstood and often misused term. In this video outtake from the NGCOA Annual Conference, hear stories from peers who've used loyalty programs to enhance stability and drive profits. Find out why loyalty programs work and learn how to develop a system that keeps customers coming back for more.



LOYALTY KILLERS

Just as there are things you should always do to create a winning loyalty program, there are also things you shouldn't do. Avoid these five missteps to ensure your efforts hit the mark with your customers.



CONNECT WITH THE NGCOA & GOLF BUSINESS

facebook.com/GBMagazine1

twitter.com/TheNGCOA

followgram.me/thengcoa



TECH TALK

ANDY HILTS

VP of Instruction
GolfTEC

Opening New Doors

It's no secret golf is a game rooted in tradition and that many in the industry are hesitant to accept change. However, the ability and willingness to adapt to the times is crucial if the business and sport expect to appeal to generations to come. That includes golf instruction, a segment of the industry where some of the staunchest traditionalists make their living.

While the importance of the golf coach is vital, the availability and usage of modern tools has ushered in a new and vastly superior era of instruction. Technology enables instructors to integrate traditional approaches with an increased emphasis on the importance of things like video analysis, body motion measurement and launch monitors. With the ability to actually view and measure the cause and effect, coaches and clients can instantly see the results associated with making changes to their swing and equipment. And it stands to reason that if students are scoring better, having more fun and playing more often, they're far more likely to introduce their friends and family to the sport. Thus, golf will thrive.

Indeed, some of the technological breakthroughs that have taken place within the game over the past two decades are truly remarkable. Little wonder that if we want our sport to continue on the path of upward mobility, the industry must continue to embrace and utilize technology.