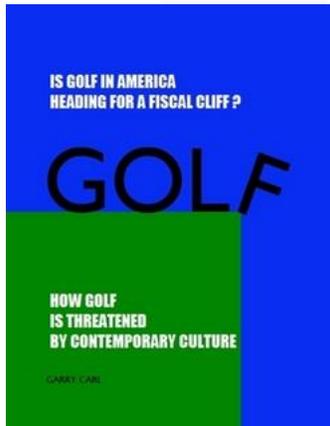




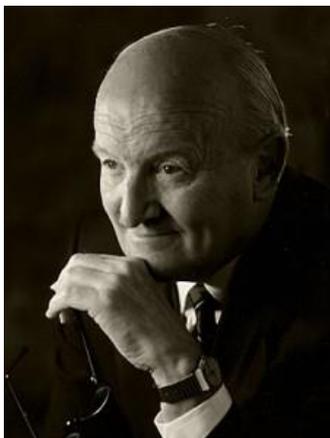
IS GOLF IN AMERICA HEADING FOR A FISCAL CLIFF? HOW GOLF IS THREATENED BY CONTEMPORARY CULTURE

GGA's own Garry Carl provides provocative thoughts worth considering in his recently published book. His book tells the story of the personalities who built the game and society along with it.

"We cannot stop the onslaught of the cultural changes that confront us daily. What we can do is change, with creativity, the mind-set of those we lost along the way."



'Fiscal Cliff' is a golf book about modern day culture and how that culture is impacting on a pastime that 36 million North Americans call their own. Think about the stakes. At \$89 billion dollars annually, the golf industry is comparable in size to the movie industry. While golf continues to grow in Asia, on this continent interest is waning, participation is sliding, along with a multitude of course closings. Recently, the New York Times proclaimed that "the game has been flat since 2000." As golf aficionados stay silent, one insider speaks out. Throughout his consultancy at KPMG and Global Golf Advisors, Garry Carl has written extensively and insightfully on the cultural challenges facing golf. His book tells the story of the personalities who built the game and a society along with it. And chronicles how that society changed, yet golf failed to change with it. Now, as the ancient game finds itself at a crossroad, he provides some provocative thoughts worth considering. [Click here to download a copy.](#)



A Note about the Author

Garry has had a life-long association with the game of golf. He began as an eleven year-old caddy collecting '50 cents a loop' in the depression years of the thirties, and has played and supported the game ever since. After completing University he built a multi-million dollar business in the Sport and Recreational field. In turn, he joined KPMG's highly respected International golf practice and its adjunct, Global Golf Advisors (head-quartered in Phoenix, US, Toronto, Canada and Dublin, Ireland) and for more than a quarter of a





century has been providing strategic counsel in the operations of private and high-end golf clubs. The author's writings and critiques on private golf clubs, while in residence at KPMG and GGA, have been recognized throughout Canada and the United States for their insights and analysis.

Throughout his tenure, Garry has had unparalleled access to the confidential inner workings of the modern day golf club. It is the kind of access that golf writers and journalists can only dream about. His writing on golf is both provocative and passionate and truly the culmination of a lifetime inside the ropes of the game.

Garry Carl is a Consultant with Global Golf Advisors and provides a unique dimension to the team with knowledge and skills as an experienced business executive. He can be reached at gcarl@globalgolfadvisors.com.



ABOUT GLOBAL GOLF ADVISORS

Global Golf Advisors is the leading authority on successful ownership and management practices for golf, private club, real estate and resort businesses. Headquartered in Phoenix (US), Toronto (Canada) and Dublin (Ireland), GGA offers services in asset management and monitoring, transaction advisory, strategic planning, membership programming, research, financial analysis, feasibility planning, operations consulting and marketing and business planning. The Firm takes a 360-degree view of financial, management and operational issues before developing a strategic plan that establishes benchmarks for success and identifies potential outcomes of recommended actions. In its 20-year history, GGA has consulted on more than 2,300 golf-related projects worldwide. For more information, please visit www.globalgolfadvisors.com or call 1.888.432.9494.

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