

Press Coverage | December 5, 2022

## Time for Offense

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[Michael J. Whitton](#)

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Mike Whitton, a partner with Troutman Pepper, is quoted in the article “[Time for Offense](#)” published in the November/December 2022 issue of *Golf Inc.* The article quotes Mike during his panel at the *Golf Inc.*'s 2022 Strategies Summit on October 12, 2022, at Kiawah Island, SC.

“Pre-COVID, everything was down; clubs were on the defensive. And now we are in a very healthy environment, [even if] faced with a recession,” said Mike Whitton, golf practice group leader for Troutman Pepper and panel moderator.

“What have we learned pre- and post-COVID? What can we do differently? And do the same difficulties that underpinned the pre-COVID years still exist?”

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“In bad times, spend money. It differentiates you from those who don't,” Whitton said. “People want to join what's successful.”

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