

# SOLUTIONS

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## Norman headlines AMF's PGA Show Events

**Full schedule of education/networking events attracts more than 400 members**

Greg Norman headlined AMF's biggest PGA Show week yet as 250 members and guests filled the room for lunch on day one of the show. The luncheon, sponsored by Greg Norman Collection, gave AMF members rare access to the ever-thoughtful Shark. Norman fielded questions on subjects that ranged from training regimens to the mental side of the game, the outlook for the golf industry and his own future career plans. Clearly enjoying the give-and-take with some of America's leading professionals, Norman spent more than an hour delivering remarks and answering questions.

"The turnout for the Norman lunch was fantastic and the response from the members for events throughout the week was outstanding," said Bob Mulcahy, AMF's CEO. "Nearly half of our 1,000 members were involved in at least one of the networking and educational events in Orlando."

AMF also offered members a packed seminar schedule during the week, with some sessions attracting more than 75 participants. Topics included:

- Martin Hall on Avoiding the Red Lights for a Successful Teaching Career
- Retail specialist Lisa Langas presentation on What is an "Open To Buy" and Why do I Need One?



Greg Norman spoke for an hour to AMF members during the first day of the PGA Show in Orlando.

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- Ryan Hart and Ricky Potts on How to Grow Your Business with Social Networking and the Internet
- Lisa Langas – From Budget to Sale; 5 Strategies to Maximize Profits
- Panel Discussion with Jon Tattersall of Terminus and Steve Bauerle of GolfTEC on Non-traditional Teaching Facilities
- John Scheffler of K-Vest and David Donatucci, Director of Fitness and Performance at PGA Learning Center, discussing how to Bridge the Body-Swing Gap

All seminars were recorded and will be archived on the AMF members-only website.



**Lisa Langas, merchandising expert, delivered two seminars at the Show.**

Festivities began Tuesday when Tucker's Point Club in Bermuda hosted a kickoff cocktail reception at the Hilton Hotel with more than 100 attending. The club even raffled off a free trip to their amazing waterfront resort for one lucky attendee.

The next morning, AMF's annual membership meeting was held at the convention center and it was the first year that both the Head Professional Division and the Instructor Division met together. More than 150 members listened as Mulcahy shed light on the programs AMF would roll out in 2010 to best help members survive and thrive in a down market. He told the gathering that AMF would be focusing on helping members create and measure higher satisfaction levels from customers.

Tom Stine of Golf DataTech also spoke, detailing the new web-based technology designed to make it easier than ever for members to identify strengths and weaknesses across their entire golf operation. As Stine explained, this internal information empowers the professional to remedy problems and improve service.

The growing ranks of Assistant Professionals in AMF's fold also got their due. Mulcahy announced that



**Bob Mulcahy, Greg Norman and Michael Setola, CEO of Greg Norman Collection at the Thursday PGA Show luncheon featuring Norman.**

### AMF's Corporate Partners



## PGA SHOW RECAP (cont.)

staffer Ryan Hart will be managing the Assistant Professionals division. He outlined additional benefits to be put in place throughout the coming year to help AMF assistant members further their careers.

The meeting also included a world-class panel discussion on player development based on the premise that every facility – public or private – must maximize its ability to attract new golfers and develop them into life-long players. The panel included Cheryl Anderson of the Mike Bender Golf Academy; Travis Fulton, PGA Tour Academies; Eden Foster, Maidstone CC and Calusa Pines CC; Rick Grayson, Connie Morris Learning Center and Mike Scully, Medinah CC.

Key points of the discussion included the fact that the top facilities are now focusing their junior efforts on multiple fronts including Pee Wees (4-6 years of age) Intermediates (7-10) and Advanced/Competitive (11 and older). The benefits of SNAG equipment (plastic clubs, soft balls and fun targets) as an alternative for budding

junior golfers were laid out, with suggestions on how to incorporate SNAG gear into a junior program.

Get Golf Ready was discussed and those currently using the program for adult player development cited its effectiveness. Surprisingly, a show of hands revealed that many in the room were not yet familiar with the program. Discussion ensued as to where to learn more about the program and how to best implement it.

Later in the day Ryan Hart hosted the annual meeting for AMF assistants. This included a discussion of resume writing and interview-skills, with Kevin Sprecher of Sleepy Hollow CC (NY) and the Jim McLean Golf Schools as the featured guest speaker. Sprecher explained how he developed his teaching skills and built a large clientele while working at a private club.

All told, the AMF event series brought together more than 400 members during PGA Show week. For those unable to attend, look for the videos of these events to be posted on the AMF members' only website.



PGA Show AMF education included (from left to right) Kevin Sprecher discussing teaching at AMF's Assistants Division Annual meeting; Bill Price from Mizuno at the Mizuno clubfitting breakfast and David Donatucci speaking on how to Bridge the Body-Swing Gap using a K-Vest.

### Fashion Delivers to Support Haiti Relief Effort

Greg Norman Collection announces the company has made a sizable donation to the relief organization Fashion Delivers. The donated goods will be sent to Haiti to help clothe Haitian survivors of the recent earthquake.

The organization was started in 2006, out of frus-



tration in the aftermath of Hurricane Katrina. Fashion industry leaders joined together to strategize ways of assisting victims of the disaster. Prior to the startup of Fashion Delivers, the fashion industry had no formal structure in place to organize the immediate collection and distribution of excess product to those so desperately in need.

"Since the earthquake in Haiti a little over a month ago, Fashion Delivers has already received over \$17 million in

donations from apparel companies," said Michael J. Setola, President and CEO of Greg Norman Collection. "I'm proud to say that the generosity across the industry is overwhelming. However, while the support has been terrific, the need is still very great. I am encouraging other men's and women's golf apparel brands to join the cause and send what they can."

Companies interested in donating can contact [info@fashiondelivers.org](mailto:info@fashiondelivers.org) or call 212-629-6700.

## WHAT I'M HEARING...

# AMF to Arm Members with Better “Satisfaction” Data

By Bob Mulcahy, AMF Golf Management CEO

Designing and managing the golf operation at a top club takes dedication. It's the sort of work that has to be in your blood. To do it well requires passion and a set of instincts you can trust. But even with sound intuition and a good feel for the job, we still make misjudgments and tactical errors. Programs and events that are well designed and well executed won't succeed if they don't match what the audience wants.

In today's environment, hard data fuels business success. Think about the instinctive seafarers of decades back—today they navigate using GPS.

AMF members are in touch with this trend. Recently, many of you have come to me with this question: What's the best way to get a true read on how my members perceive the golf operation? You've followed that question with this one: How can I develop data that shows management what the membership thinks of the golf staff?

My answer is: Let's take a page from the world's most successful companies. Let's ask the questions directly and gather up valuable data, then crunch it. Surveying members is the only way to be sure their needs and desires will be met. Do we feel some anxiety or vulnerability when we do this? Definitely a twinge or two. That said, not having accurate feedback from our clientele should make us just as apprehensive, if not more so.

Think of member surveys as storehouses of value. If we can learn which functions and activities are falling short of expectations by asking the proper questions in the appropriate manner, we can implement a plan to meet and exceed those expectations going forward.

I experienced this anxiety first-hand last December, waiting for the results of our first AMF Member Satisfaction survey. I knew how hard we had worked, but it didn't keep me from tossing and turning at night. I kept reminding myself that, like your golf operation, our company has no choice but to gather this information. Even if the information is incomplete, it's the only way to craft an effective Action Plan that will build job security. Without this information you are allowing one person with a negative opinion to create

negative opinions in others. All the worse, because the critic's opinion is generally based on assumption, not fact.

When your responses came in, they were reassuring. In fact, over 90 percent of AMF members put a high value on the functions we had been emphasizing, which are:

- Compensation information
- Contract review and negotiation assistance
- Resume review and interviewing services
- Job announcements & staff recruitment

Another suite of services we front-burned were deemed important by over 80 percent of AMF members:

- Educational Webinars
- Regional networking events
- SOLUTIONS Members Newsletter
- Annual Summits
- Private Member Network
- Business templates

Armed with this data, we are focused in 2010 on making these services the best they can be—reaching out to members for specifics on how best to do that.

Let me get back to those two questions you asked—how to know what your members want and how to educate the club's board on positive member response to your golf program. During the Annual Meeting at the PGA Show, a roundtable discussion generated ideas for questions and topics to include in the club-member satisfaction survey and the instructor/student satisfaction survey. These two surveys will be designed to bring value to your operation in the following manner:

- Develop data identifying what works well in the golf or teaching operation.
- Identify potential areas of need.

After cultivating the information, you will be able to work with your club leaders in a clear and comprehensive manner to develop an Action Plan that has positive benefits for the entire membership.

I'll say again, don't be wary or resistant about gathering information on your club member's experience. It will empower you in ways you never imagined. Gather data, analyze it and use it fine-tune your operation. I'm confident you are committed to that effort and I remind you that AMF is committed to assisting you, every step of the way.



# Member Q&A: “What I’ve Learned...”

## David Phillips, Titleist Performance Institute

Interview by AMF member Paul Ramee



**AMF Member David Phillips is Director of the Titleist Performance Institute in Oceanside, CA.**

**This article is one of a series featuring insights into the business from top head professionals and teachers who are AMF members.**

### **You had an unusual upbringing, tell us about growing up.**

I was born in England and raised primarily in Africa, my father was in telecommunications and I’ve lived in 27 countries. As we moved from country to country my parents believed that the safest place for me to be was on the golf course.

After college, I got a job in New York City in the financial world and absolutely hated it. I was fortunate to get out of Wall Street by getting a job with Mike Preston at Echo Lake CC in Westfield, NJ. He taught me to pay attention to detail and to think one step ahead. While there I started to seek out great teachers. Among the first were David Glenz and Jim McLean, both of whom were in the Met area at the time. I also was fortunate to spend time with Bob Toski, Jim Hardy and Phil Rodgers. In addition, I was reading everything I could get my hands on.

My wife was transferred, so we moved to Baltimore and I was able to work at Caves Valley GC for Dennis Satyshur, who is one of the most connected golf pros in the country, and it exposed me to some of the greatest names in golf.

After Caves, I worked for David Leadbetter as his video guy, so I had a front row seat to watch him teach the best players in the world.

After four years with David I returned to Caves Valley and developed their learning center. At the time I met Dr. Greg Rose who had a training center in D.C. I was very impressed with his work. He could tell you what individuals’ swing faults would be after physically screening them. It turned out to be the beginning of a great partnership that is still going strong at TPI today.

### **How did the relationship with Titleist and TPI start?**

When I spoke with Wally Uihlein, he thought the idea was awesome. His first reaction was that he was going to “sell more golf balls.” Wally felt that if people are in better shape and injury free, they will play longer and play more rounds. More rounds means they will need more balls, and the more balls Titleist will sell.

We moved into the research and test facility in Oceanside, CA that sits on 30 acres. It was a big step, Titleist put a lot of trust into Greg and myself. We were given an amazing opportunity to research everything to do with the swing, body and

equipment and now we’re excited to be able to pass that information back to our fellow professionals. We created an advisory staff with experts in bio-mechanics, nutrition and physicians. When we create a theory it is not based on opinion, but it is based on fact because so many scientific experts have been involved in the process.

### **What are some of the challenges you see currently facing the golf industry?**

I see a lot of golf pros who seem like they’ve lost their way and I think they’ve gotten away from their passion for the game, but you have to continue to find a way to play the game with love and strive to keep the level that you play at as high as possible.

I also believe a lot of pros make the mistake of trying to be good at everything and end up being above average at nothing. If you are teaching kids, just teach kids and be the best at it.

### **How is it possible for club pros to build a better teaching experience for their memberships?**

You need to invest in yourself, travel to see other great teachers, other great teaching sites and take lessons from top teachers. Never stop learning.

Build a great team. As the leader, you should do what you want and love to do, then let your staff do the other things.

During the off-season, take the time to educate yourself. Use this time to re-invest in yourself. To give you an example, in one of our recent TPI level I certification seminars Chuck Cook and Martin Hall were students. These are two of the top teachers in the world and they still want to get better.

### **What constraints has the economy put on your business?**

The corporate side of our business has taken a hit. Fortunately for us, we have our TPI seminars that are doing great. They all still have waiting lists. My belief is that when times are tough, people see the value of more education.

### **What is next in the world of instruction?**

I think the major advances going forward will still include learning how the body works and 3-D technology is not far away as well. But as we all know, the video camera is only as good as the guy using it. We still have to remember that we have to teach our students how to play the game, not just build golf swings.

### **When you started teaching Tour pros, were you intimidated?**

You know, I wasn’t, I felt like I had 10,000 hours invested in myself and I was prepared. I had taken the time to get myself ready to be in the arena. It’s like playing golf, you know whether or not you are ready to compete and what you can expect because of your level of preparation.

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**“I also believe a lot of pros make the mistake of trying to be good at everything and end up being above average at nothing.” – David Phillips**

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## HEAD PROFESSIONAL ROUNDTABLE

### Training New Staff

For many of our members March is the time to begin preparing for another golf season. Typically this means adding new staff—and not just throwing them into the mix but training them well, with clear performance expectations for every new recruit. We went to some of our most experienced members, golf professionals who have trained dozens of new hires, to get their take on new-employee training.

**AMF: Does most training take place between the hiring date and the start of the season, or is it an extended teaching process through the year?**

“During the interview process, and continuing through their first day on the job, I try to give my staff members a clear understanding of the experience we provide our members and guests. It’s important that my expectations of the staff be communicated clearly and well understood. Detailed job descriptions are provided for each member of my team, as well. We try to get off to a good start, and the training process is continuous as the season progresses.” – Scott Paris, Plainfield Country Club

“From day one, staff education is an ongoing process. It happens in stages and steps. The Assistant receives training in everything we need to do to exceed standards. We use weekly staff meetings to communicate and ensure that goals are being met and surpassed.” – Derek Lane, The Quarry at La Quinta

“We provide all new employees with three documents—a written job description, a Golf Operations policies and procedures handbook, and a Golf at North Shore policy handbook. I have continually developed and updated these documents to stay abreast of current golf conditions and responsibilities necessary to guide our staff. They provide a baseline of consistency and convey the standards of excellent service that our members have come to expect. However, most on-the-job training is a team effort by our entire staff. Everyone is advised to be sensitive in helping to make the orientation process an upbeat and positive one for any new employee. We make an effort to take them under our wings and help them feel welcome.” – Tim O’Neal, North Shore Country Club

**AMF: What are your top priorities and best practices when training new staff?**

“I believe one of the key elements to a new hire is educating them to the needs and desires of the club. Each club has a uniqueness to it and you want the new hire to understand that how he did it at the last place might not work at your facility.

Second, is spending a day taking the person around the facility and introducing him to each staff member regardless of their position. I know this is often neglected and new hires feel uneasy when they are at work the first several weeks; this goes a long way to avoiding that uneasiness and helps them integrate into the team more quickly.” – George Goich, Turner Hill Golf Club

“The first step is to clearly express our basic ground rules. New staff members receive copies of all the operational procedures, club rules, and necessary staff policies.

However, I truly believe in a practice-what-you-teach approach to training. I’ve stayed with this philosophy since early in my career, when I was mentored through a lead-by-example approach. It’s a matter of illustrating to your staff how you interact daily with the membership and guests. That means greeting people with a smile and making sure your customers feel they are the most important person in the golf shop—and to thank them for their business, even though they may not support you like you want.” – Ted O’Rourke, Morris County Golf Club

**AMF: When you break in a new staff member (especially in a key position like first assistant or director of instruction), what aspects of the job tend to need the most training?**

“Club politics and personalities are most important. This starts with learning names and understanding the style and makeup of the membership. At the same time, the new staff member should be picking up on the style and preferences of his or her head professional and grasping what the head pro expects in the way of member interactions and job performance. From that base of understanding, the new staff member can learn systems and procedures.” – Jim Fitzgerald, Chevy Chase Club

“When training a new employee we’ve already determined during the hiring process that they possess the basic requirements (personality, playing skills, teaching ability, people skills, etc.) Once they are on the job the day-to-day specifics of how we do things is the most  
**(Continued on page 7)**

## AMF CAREER ADVICE

# New Resume Evaluation Template Now Available

The company has created a template that allows members to write or revise their professional resumes efficiently and effectively. We are often asked why there are no sample resumes to work from and the reason is quite simple—everyone’s resume should be their own creation.

However, through assisting numerous high-level Golf Professionals and Assistant Golf Professionals, and working directly with several golf clubs in the selection process of their Golf Professional, we have gained a unique perspective on the proper ingredients for writing an effective resume. This experience has led AMF to create a template that will guide you in presenting your skills in the proper manner.

Overall, there are some important concepts to understand:

- There is no one way to properly format or write a resume.
- Your resume must adequately portray your qualifications.
- Your resume should be tailored to match the position you are targeting.



- There should never be a typo or formatting mistake. The best resumes are usually proofread by four or five close friends or relatives before all the mistakes are caught and fixed.

In addition, it is important to understand that when potential employers are reviewing your resume they are primarily looking for the following:

- A clear and concise presentation of your qualifications, attributes and goals.
- Proof of your experience in administering all facets of a golf operation that will pertain to the position you are applying for.

- A close match between what you have to offer and the specific needs of the potential employer.

- Clean, error-free presentation—no typographical errors or formatting mistakes that would tip off a potential employer that you are not detail-oriented.

Please visit AMF’s member-only website to download and utilize this newly revised template.

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## HEAD PROFESSIONAL ROUNDTABLE (cont.)

important aspect of our training. We have to quickly get them up to speed on how we answer the phone, receive merchandise, stage a shotgun start, place special orders, make tee times, use our POS software and tournament software, and the list goes on. This is where the initial training is focused.

One other area where I’m very careful with new staff is not to prejudice a new staff member against any member that I may have had a poor experience with in the past. I don’t want to ever create any negative feelings between my staff and the members.” – David Graf, Inverness Club

“Technical functions such as the computer system and shop merchandising are important, but I focus on philosophy and mission—the core things we need to do to succeed at Woodmont Country Club. I always remind the

staff we are there to provide a fun and exceptional golf experience for every member.” – David Dorn, Woodmont Country Club

In conclusion, we have learned that there are some very important objectives most Golf Professionals incorporate into training their staff, which are:

- Your staff needs to understand your goals and objectives.
- Help new staff to quickly understand the club’s general political issues.
- Make sure you practice what you teach and set the example for what you expect from all of your staff.
- Training never ends for the golf staff. Make sure you continually create an atmosphere where everyone wants to continue to get better at their position.

## AMF Sponsor Spotlight: TRACKMAN

# New TrackMan Combine, Launching this Month, Will Establish Shotmaking Standards for All Levels of Golfers

In golf, there's surprisingly only one comprehensive benchmarking system for



shot results – ShotLink. ShotLink measures every shot made on the PGA TOUR to within inches. This gives PGA TOUR players the unique opportunity to study shot statistics to determine their strengths and weaknesses relative to every other player on TOUR.

Unfortunately, ShotLink data is available only to those players talented enough to compete on the PGA TOUR. Requiring approximately 200 volunteers each week and a team of dedicated support staff, it is unlikely that ShotLink or any similar system will be making its way to other tournaments anytime soon.

If you don't play professional golf, there are some valuable statistics solution providers offering shot results analysis. However, these solutions require self-reporting, so you'll need to make a journal of your results and be diligent and objective in your approach.

Outside of big-time tournament golf and these self-tabulated stats applications, shotmaking results data for the great majority of golfers is lacking.

Consider the following scenarios:

- Your client's high school son or daughter wants to know if they have the potential to compete in Division I, II, or III college golf.
- You're a golf instructor and want to set improvement goals together with your clients. You need to establish current skill level and demonstrate measurable improvement.
- A college golf coach would like a standardized golf test, similar to an SAT score, allowing a quick assessment of a player's potential in order to determine recruiting priority.
- A serious player wants to evaluate his equipment and technique strategy for various scoring zones.

The TrackMan Combine has been designed to address scenarios like these and more.

### TrackMan Combine Test Procedure

Once the range has been set up with combine targets, the test can be administered. The 80-shot test begins with the subject hitting four shots to the first target and follows with four shots to each sequential target in

the following order: 60 yards, 70, 80, 90, 100, 110, 120, 150, 180, Driver. After the 40th shot, or 4th Driver shot, the process repeats itself.

Upon completion of the test, the administrator logs onto [www.mytrackman.com](http://www.mytrackman.com) to upload the test results. Immediately following, test results are available online for administrator and player to review at any time.

### Objectives of the TrackMan Combine:

- Standardized – Objective and easy to administer
- Time Efficient – 1 hour or less
- Immediate Feedback
- Test results automatically hosted online – always accessible to both coach/teacher and player
- Benchmark skill and offer global peer rankings, comparisons
- Leverage TrackMan accuracy – no other system or method is as accurate and reliable



Beyond the shot results accuracy and percentile ranking data, up to 21 TrackMan data parameters are measured and reported for every shot. This means instructors and coaches have the opportunity to check Combine data to review club delivery tendencies, and club fitters can use the Driver launch statistics including ball speed, launch angle, spin rate, and land angle to learn if the driver being used is optimal for the player.

To get started with the TrackMan Combine for your students and clients, please contact Matt Frelich at 810-599-0113 or [mmf@isg.dk](mailto:mmf@isg.dk). The TrackMan Combine will be launched worldwide in March.

# AMF MEMBER BENEFIT UPDATE

## Private Member Network is Streamlining Industry Job Searches

Several months ago AMF launched the Private Member Network, a social networking platform with a robust suite of website features. The idea was to add significant new value to an AMF membership.

Our progress on this initiative has been encouraging. We've developed a platform that gives the AMF member an opportunity to properly market himself or herself by developing a personal profile page. By setting up one of these detailed pages you are able to showcase your talents through photo albums, video albums, documents and external links. With this unique technology, AMF has become an industry leader in digital communications for Golf Professionals, enabling them to network effectively in today's social media world.

The Job Board is a particularly valuable resource on the AMF website. It allows members a far superior way to post job announcements as well as search for open positions. Member enthusiasm for this technology has been unmistakable—the Job Board has become the most utilized feature on the AMF website. Members are constantly reviewing new announcements or posting available positions. With the latest technology and redesign of the Private Member Network, we've upgraded the look and functionality. Here are just some of the newly added features:

- More in-depth information about the club, position, and employer;
- Ability to upload photos, videos, documents and links to the job announcement that will properly showcase the club attributes to potential candidates;
- Members can apply for jobs by attaching their personal profile page to the announcement. This means the own-

Job Posting - View Applications			
	Raber, Michael	Application Submitted: February 2, 2010 3:13 pm	Résumé: Click here to download.  Contact Information: Email: mikeraber@pga.com Phone: (239) 939-4141
	Bourgoine, Andrew	Application Submitted: February 4, 2010 12:12 pm	Résumé: Click here to download.  Contact Information: Email: abourgoine@gmail.com Phone: 773-316-4966
	Schulte, Jason	Application Submitted: February 6, 2010 8:28 pm	Résumé: Not Available  Contact Information: Email: jason363672@hotmail.com Phone: (239) 406-2563
	Barnaby, Scott	Application Submitted: February 10, 2010 7:46 pm	Résumé: Click here to download.  Contact Information: Email: scottbarnaby@hotmail.net Phone: 917-797-3304
	Francis, Troy	Application Submitted: February 23, 2010 9:26 pm	Résumé: Click here to download.  Contact Information: Email: t_froy@hotmail.com Phone: 216-233-2389

Job posters can quickly and easily review candidate profiles.

ers of the posting can now review the applicant's entire digital profile, rather than simply peruse a resume.

The Job Board has redefined the way the job announcements are being conducted. If you're trying to make a great hire, you now have the resources to properly evaluate each candidate. By allowing candidates to easily post short videos or PowerPoint presentations on their profile page, you upgrade your review methodology dramatically. For AMF members seeking new jobs, there's no reason not to leverage this technology aggressively. We encourage each of you to populate your profile page with as much valuable data and material as possible.

Recent Job Postings				
Image	Job Title	Facility/Club Name	Date/Time Posted	
	Second Assistant Golf Professional	Whitemarsh Valley Country Club	Feb 22 4:41 pm	Apply for this Position
	Assistant Golf Professional	Frederica Golf Club	Feb 16 5:29 pm	Apply for this Position
	Assistant Golf Professional	Hudson National Golf Club	Feb 16 9:24 am	Apply for this Position
	Director of Membership / Club Sales	Gaillardia Country Club	Feb 13 2:28 pm	Apply for this Position
	Assistant Golf Professional	Black Hall Club	Feb 11 11:54 am	Apply for this Position
	Assistant Golf Professional	Ocean Forest Golf Club	Feb 9 12:41 pm	Apply for this Position

### Assistant Golf Professional

**Club/Facility Info** | **Contact Info** | **Details** | **Compensation**

**Club/Facility Name:** Frederica Golf Club  
**Location:** St. Simons Island, GA  
**Type of Facility:** Private - Owner(s)  
**Number of Holes:** 18  
**Rounds of Golf:** Less than 15,000  
**Club's Season:** Year Round - Golf Season 12 Months  
**Indoor Teaching Facility:** No  
**Gratuity Policy:** Non-Tipping Club  
**Website:** www.fredericamembers.com  
**Recognitions/Awards:** Not Available  
**Club/Facility Description:** Frederica Golf Club is a private facility located at the north end of St. Simons Island. The golf course was designed by Tom Fazio and former secretary to the Royal and Ancient Golf Club, Sir Michael Bonallack. Frederica is home to PGA Tour Professionals Davis Love III, Lucas Glover, Zach Johnson, and Jonathan Byrd. The Club played host to the 2007 Jones Cup as well as the 2008 and 2009 SEC Men's Golf Championship. Among it's 3,000 acres, Frederica boasts world-class golf, boating, fishing, equestrian center, 35,000 square-foot Clubhouse and acclaimed state-of-the-art practice facility.

**Images**

Employers can easily post a position with tremendous detail about the job and the facility to help entice the best possible candidates.

## AMF Sponsor Spotlight: SUN MOUNTAIN

# Three Decades of Tinkering with Perfection

Sun Mountain is honored to be a Partner with AMF Golf Management. Like AMF, Sun Mountain was founded to address a need and dozens of innovations later the company is still setting the pace within the golf industry.

It began in the 1970s when Rick Reimers, a golf pro in San Jose, California, recognized room for improvement in the design of golf bags. At that time, golf carry bags were relatively heavy and constructed from cotton and vinyl. Reimers' quest to design a superior, lightweight golf bag led him to the materials and construction techniques being used by backpack manufacturers. Sun Mountain's revolutionary first carry bag, BACK 9, was made from nylon resulting in a bag that was durable and less than half the weight of traditional golf bags.



The BACK 9 was more revolutionary than fiscally successful and set the stage for the introduction of the FRONT 9 in 1984. The FRONT 9 offered the lightweight durability of the BACK 9 with the addition of a molded top and bottom. The FRONT 9 led to the PING L8, which Sun Mountain manufactured for PING. Before long, the FRONT 9 was copied to the point that its form became the industry standard for carry bags.

In 1986, Sun Mountain made what is considered by most to be the single biggest breakthrough in the modern golf bag with the invention of built-in legs. The stand bag was born, and it was called ECLIPSE. The next several years were a blur as Sun Mountain worked to keep up with the unbelievable demand created by the ECLIPSE and the creation of the stand bag.

In 1990, the company introduced the first outerwear designed specifically for golfers and changed how – and when – the game is played. Sun Mountain's Headwind was the first two-ply windshirt. A year later Sun Mountain introduced the golf world to the benefits of fleece with the introduction of Golf Fleece.

In 1996 Sun Mountain unveiled the Dual X-Strap Technology allowing the weight of the clubs to be shared across both shoulders in an easy on/easy off design.

In 1996 Sun Mountain unveiled the Dual X-Strap Technology allowing the weight of the clubs to be shared across both shoulders in an easy on/easy off design.

Sun Mountain invented a new category of golf products once again with the introduction of the first easily foldable push cart called the Speed Cart in 1999. A return to walking the course ensued and continues today.

In 2001, Sun Mountain led with the first full-featured ultra-light stand bags with the Superlight 3.5 and Superlight 2.5, weighing a mere 3.5 and 2.5 lbs., respectively.

In 2005 Sun Mountain electrified the push cart category with the introduction of the self-propelled Speed E Cart™.

Not ones to rest on their laurels, the innovators at Sun Mountain struck again in 2006 with the introduction of RainFlex outerwear. Uniquely, RainFlex is constructed from a knit fabric that is waterproof and breathable. As the name suggests, RainFlex is a flexible fabric that stretches with the golfer's movements and is virtually silent.

In 2007, Sun Mountain introduced the first waterproof golf bag. The line now includes stand and cart bag models called H2NO. In 2008, the company unveiled the ZERO-G stand bag with a hip belt that allows the weight of the clubs to transfer to the lower body and give the feeling of weightlessness, and they introduced the ClubGlider travel bag with extendable legs and wheels that support 100 percent of the weight.

Last year, Sun Mountain rolled out a new, lighter, more compact push cart called Micro Cart™. And this year, the Micro Cart gets a motor in the new Micro E Cart.

As you can see, we've been on the cutting edge of innovation for three decades and, like AMF's members, we plan to continue leading the golf market for years to come with problem-solving, innovative products.

To learn more about Sun Mountain and its array of golf bags, outerwear and carts, call 800-227-9224 or visit [www.sunmountain.com](http://www.sunmountain.com).



## AMF MEMBER MILESTONES

### US Kids Golf Names Top 50 Kids Teachers

Congratulations to the following AMF members for being included in the new list of the Top 50 Kids Teachers in America as chosen by US Kids Golf.



**Henry Brunton**, Stouffville, Ontario

**Karen Bukowski**, Erie, PA

**Kandi Comer**, Keswick, VA

**Tim Cooke**, Hilton Head Island, SC

**Rick Grayson**, Springfield, MO

**Chris Kenney**, Fairfield, CT

**Chris Knobloch**, Sandy Springs, GA

**Rod Lidenberg**, Eden Prairie, MN

**Nick Paez**, North Olmstead, OH

**Rita Reasons**, Franklin, TN

**Trillium Sellers**, Washington, DC

**Deb Vangellow**, Houston, TX

**Kevin Weeks**, Lemont, IL

### Jon Roy Now Head Provincial Coach in Ontario

AMF Member **Jon Roy** has been tapped as the Golf Association of Ontario's new Head Provincial Coach. In this newly created position, Roy will oversee the delivery of all of the GAO's high performance initiatives for athletes and coaches. Prior to his new position, Roy spent the last seven years as a



**Jon Roy**

teacher at Henry Brunton Golf.

As provincial coach Roy will oversee delivery of all development programs, camps, seminars and parental education as well as recruitment systems.

### AMF Members Take On New Head Pro Jobs

AMF congratulates our members who recently took on new Head Golf Professional positions including:

**Michael Ahlers**, Pine Valley CC, Fort Wayne, IN

**Josh Allen**, High Meadows G&CC, Roaring Gap, NC

**Paul Bumbaco**, Skokie CC, Glencoe, IL

**Eric Figueroa**, McCall G&CC, Upper Darby, PA

**Andrew Fish**, Ozaukee CC – Mequon, WI

**Mark Gammons**, Black Rock CC, Hingham, MA

**Derrick Garreau**, Colleton River Plantation – Dye Course, Bluffton, SC

**Bryan Heim**, Hillcrest CC, Bartlesville, OK

**Adrian Jolliffe**, Cascade Hills CC, Grand Rapids, MI

**Seth Kanaskie**, Eagles Mere CC, Eagles Mere, PA

**Vince Pulizzano**, Hamilton Farm GC, Gladstone, NJ

**Gregg Richbourg**, Inverness GC, Inverness, IL

**Chris Wilkinson**, Llanerch CC, Havertown, PA

### Corrections:

In the January issue of SOLUTIONS we omitted **Rod Lidenberg**, Minnesota PGA Horton Smith Award winner and **John Hughes**, North Florida PGA Teacher of the Year from the 2009 list of AMF members who won PGA Section awards.



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