

# THE NETWORK

[www.golfbusinessnetwork.com](http://www.golfbusinessnetwork.com)

## Introducing: Golf Business Network and the Power of Sharing Great Ideas

I hope you enjoy this debut issue of “The Network,” your complete update on the **Golf Business Network** and its activities. Every reader of this newsletter is a golf professional with unique individual skills in operations or instruction. However, it’s the community that you, our members, have combined to create—your professional network—that’s most impressive. With the community now extended throughout the upper-tier talent of the golf business, no other name besides “Network” can do it justice.

Upcoming in May and June for the Golf Business Network (GBN) is an active slate of events and initiatives. Be sure and stay tuned for the announcement of a major new partnership involving retail merchandising solutions. It’s an agreement in the making that will align GBN with a dynamic player in the technology and fulfillment of specialty retail. In the U.S., only active members in the Golf Business Network will enjoy the advantages this soon-to-be-announced deal will provide.

As you no doubt expect, our calendar of events is extensive over the coming months. The highlights include:

- Five webinars in the next 60 days (see page 17 for details).
- A combined summit for Head Pros and Instructors (see page 6 for details).
- A nationwide slate of regional networking meetings to be announced soon.

Meanwhile, our commitment to great day-to-day service is full-bore. The GBN staff will be busy helping you grow your career:

- Enhancing current services and building new ones
- Cultivating valuable data and ideas to enlighten your business decisions
- Conducting world-class educational and networking events
- Defining member best practices and sharing them throughout the network
- Making the GBN website the best and most complete resource available to golf professionals worldwide

So, whether your primary interest is as a Head Professional, an Instructor or career building as an Assistant Professional, be active in “The Network” and it will pay off handsomely.

Bob Mulcahy, CEO  
 Golf Business Network, LLC

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## GBN MEMBER ADVICE

# Timeout: Watching Your Watch Could Be a Very Expensive Habit

By Chris Rowe

About five months ago I got a call from a physician interested in golf instruction. When we first got together he told me what he hoped to achieve in working with me. His main goal was to have fun and be able to play well enough in front of his friends that he wouldn't embarrass himself. We set up a game plan and got to work on his swing. While not the most athletic student, the good doctor had a passion to get better. I listened, asked questions and assessed the possibilities. When the lesson was over he told me he really enjoyed our time and wanted to book a series right then and there. He had made up his mind, he said, to "become a golf lesson junkie."

This student now takes a minimum of two lessons per week, wants to join the club, gives me free medical advice and has become a true friend. He has offered to fly my family up to his home in Montana to ski or play golf. If he meets someone who is remotely interested in golf he



Timely Advice: Your student wants and expects your full attention.

urges them to become my student. Adding up all his expenditures on golf instruction with me, it comes to over \$10,000 a year. If you add medical advice, the investment he is making to join the club and throw in the dollar value of a family trip to Montana the dollar figure really rises.

At the end of our first meeting I happened to ask the doctor how he found out about me. He was recommended to me by a student of mine who plays on the Texas Tech Golf Team. He also told me he had taken one lesson from a pro at his home club and would never

go back. I asked him, out of curiosity, why that was. He told me the pro had continually looked at his watch during the lesson.

Which leads me to conclude: We've always got time for our students, and if we don't have the time, we make the time.

*Chris Rowe is a GBN member and Head Golf Professional at Whispering Pines Golf Club in Trinity, Texas.*

## GBN's Platinum Corporate Partners



## WHAT I'M HEARING

# Successfully Renegotiating Your Contract

By Bob Mulcahy, CEO  
Golf Business Network

To reach satisfactory contract terms at your club is easier said than done. It has become that much harder a task for Golf Professionals and Instructors alike in today's reduced-revenue environment. Achieving an acceptable contract outcome should be viewed by the professional as a yearlong process. My considerable experience in contract work leads me to divide the process into four equally important stages, which are:

- **Stage 1:** Understanding the current club environment, properly preparing background information, and developing strategy based on the information cultivated
- **Stage 2:** Deciding what is most important for you to achieve via negotiations
- **Stage 3:** Making a preliminary presentation of your background information and testing your strategy
- **Stage 4:** The formal presentation, then negotiating through to a successful conclusion

Stage 1 is addressed here. As the season proceeds we will address Stages 2, 3 and 4 through webinars—beginning soon in the week of May 2.

When you think about Stage 1, keep in mind the line of advice that some call the “5 P’s” and that goes like this: Proper Preparation Prevents Poor Performance. To perform your job well requires extensive preparation, but to have that job satisfactorily designed and to be well compensated for it requires total preparation. Here's how that works:

Understanding current club environment is critical. It will determine exactly what you end up asking for. For instance, if the club is financially stable and membership is full then everything can potentially be on the table for negotiation. If the environment is challenging, it may be appropriate to look into improving ancillary items, such as your severance pack-



Achieving an acceptable outcome should be viewed as a year-long process.

age or other benefits, rather than pursuing a cash increase.

Define who your negotiating representative will be. This sounds simple, but it plays a huge role in your strategy. You need to determine if the person who will be championing your cause has the power to get the deal done. This includes understanding how they prefer to present information.

For instance, does the person need comprehensive statistical information or do they like to deal in the bigger picture.

Most importantly, do they have the proper support among the decision makers to get the deal done on your behalf?

Understand where you stack up among your peers. This ultimately will determine your negotiating strategy, as well as what you end up asking for in the initial proposal. This includes several tangible and intangible areas:

Your total compensation, which includes base salary, golf shop net income and/or merchandise incentive, lesson income, performance bonus, and any other direct compensation element. This must be compared within your regional area and within a peer group of similar tenure and experience level.

Your benefits package and how that compares to the same survey field. Package elements are:

- **Medical benefits**
- **Retirement plan**
- **Deferred compensation**
- **Disability insurance**
- **Education allowance**
- **Tournament allowance**

Intangible benefits you may receive, including:

- **Family club membership**
- **Meal allowance**

Once this homework has been completed you can begin building an appropriate strategy.

*Look for an email notice of the upcoming GBN webinar on Stage 2 of Contract Negotiation.*

## 2011 GBN COMPANY-WIDE INITIATIVE

# No Golfer Left Behind: Creating Vibrant Programs For Women, Children and Family Participation

By David Gould, GBN Special Correspondent

Flat, even shrinking participation casts a shadow on the health of the golf industry. As the 2011 season unfolds, more and more people who draw their livelihood from the game are working on solutions.

That's especially true of member professionals in our (newly formed) Golf Business Network, who definitely have their sleeves rolled up. In breakout sessions during regional gatherings conducted by Bob Mulcahy and Lorin Anderson this spring, a wide array of ideas, tactics and programming have emerged.

This article highlights as many of them as possible in order to share and spread the creative energy.

Ideas are organized into several categories, with appropriate headings. Credit is given wherever we've been able to identify the member providing the suggestion.

Your GBN newsletter is, of course, distributed electronically—saving paper and sparing the trees. That said, this is one article you probably want to print out and save.

### **STRATEGY: Focus on Fun with Golf Mixed In**

An approach that's gaining support throughout top-tier clubs is reminiscent of the "Kids Kamp" programming at high-end resorts. Golf is included but with no "hard sell," and the programs are set up so they work for very young ages—basically any member child who is out of diapers. Through the camp-style program, you can connect golf to swimming and other sports that children take to easily. Use SNAG equipment or some other alternative gear that involves stick, ball and target. In the winter, keep the camp going by setting up a putting course



Focus on elevating the "Fun Factor" when working with juniors and families.

through the clubhouse and pair it with an entertainment element such as movie night or Wii golf competitions.

### **STRATEGY: Reach out to the Community Aggressively and at Every Opportunity**

GBN members working and teaching at less exclusive facilities are showing no inhibitions about contacting community groups. Rick Grayson of Rivercut Golf Course in Springfield, MO actually purchased a used bus from the Boys & Girls Clubs that is used to pick children up after school and bring them to his practice and learning center for SNAG games if not regulation-golf training. He suggests contacting the Girl Scouts of America to offer programs and recruit learning groups.

Nancy Quarcelino, of the Nancy Quarcelino School of Golf, advises "putting the focus on middle school and high school kids—bring coaches out to train them on golf rules and skills." Target kids as they wash out of other athletic programming, as inevitably happens. For example, build a competitive program strictly for the dozen or so players left off the high school golf team, organized with fellow professionals from nearby towns to create a small league with home-away matches.

### **STRATEGY: Go the Extra-Extra Mile to Put Women Beginners at Ease**

For years, player-development wisdom has been to treat the woman beginner a bit differently from her male counterpart. Experienced GBN professionals are simply pumping up the volume on that idea. Members of one breakout session put it this way: "Meet women who've signed up for new-player clinics in the parking lot. Women are intimidated. Tell them where to park, what a bag drop is, where the rest

rooms are... and whether they are 'allowed' in the pro shop." Another suggestion from the sessions was to include a food-and-beverage element wherever possible, including on the practice tee. "Women know and understand the world of food, it's not that they're hungrier than guys, it's a comfort zone, and it tells them they're in a welcoming atmosphere," said the participants.

### **STRATEGY: Family Outreach at the Club? You May Need at Least Two Segments**

In sending out invitations for family golf to moms and dads, consider their situations and challenges. Parents of older children are looking for any way to continue doing things "as a family." Parents of younger children need a little break from the heavy lifting that sort of parenting calls for. Families with older kids might be more reachable on Sunday late afternoon, while Friday evening might be best for the parents of younger kids. Can the 12- to 15-year-olds bring a non-member friend? That may be the reason they say yes instead of no to the invitation, whereas younger kids wouldn't need this enticement. If you mix them all together, consider creating two "flights" so your audience knows that their particular preferences are being handled.

### **STRATEGY: While On Property, Kids Should Learn Tradition but Also Break Tradition**

Especially at older and more historic clubs, find a target group of juniors that is truly interested in the past championships, course records, famous visitors and important tournaments held on the very grounds where they're learning to play. Done right, it can be a "Freedom Trail" type of experience, formatted over 8 to 10 "stations" and lasting a set time period of 40 to 50 minutes. Even if they appreciate these glimpses of the storied past, their own games may not be ready for regulation play. One breakout group suggested a "points" approach instead of counting strokes. For example, when a shot strays into the woods, if the next shot is a full recovery to the fairway or light rough, that's one point earned, and the foursome plays on.

### **Bonus Ideas to Reach Kids, Moms and Dads**



**Golf lost a generation of golfers by letting other sports capture the younger set first**

- In your 30-student junior clinic or camp, how many of the tweens and young teens want to be teachers or coaches when they grow up? Definitely a few. Enroll them as "mentors" to the younger grade levels.
- Run a parent-versus-child Sunday afternoon tournament in the summer.
- Create a junior-gear trade-in and club swap event. Clubs that have been outgrown will be cleared from families' crowded sporting-goods closets, some new equipment will be acquired for little or no cash, and your shop merchandise or special orders will fill in the rest of what's needed.
- Whenever juniors are active at the club, members of the professional staff are authorized to hand out colored chips of various stated denominations (regular poker chips can be used) as impromptu rewards for proper behavior, new skills learned, extra effort, and so forth. The chips can be used to buy special prizes kept in the golf shop, or for special privileges.
- Give the female contingents their own events—a girls-only clinic or series of clinics within the junior program, and a ladies-only demo day with the latest gear plus custom fitting, a trunk show of specialty apparel and time for refreshments and socializing.
- Set up a Family Skills Challenge to be conducted several different times a year. The Challenge layout can be partly on the range, partly on the practice putting green and even use a couple of holes adjacent to the clubhouse. Every age group can make a big difference in the outcome as families, because younger players will earn appropriately higher point totals for escaping a bunker (even hitting a tennis ball with a SNAG club) than older players would receive.
- If you've already got parent-child pairings for competitions or outings, add or sub in an event that pairs the junior player with their grandparent. It will be a day to remember for everyone involved.



# 2011 GBN Annual Summits

## Together for the First Time



### Registration Opens in June



### SAVE THE DATES

**October 2-4**

**Golf Professional Summit**

**October 3-5**

**Instructor Summit**

For the first time, the GBN Golf Professional and Instructor Summits will be in the same place during the same week.

#### Highlights for 2011:

-  Combined Golf Pro and Instructor Dinner on Monday
-  Combined summits outdoor instruction day on Tuesday
-  Expanded demo day on Tuesday
-  Spacious Villa accommodations on site (1-4 bedrooms available)
-  Company-wide Pro-Pro tournament

### The Golf Business Network Summits include:

- Networking at the highest level in the industry.
- The freshest information from the game's top sources.
- An agenda filled with insights and intelligence that will grow your business and your teaching skills.
- World-class venues, meals and accommodations.
- The best value of any instruction summit anywhere.

**Host Site:**  
The Villas  
of Grand  
Cypress in  
Orlando.



# Member Q&A: “What I’ve Learned...”

## Gene Mattare, Saucon Valley Country Club

Interview by GBN member Paul Ramee



**GBN Member Gene Mattare is the GM and Director of Golf at Saucon Valley C.C. in Bethlehem, PA.**

**This article continues our series featuring a variety of insights from top golf professionals and teachers who are part of the GBN community.**

**Gene, when the U.S. Open comes to Congressional Country Club next month, you’ll have a chance to reflect on your early days as an assistant in the D.C. area. What memories come back to you of that time?**

After playing on the golf team at George Washington University I went to work for Ward Burgess at Chevy Chase Club in 1977 as an assistant golf professional. I supplemented my golf income by waiting tables at a place called Clyde’s, in Georgetown. We were lucky to have a great group of head professionals in close proximity—in fact, two of the four people running my PGA membership interview were Bill Strausbaugh and Max Elbin. As you can imagine, that was a bit intimidating. After four years as an assistant at Chevy Chase I was offered the job as head professional at Princess Anne CC in Virginia Beach.

**You had good training, so you must have felt quite prepared, even at a young age.**

I was 29 and single, and the unwritten rule for head professionals is that you needed to be 30 and married. But I settled in and stayed at Princess Anne’s for 10 years. In 1991 I was named the head professional at Saucon Valley where I have spent the last 20 years. Since 2005 my title has been General Manager/ Director of Golf.

**How difficult was the transition from Golf Professional to being General Manager?**

In 1999, the club came to me and asked if I would like to be the General Manager. My children were young and I had the golf department pretty well organized and I figured the opportunity might arise again, so I declined their offer. In 2005 the club came back to me and asked again. Timing is so critical to these decisions, obviously. It was the right time, my kids were older, and my job description was devised in a flexible manner. The club allowed me to continue on the golf side, picking and choosing the parts of the golf program I wanted to continue overseeing.

**Would you recommend a golf professional taking on more of the GM role at their club, if that were offered?**

I would definitely recommend that golf professionals take on more responsibility at their clubs. To put it another way: Who better than the golf pro? I did not necessarily aspire to the position, but it has re-energized me in many ways and provided me with new challenges.

**Is the balance between work and your personal life harder to achieve once that added responsibility gets handed to you?**

I am lucky that I have been doing the job for six years and have been able to figure out when I need to be here and when I don’t. The club understands that I need to have a life outside of Saucon Valley and I constantly remind our staff that they need to have their work and their personal lives in a decent balance.

**What is Saucon Valley planning as far as new initiatives here in 2011?**

We are going to continue to try and attract new people to our membership ranks. I am happy to tell you that we have generally been ahead of the curve the last six years in promoting national, international and resident members. We adjusted the mileage and reduced the initiation fee on our national and international memberships. We have been budgeting for a loss of members over the years and have been trying to attract junior golfers by reducing their fees, creating a “kids club” and leagues for kids. We will be instituting a Trout Fishing Day for 2011 to see if we can attract additional families to the club.

**Are you planning anything new in your merchandising program?**

We are going to sell the NUUN Drink Tabs. We have already sold out of the “Tin Cup” golf ball marking devices, they have really flown out of the shop. We are going to promote the Peter Millar custom line of sportcoats and men’s slacks. We are going to offer 20 percent off those purchases, but instead of reducing the price we are going to send the 20 percent savings to the J. Wood

Platt Caddie Scholarship Fund.

On the instruction side, we have contracted with Dr. Morris Pickens, the noted sports psychologist, to come to Saucon Valley this summer and work with 20 of our members in an all-day seminar, which has already sold out.

**How involved are you in daily golf operations?**

I have kept my office in the golf building, choosing not to move to the Administrative office. We turned the area I was supposed to use in the Admin office into a club archives room. I am still

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**“If you lead by example and stay extremely organized you will maintain strong relationships with your directors and committee members.”**

**– Gene Mattare**

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heavily involved with the buying for the golf shop, where we continue to do just under \$1 million a year in sales. However, in light of my club-wide duties we elevated Mike Wood to head professional and he really runs the day-to-day golf operations. I still play golf with the members, compete in some PGA section events and in our interclub competitions. With respect to teaching, I teach the people I have taught over the years and do not take any new students and I do remain somewhat active with clubfitting, which is a real passion of mine.

**How hard was it to give up the immediate golf-program oversight?**

Once in a while I miss it, but the club benefits from having me come from the golf side of the business and as I said earlier I am still tied into the golf side with my office in the golf building.

**How careful are you to not prejudice your decisions towards golf since you came from the golf side of the operation?**

Very careful! We have weekly staff meetings and they are helpful for all employees to hear what is going on in other departments. We have 32 buildings on the property and we constantly are talking about what each building needs in terms of upkeep. I have a meeting annually with each department head to see what they need for the upcoming budget year and then it is determined what percentage each department gets, it is a constant balancing act, trying to shift money around.

**How have you learned to balance your time?**

A very important tool for my time management is our weekly staff meetings. I learn a lot from our department heads at these meetings, about what they have going on. We're able to share a lot of information in a short period of time. I think by hiring the right people it can obviously make it easier to balance your time and do your job. You then are able to give the staff autonomy and are just managing. Having said that, it's still very important for you to be there and manage them.

All my department heads carry Blackberries and they know the reasonable amount of time that they should respond in, but

they also know that if they are away on vacation, I am not going to bother them.

**Explain the learning curve you experienced when you moved from head professional to general manager?**

Some of the aspects I picked up on very quickly. By coincidence, I had a job in high school managing a swimming pool, so I was able to understand that aspect of Saucon very quickly. Later, in college, I worked in F&B at Clyde's restaurant in Georgetown, so I was able to pick up on the F&B side of the operation rather quickly as well. The more I think about it, if I hadn't become a golf professional I would probably have owned a clothing store or a restaurant. Where you get a leg up in the move from golf operations to club management is in all those years of observing and interacting with all the other department heads. Because of that exposure, and my curiosity about other functions at the club, I had a pretty good idea of what was going on. The financial side of the business took the longest. We have a great controller, but it still took me a couple of months to get up to speed.

**How do you inspire your staff on a daily basis?**

I inspire them by doing what they are doing. I never believe that any job is beneath me, so I never hesitate to pick up the baskets on the range or get a bag out of a member's trunk or load a bag on a cart. I hope that leading by example provides a positive role model for them and inspires them on a daily basis. I also like to take them out to dinner or on a day trip to play golf somewhere.

**Do you have any tips on how to interact with the Board of Directors or Golf Committee?**

I believe if you lead by example and stay extremely organized you will maintain strong relationships with your directors and committee members. It is very important to know everything that is going on at the club and I like to give the Executive Committee a monthly report and the full board a report when we are in season. I believe it is important to include information about all our lines of business and each of our properties or departments.



Saucon Valley Country Club in Bethlehem, PA has hosted the U.S. Amateur, U.S. Junior Amateur, U.S. Senior Open and U.S. Women's Open.

## GBN MEMBER BENEFIT

# Teaching the Teachers: Opportunities to Improve Your Instruction

The following programs are for golf professionals only and most offer a special GBN member rate not available to other instructors. All questions should be directed to the organization or instructor hosting the program. To reserve a spot in any of these programs, contact the host directly using the contact information below.

### ALIGNMENT GOLF

**WHAT:** Lynn Blake, GSED, Director of Instruction, Lynn Blake Golf, will lead this event. Lynn was one of a handful of instructor trained personally and certified as Master Instructor by Homer Kelley, author of *The Golfing Machine*. Together with co-presenter and GBN member Rick Murphy, 2009 Carolinas PGA Teacher of the Year, Lynn will open the door to a new understanding of the golf stroke, one that promises dramatic results in both your teaching and your game. This two-day event will cover dozens of swing topics including: The Stroke Pattern concept, the principles that govern all golf strokes, how to create and sustain Lag Pressure Point pressure, understanding low point and why it matters and the six essentials for a correct pivot among many others. Participants also earn Lynn Blake Certified Associate eligibility. More information about the certified teacher program is available at [www.lynnblakegolf.com](http://www.lynnblakegolf.com)

**WHEN:** TBA

**WHERE:** TBA

**CONTINUING EDUCATION:** Participants receive 13 MSR credits from the PGA.

**HOW MUCH:** \$550

**CONTACT:** Register by calling 336-605-0052.

### BILL DAVIS' DEVELOPING A WORLD-CLASS SHORT GAME

**WHAT:** Have you ever wished to improve your own short game as well as learn how to teach more than 50 shots from within 75 yards of the hole? Then this is the session for you. Putting will be divided into speed control and green reading. Chipping – shots within 10 yards of the green – from all types of lies will be discussed. Pitching will cover shot selection from various yardages and bunker play will be covered on the golf course.

**WHEN:** June 1-2 (Wednesday-Thursday) 9:30-11:00 and 12:30-3:00 each day.

**WHERE:** Jupiter Hills G.C., Jupiter, Florida

**CONTINUING EDUCATION:** Yes.

**HOW MUCH:** GBN member rate \$750, standard professional rate \$950.

**CONTACT:** Bill Davis at 561-346-6721 or [bdavis@jupiterhillclub.org](mailto:bdavis@jupiterhillclub.org)



**Dr. Rick Jensen conducts Certified Golf Coaches Association programs throughout the year.**

### CERTIFIED GOLF COACHES ASSOCIATION

**WHAT:** Become a Certified Golf Coach! Are you looking to expand your teaching business, coaching expertise and professional credentials? In collaboration with top sport scientists in the golf industry, Dr. Rick Jensen provides golf coaches with golf-specific education and training in:

#### THE ART AND SCIENCE OF GOLF COACHING

- Facilitating skill acquisition and accelerating learning
- The application of sport science (motor learning, fitness, biomechanics and sport psychology)
- Assessing essential golf skills
- Applying practice and feedback strategies
- Motivating and communicating with students
- Transferring skills to the golf course
- Training mental toughness and self-management

#### BUSINESS MANAGEMENT FOR GOLF COACHES

- Making money: Increasing your income and profitability
- Growing your coaching business year-over-year
- Working smarter, not harder
- Differentiating your coaching from traditional teaching
- Marketing and promoting your coaching business

**WHEN and WHERE:** December 5-8 (Palm Beach, FL); January 21-24 (Orlando, FL) and March 26-29, 2012 (Toronto, Ontario)

**CONTINUING EDUCATION:** Participants will receive credits with the PGA and/or LPGA.

**HOW MUCH:** \$1,495 for the 3 ½ day Coach Training Program and an annual membership fee of \$295. GBN members receive a \$100 discount on the annual membership fee as long as you are a GBN member.

**CONTACT:** For more about becoming a Certified Golf Coach visit [www.certifiedgolfcoach.com](http://www.certifiedgolfcoach.com) or call 954-752-3333.

### HANK HANEY ADVANCED COACHING AND STRATEGY SEMINAR

**WHAT:** Hank Haney's Coaching and Strategy Seminar is an intensive, three-day training program designed exclusively for golf coaches and teaching professionals.

This advanced Coaching Seminar provides a unique opportunity to train directly with Hank Haney and learn about his coaching strategies, philosophy related to the swing plane, impact and ball flight correction. Participants will observe Hank's teaching methods using the most sophisticated technology and training equipment available. A combination of full swing video analysis software, Science and Motion putting software, range instruction along with

Hank's unique "hands-on" approach will provide a realistic learning environment for the analysis, direction, and corrections to the student's ball flight and swing shape.

Gain valuable and personal insight into Hank's lesson strategies and teaching techniques. You'll experience your very own "Haney Project" which will include defining goals, evaluating performance, setting milestones, developing effective lesson plans, implementing skills tests and providing inspiration and motivation.

Industry leading experts will present their insights on topics including managing the mental game, club fitting, practice equipment, fitness and nutrition.

A variety of technology manufacturers will conduct on-site demos of training tools, practice equipment and teaching technologies.

**WHEN:** Annual event each Spring TBA

**WHERE:** Hank Haney Golf-World Headquarters

2791 S. Stemmons Pkwy

Lewisville, Texas

972-315-5300

**CONTINUING EDUCATION:** 24 PGA MSRs

**HOW MUCH:** \$1,270 special for GBN members (pricing subject to change in 2012) – while supplies last – space is limited. Includes continental breakfast, lunch and snacks and all seminar materials. Register at [www.hankhaneypro.com](http://www.hankhaneypro.com). Regular price is \$1,495.

**CONTACT:** [AJAvoli@HankHaney.com](mailto:AJAvoli@HankHaney.com)

[www.HankHaneyPRO.com](http://www.HankHaneyPRO.com)

#### **LAWs of GOLF: CUSTOMIZING THE GOLF SWING**

**WHAT:** Dr. Jim Suttie, 2000 PGA of America National Teacher of the Year, offers intensive certification courses that explain the theories and research behind the LAWs of the Golf Swing, originally published in 1998 in book form and also one of the most popular GOLF Magazine cover stories ever.

Seminars are now being scheduled for this Spring and Fall. This seminar gives the instructor a chance to understand and interact with the theory that one swing does not fit all and how to adjust golf instruction to the variety of physical abilities (biomechanics) and swing styles the student brings to the range. "How do the principles of the swing fit in with unique swing style and physical strengths and weaknesses of each student?"

The LAWS emphasize that there is no one swing for all golfers but all golfers have their own swing. The LAWS helps the student find his or her best swing adhering to the principles of physics and biomechanics by identifying the student's strengths and weaknesses in multiple areas:

- Body type/swing type match up
- Physical characteristics including body type, flexibility, strength, etc.
- Prescreening tests to determine what the student can do
- Ball flight preference
- Developing student's natural style through "matching swing fundamentals"

**WHEN:** Illinois - Spring/Summer 2011, Dates TBA

Northern California - September 2011, Dates TBA

Florida - Fall/Winter 2011, Dates TBA

**WHERE:** Cog Hill G&CC, Lemont, IL and TwinEagles CC, Naples, FL and others

**CONTINUING EDUCATION:** PGA and LPGA Professionals receive MSR hours.

**HOW MUCH:** GBN members \$900, Standard professional rate

\$1,200.

**CONTACT:** Dr. Suttie at [jmsuttie@aol.com](mailto:jmsuttie@aol.com) or 800-785-3838.

#### **DAVID LEADBETTER ASSOCIATE INSTRUCTOR PROGRAM**

**WHAT:** The David Leadbetter Associate Instructor Program is a multi-level online golf instructors training curriculum designed around the world renowned teaching philosophy of David Leadbetter. If you have ever wanted to take your current career as an instructor to the next level, this program will get you there.

This unique and comprehensive program focuses on the innovative teaching techniques that have made David Leadbetter the world's number one golf instructor, and whose player's have amassed over a dozen Major Championship titles and over 150 individual worldwide tournament victories. David's coaching has spanned three decades and he has often been recognized as the "man who invented the modern golf instruction industry".

With three levels of certification, this state of the art instructors training program is completely online and incorporates a complete video library of David Leadbetter, who outlines what it takes to become a successful golf instructor, and guides you through the fundamentals of his teaching philosophy in both the full swing and short game.

Course Package includes:

- 1 Year Membership to DLGA Associate Instructor Program
- 1 Year V1 Pro Branded Academy Software
- 1 Year Associate Membership to GBN
- Casio Exlim FH-EX100 High Speed Camera
- David Leadbetter SwingSetter & Glove
- David Leadbetter's 'The Golf Swing'
- David Leadbetter's 'Faults & Fixes'
- David Leadbetter's '100% Golf'
- David Leadbetter's 'Golf Digest Best Quick Tip'
- Dr. Robert Winters 'The Ten Commandments of Mind Power Golf'
- Ken Blanchard 'Raving Fans'

**WHEN:** 2011 Course Schedule

Level 1 - 8 weeks online (optional final week workshop)

Semester 1 May 9th – July 3rd

Semester 2 August 8th – October 2nd

Semester 3 October 17th – December 11th

**WHERE:** Online plus optional workshop in Orlando

**CONTINUING EDUCATION:** TBD

**HOW MUCH:** \$4,995

**CONTACT:** [www.davidleadbetter.com](http://www.davidleadbetter.com) or 888-633-5323.

#### **JIM McLEAN GOLF SCHOOLS "TEACH THE TEACHERS"**

**WHAT:** The Jim McLean Golf School will be hosting a Teach the Teachers training session. Our instructor staff has an impressive playing resume to accompany their extensive teaching experience. In total, our current staff has played in 128 Major Championships and 65 USGA Championships. We employ the largest golf school teaching staff in the country and many of our teachers have been recognized among the Best in State and Top 100 Teachers. We are focused on golfer improvement.

**WHEN:** November 6-7, 2011

**WHERE:** Doral Resort and Spa in Miami, FL

**CONTINUING EDUCATION:** PGA Professionals receive 13 MSR hours

**HOW MUCH:** \$690.

**CONTACT:** Please contact [joints@jimclean.com](mailto:joints@jimclean.com) to register.

## HAROLD SWASH ACCREDITED INSTRUCTORS PROGRAM

**WHAT:** The clinic is designed for the coach who wishes to gain a deeper understanding of the bio-mechanical principles Harold Swash Putting believes are required to put consistently under pressure.

Harold Swash Putting Ltd has coached some of the world's leading professional players including Pdraig Harrington, Martin Kaymer, Henrik Stenson, Ross Fisher, Oliver Wilson, David Howell and Edoardo Molinari, just to name a few.

Utilizing Harold Swash's 40 years-plus experience, as well as drawing on his own, through his coaching role on the European and PGA Tour, Director of Instruction Phillip Kenyon, brings you an insight and informative seminar designed to educate golf teaching professionals on the theory of putting whilst giving them a practical insight into how to improve their own and their students' individual techniques.

Add more than 45 years knowledge of one of the top European putting coaches to your current putting instruction and make it a profit center on its own.

Add an up-to-tour-standards putter-fitting program to your coaching business.

Gain advantage by specializing in putting instruction and adding an accredited instructors title to your resume. Learn how to use state of the art technologies and training aids during your putting lessons.

**WHEN:** TBA

**WHERE:** TBA

**CONTINUING EDUCATION:** Accredited Instructors courses are accepted by the PGA of GB&I, the Australian PGA and all European PGA's.

**HOW MUCH:** Cost (GBN special offer, if available): \$1,300US. Regular rate is \$1,400US.

**CONTACT:** Michel Monnard, Director HSPSE USA  
michel@swashputtingschools.com  
Phone: +34 639 635 634  
www.swashputtingschools.com

## FRANK THOMAS CERTIFIED PUTTING INSTRUCTOR PROGRAM

**WHAT:** Putting is up to 45% of the golf score, yet very few instructors focus on this crucial part of the game. This program is an innovative approach to help the golf professional specialize in putting instruction, adding an additional income stream to their business and allowing them to become leaders in this niche market with the overarching goal of helping golfers putt better.

This online certification is a holistic approach to putting with a foundation on scientific principles. It was developed by Frank Thomas, inventor of the graphite shaft and former USGA Technical Director and is based on over 10 years of experience in teaching and researching putting. Assisted by an Advisory Board comprised of seven PhD's in various disciplines, the facts about putting (rather than a "method") are delivered through the course materials, which you can readily apply to your instruction.

Course Curriculum: The 12 Fundamentals of Putting

1. Diagnostics,
2. Putter Fitting,
3. Grip,
4. Ball Position,
5. Set-up and Alignment,
6. Lock and Rock,
7. Swing Plane,
8. Rhythm,
9. Eye Movement,
10. Pre-Shot Routine,
11. Green Reading,
12. Practice Drills

**WHEN:** You can enroll in this course at any time. You will receive log in information within two days and you can complete the certification according to your own schedule. It will take approximately 6-8 hours to complete the course.

**WHERE:** Online

**CONTINUING EDUCATION:** PGA of America: 5 Education MSR's; PGA of Great Britain and Ireland: 40 CPD points; PGA of South Africa: 200 CPD points

**HOW MUCH:** \$675 standard rate. Limited time offer for GBN members: \$575 if you enroll before May 31, 2011. The cost includes two fitting putters which can be custom fit and sold to your students (retail value of \$179 each), for a total of \$358.

**CONTACT:** Find out more about the course by visiting [www.CertifiedPuttingInstructor.com](http://www.CertifiedPuttingInstructor.com). Please call Valerie Melvin or Vanessa Buttery (Course Administrator) on 407-396-4004 or email [cpi@franklygolf.com](mailto:cpi@franklygolf.com) to find out what special offers may be currently available for GBN members.

## TRACKMAN USERS CONFERENCE

**WHAT:** Among the conference's main objectives is enhancing the understanding of TrackMan data and improving the use of TrackMan technology for all TrackMan users. The objectives will be accomplished through the presentations of significant research and insights about TrackMan data, the relationships amongst club delivery, launch conditions, and the resulting ball flight, as well best practices for coaching, fitting, practice, and technique. Further, attendees will receive significant training on the recently released TrackMan Performance Studio software. By attending the conference, attendees will develop and improve a wide variety of skills and capabilities:

- Utilizing the different TrackMan applications, including TrackMan Performance Studio.
- Further understanding TrackMan data.
- Comprehending the different variables and how they are measured and related.
- Incorporating the club delivery numbers into coaching, lessons, and fittings
- Developing new revenue opportunities
- Understanding how club delivery and impact position affect ball launch and ball flight
- Diagnosing client swing and equipment issues using TrackMan results data.

For additional information, visit:

[www.trackman.dk/Media/Users-Conference.aspx](http://www.trackman.dk/Media/Users-Conference.aspx)

**WHEN:** Annual event 2012 dates TBA

**WHERE:** PGA Center for Golf Learning and Performance, Port St. Lucie, FL

**CONTINUING EDUCATION:** PGA and LPGA members will receive continuing education credits.

**HOW MUCH:** FREE for TrackMan customers with current subscription; \$295 TrackMan customer-not-current; \$495 all others

**CONTACT:** Matt Frelich 810-599-0113 or [mmf@trackman.dk](mailto:mmf@trackman.dk)



## SPONSOR SPOTLIGHT: FAIRWAY & GREENE

# Creating a Never-Ending Circle of Success

In 1995, Fairway & Greene set a standard for product quality that remains an industry benchmark to this day. We continue to raise our own bar to ensure we are delivering excellence in design and production. Our constant aim is producing the highest quality possible to create value for the consumer.

As you've read in this very newsletter, the current environment is highly challenging for any apparel maker, given the rapidly rising costs of raw materials and labor. Price increases are inevitable in the golf shop if we are to maintain our quality standards. The challenge we all face is delivering a product and an experience for your members and guests that has them walking away knowing they received a great value.

A great value is not driven by price alone. Value, for any consumer, is the sum of price, style, quality and the overall experience of buying a product or service. As golf professionals, you observe this on a daily basis with your members and their guests. To be successful, we'll have to deal with the challenge of delivering value together. For us, the transaction doesn't end when you purchase product from us. In fact, there is no end point at all to the Fairway & Greene value equation. We don't see it as a linear transaction but as a circular or cyclical one. You buy product from us to retail to your customers, your customers buy product from you. They wear what they purchase with pride, which reflects positively on the club, the shop and our brand. Ideally, for all concerned, that transaction repeats itself in a never-ending circle.

The reason it repeats itself is that we deliver value to you in our products and service and you, in turn, deliver value to your customers with your products and service. We play a role in the value equation to your customers as the product has to deliver on the promise of style and quality. If either of us fails to deliver value, the cycle breaks and we'll see it reflected in the business.

You can have confidence in Fairway & Greene that we clearly have our eye on the ball in a unique and challenging time. We've put the organization through a lot of changes in the last 15 months to put ourselves in this position today. That position is one of strength to deliver great style and the highest quality products sourced around the world to deliver value to you and your customers.

You can also have confidence in our service. Our business equation is 51% great product and 49% great service. I know your business equation is similar. We could both survive for a short while in our respective markets with only one of these. If we are to thrive, we must have both. We are fortunate to have built a great service team over the years. From your feedback, I know they work hard and are a key to our value equation with you. Our service efforts now involve leveraging technology to complement



our team and keep pace with the changing market.

Technology is beautiful and scary all at the same time. The consumer is changing and technology is a tremendous part of that change. As your membership evolves, you will be adding the next generation that will be the lifeblood of the club as their parents were before them. Make no mistake; these people are not their parents. They are savvy consumers, well educated and in the know, but most important, they are surrounded by technology. Speed and convenience are major aspects of their value equation.

For us, the jumping off point is delivering to you a new website ([www.fairwayandgreene.com](http://www.fairwayandgreene.com)) that was designed with the clear purpose of improving our service to you, specifically improving our speed and convenience. As we all know, the web is 24/7 from any corner of the world. We learned we needed to be there for you when you need us, and it's not as easy as Monday through Friday from 8am to 5pm Central Standard Time. You need us at night when you finally get the last member off the driving range. You need us on the weekend when you have a member who needs something right now. An answer on Monday is too late and means a lost sale, and worse, a disappointed member.

Register with us and you can manage your basics online, place fashion orders, check shipment status, collaborate on new logos, place special orders for your members with your logo of choice, select product with a member for a tournament or corporate outing and hopefully, just be entertained. All of this from the comfort of your desk, your sofa or with feet firmly planted on the first tee. The idea is for us to be there for you whenever you need us and where ever you happen to be. Just point and click your way with the comfort of live support and our world-class customer service team still just a phone call away.

All you need to register is your account number and e-mail address and you can get started. We appreciate the support of all the GBN members. For the month of May, enter the code GBNMEM and receive free shipping on every order.

*Andy Bell, President*



## MERCHANDISING

# Is Inventory Draining Your Business?

Contributed by Green Grass One

After several years working with golf shop retailers across the country, we've seen a wide range of retail sophistication. Although sales and profit levels can vary significantly from shop to shop, everyone is generally aware of their income numbers and they have various strategies in place to improve.

One very important area is inventory management. Inventory is often viewed as a "once-a-year problem" at the end of each season. The reality is that our inventory is by far our biggest asset, consuming most of our available cash, time, effort and space. Inventory needs to be managed closely throughout the year to maximize success.

We recommend four major phases to inventory management and describe each one below: 1) Respect the Impact of Inventory on Your Business, 2) Measure our Inventory Productivity, 3) Interpret and Understand the Results, and 4) Put an Inventory Plan into Action

### 1) Respect the Impact of Inventory on Your Business

If our businesses only involved sales and expenses, we wouldn't need costly accountants to help us close our books each year. The concept of relating assets to profits and cash flows is usually the most complicated part of understanding our business, and is really what keeps those accountants employed. The key as a business manager is to be able to cut through the clutter and manage only those elements that have the most impact on our results. Inventory is definitely one of those key elements.

Think of inventory as a drain on the resources of your business. It is a necessary evil, but it consumes our cash, our people, our space, our time, and our profits. The less of it we have, the better off we are.

This is obviously an oversimplification because without inventory we have no business. Our customers need goods to buy and they need selection, depth and a feeling of ample supply. It seems, however, that the balance in most shops has swung too far towards over-supply.

To examine in more detail how inventory "drains" our resources, consider the following costs to our business – each one increasing directly with the amount of inventory in our possession and the length of time that it is held:

- **Financing costs** – any interest or service costs attached to our credit accounts
- **Obsolescence costs** – cost of inventory gone cold or out of date
- **Insurance costs** – cost of insuring inventory
- **Storage costs** – any rent, utilities or maintenance associated with storage space
- **Staff costs** – cost of counting, moving, storing, organizing, and tracking inventory
- **Shrinkage costs** – inventory gone missing

This list does not even include the largest real cost of all, which is opportunity cost. As our limited available cash is tied up in inventory, a depreciating asset, we are missing opportunities to invest that same cash in other areas that can provide a positive return to our business. This could be sales promotions, or new staff, or new products to generate additional sales or paying down debt. Each of these will likely generate a positive return on investment, which is a benefit that is forsaken by having cash tied up in inventory.

It is often difficult to calculate our actual cost of carrying inventory, but experts suggest using a rule of thumb of about 30%. This means that if we hold a piece of inventory for the entire year, it costs us about 30% of the value to hold and maintain that inventory. We can start to understand the impact when we realize that if we only held that same piece of inventory for

## ABOUT GREEN GRASS ONE



Green Grass One is North America's only on-course retail program for PGA Golf Professionals. GG1 is comprised of over 800 of the top independent golf course facilities in the U.S. and Canada. Working together as a diverse group of experts, we are able to share best practices, educational content, benchmarks, tools and select core services. Our size in the retail golf channel allows us to leverage our buying power with key supply partners, while offering consolidated marketing opportunities and several billing and payment efficiencies.

2 months (instead of 12), that would be 1/6th of the cost, reducing our 30% carrying cost on that item to 5%. We can only sell an item once, but we pay more for it every day that we own it.

## 2) Measure Inventory Productivity

How do I know if I am managing my inventory well? We know that too much inventory ties up financing and drains resources while too little inventory can cause us to miss out on sales by not having enough product to entice customers. The two most common gauges of inventory productivity are Inventory Turnover Rate and Gross Margin Return on Inventory (GMROI).

**Inventory Turnover** – This number measures how productive or how hard our inventory investment is working for us, by relating the amount of inventory that we carry to the sales that it creates for us.

**Inventory Turnover = Cost of Goods Sold / Average Inventory on Hand (at Cost)**

OR

**Inventory Turnover = Net Sales / Average Inventory on Hand (at Retail)**

Although we can calculate inventory turnover for any particular period of time, it is typically calculated based on one year. We should not include any special order business in the calculation because there is really no inventory being carried. As an example, if our shop sold \$600,000 last year, but \$100,000 of that was in corporate and special orders, we did \$500,000 of traditional inventory-based sales. If our typical gross margin is 40%, then our cost of goods sold was about (\$500,000 X 60% = \$300,000). After taking inventory at the end of each month last year, we can calculate that our average inventory across those 12 months was about \$100,000 at cost. Thus our inventory turnover was 3 (\$300,000/\$100,000 = 3). This means that we sold through our total inventory 3 times during the year. It also means that we had an average of 4 months (1/3 of a year) worth of inventory on hand at any one time.

**GMROI** – Gross Margin Return on Inventory measures the amount of gross profit generated per dollar of

inventory. In this case, more is always better. We can improve our GMROI by improving gross profit with the same inventory OR by reducing inventory and generating the same amount of gross profit.

**GMROI = Gross Margin / Average Inventory on Hand (at Cost)**

To continue our example above, and once again excluding corporate and special order business, our gross margin last year was \$200,000 (\$500,000 X 40% = \$200,000). With our average inventory of \$100,000, this means our GMROI is 2 (\$200,000 / \$100,000 = 2).

## 3) Interpret and Understand the Results

As with most measures, it is difficult to tell if the result is good or bad until we can compare to something meaningful. Both inventory turnover and GMROI are measures that we should track over time, so we can target and monitor improvement. GMROI is slightly easier to interpret, because a higher GMROI is always better. As a starting point, here are some industry average GMROI numbers for retail industry segments that are similar to the golf pro shop business.

Retail Segment	Average GMROI
Sporting Goods Stores	1.71
Men's Clothing Stores	2.75
Women's Clothing Stores	1.93

Source: The Retail Owners Institute

In the case of inventory turnover, more is not always better, but for all intents and purposes we should look at it that way. As mentioned previously, we have seen

very few cases where pro shops are turning their inventory too quickly, meaning that stock is “selling out” faster than it can be replenished.

Every season there are particular hot products that sell through faster than can be supplied, but never have I seen an entire category, let alone an entire shop turn its inventory too quickly. Inventory turns can vary quite significantly by category, where highly specialized goods (e.g. electronic cart caddies or \$200 ultra fashion golf shirts), may only turn 1 to 1.5 times, whereas commodity items (e.g. golf balls or golf gloves) may turn 10 to 12 times.



Stagger shipments from different vendors.

Ideally, we should target and track sales and inventory turns at the category level. However, if that seems too big a leap at the beginning, we can start by calculating and tracking our overall inventory turnover for our shop for last year and comparing our performance at various points this year (we can always calculate a rolling 12-month inventory turn, based on the previous 12 months). Below are some average inventory turnovers from similar retailers.

Retail Segment	Avg. Inventory Turnover
Sporting Goods Stores	2.8
Men's Clothing Stores	2.7
Women's Clothing Stores	2.8

Source: The Retail Owners Institute

#### 4) Put an Inventory Plan into Action

Now that we understand more about the importance of inventory management, know how to measure it, and how to interpret the results, we are ready to actually put an inventory plan into action this year. We know that we want to improve our inventory turns and GMROI this year, but we definitely do not want to sacrifice any sales or customer satisfaction.

Below are a number of tried and tested methods to reduce our inventory levels – none of which, if implemented properly, will impact sales or customers. And remember, if it first appears that any of these strategies will eat into our profits, remember that 30% inventory carrying cost number discussed previously. Almost all inventory depreciates in value immediately – we need to do everything we can to get it out the door before it consumes all of our remaining profits.

#### Strategies to control dated and excess inventory

- Apply significant and permanent markdowns and communicate these to your customers
- Hold a specialized clear-out sale for customers and then another for staff, friends and family
- Return any unauthorized shipments
- Swap out slow moving items for faster moving or less expensive items where possible
- Sell to a liquidator,



Control inventory by consolidating to fewer vendors.

donate to charity, or write-off and dispose altogether when necessary

#### Strategies to maintain inventory control measures on an ongoing basis

- Consolidate to fewer vendors, creating true business partnerships, where the responsibility of ongoing inventory management is shared between you and your supplier partners.
- Plan shipments and your receiving process so that you minimize “time to shelf”, the time between receiving product and displaying it ready for sale in your shop.
- Split shipments so that you only receive the amount of inventory that you can physically display and sell over one inventory turn period. Vendors will generally accommodate.
- Stagger shipments from different vendors so that you do not receive all of your product at once, smoothing out the receiving process and improving “time to shelf”.
- Allot yourself “open-to-buy” budget in your purchase plan, which allows you to adapt your purchasing mid-season to better control inventory.

To get the most out of our inventory, we must try and resist the temptation of incentives offered by vendors to take product early (dating), or to purchase in volumes beyond what our shop can handle (volume discounts). Just remember that typical annual 30% inventory carrying cost will usually more than offset any discounts or incentives offered by vendors so they can send you too much product for too long a period of time. Also, we cannot let our suppliers “hold us hostage” by asking us to take a whole year’s worth of product up front, simply because they say we cannot

be sure of product availability later on if we delay or split shipments. We do not want to work with any supplier that cannot plan accordingly to accommodate us. The better suppliers in the industry will try and help us with inventory management, and not work against us.

For more information on inventory management or any aspect of retailing, please contact Green Grass One at [www.greengrassone.com](http://www.greengrassone.com).

## SPONSOR SPOTLIGHT: Shot By Shot

### What's New at ShotByShot.com

ShotByShot.com has enjoyed a relationship with GBN and its members from the beginning. We currently have 24 GBN members that have become ShotByShot.com Group Leaders.

#### The Numbers

In 2010, our more than 120 Group Leaders added and managed over 4,000 students. Our database is now 124,000 rounds and growing fast – approximately 1,000 per month.

#### Joint Venture

In November 2010 we entered into a relationship with USchedule, another GBN partner. Our goal is to combine our products synergistically to better serve our instructor clients. Stay tuned.

#### New Group Leader Features

**Member Details** – We routinely receive requests from our Group Leaders to help retrieve the User names/Passwords of their members, especially juniors. Accordingly, we created this new page including this information in each Group account. It also displays the email address and renewal date.

**Player combine tool** – As we have grown, more than a few players have been added to multiple groups and have entered valuable rounds into separate accounts. We now have the ability to combine their rounds into a single account.



#### Long Game Efficiency Index (LGEI) -

US Patent # 7,766,737 B2

This is a long, but positive story. Briefly, my patent application was originally declined. The patent office asserted that it was “Accepted State of the Art – Anyone generally knowledgeable in the game would draw the same conclusion.”

I responded: If so, why then did the PGA Tour not have anything like it in its 400+ bits of analysis on every player, every week? I also provided a history of Tour stats and Shotlink and a complete list of their current stats.

Result: Patent approved!

#### Golf Digest articles

I have two articles in the upcoming June Golf Digest issue (out in early May). The first promotes the Long and Short Game handicaps that are the result of my newly patented LGEI. In the second, I worked with Max Adler to provide insight into exactly what separates a scratch golfer from the elite players in the game today.

#### Spring Start up Special and GBN Member discount

For information contact Peter Sanders 203-968-1608 or PSanders@shotbyshot.com

**Remember, if your players are not keeping ShotByShot.com statistics on their game, then they don't really want to improve.**

## SPONSOR SPOTLIGHT: Mental Golf Workshop

### Profiling Your Students

At a recent Instructor Summit, one of the key points from the Golf DataTech survey on how golfers feel about golf instruction, indicated that students want more interaction with their instructors outside of formal lessons. You'll find the Mental Golf Workshop Profile a great tool for promoting these encounters.

Bobby Foster, developer of the Mental Golf Workshop Profile, is a former golf professional and college coach who evolved into a corporate consultant. “After using DISC personality profiles for 16 years with my corporate clients, I decided to create one in golf terminology,” explains Foster. “I saw how helpful the profile was to managers, salespeople and others and knew the same would be true for golfers and their coaches. I built a beta version and good friends Jonathan Byrd and Brad Faxon tested it and encouraged me to turn it into a business. The Titleist Performance Institute and Pia Nilsson and Lynn Marriott were my first two distributors. They've continued to spread the word for us and we've sold over 30,000 profiles in 12 countries and we're developing profiles for other sports and the fitness industry.

“We have a diverse group of golf instructors, coaches, mental coaches, and organizations like the American Junior



Golf Association, using the profile to help players of all levels improve their games. The profile was structured so golfers could use it on their own, with any collaboration from an instructor being a bonus.”

To celebrate our new relationship with GBN, we're offering GBN members a new bulk purchase program. Members can purchase 100 profiles for \$750. This wholesale price of \$7.50 per profile is 78% off the regular wholesale of \$35.

GBN members can use the profiles to add value to your coaching programs *and* to market your services. For example:

- Add an effective, easy to use, and affordable component to lesson packages, golf schools, junior programs, etc.
- Build good will and increase your retentions and referrals by offering complimentary profiles to your present students.
- Recruit new students by offering complimentary profiles and short review sessions to potential students. You can use our PowerPoint presentation for group sessions like “Mental Golf Night at the Club.” This is a great way to recruit new students, including during your off-season.
- Sell profiles at the normal retail price of \$65 and clear \$57.50 per profile. Email a link to students through newsletters or other communication and we'll collect the money for you on our site as they complete their profiles.

**GBN members are encouraged to try a complimentary profile by going to [www.mentalgolfworkshop.com](http://www.mentalgolfworkshop.com) and using “GBN” as the access code.** The process takes 10 minutes. Call Bobby Foster at 800-488-0845 for more information.

## GBN MEMBER MILESTONES

### CBS Sports Features two GBN members on “Sunrise to Sunset - A PGA Professional’s Life” Highlighting Golf Teachers of Impact

GBN members **Todd Anderson** and **Rick Grayson** were featured during a one-hour special on CBS on Sunday, May 1st.

Anderson is the 2010 PGA National Teacher of the Year and Director of Instruction at Sea Island Golf Club in St. Simons Island, GA. He teaches a variety of Touring players including **Brent Snedeker**, recent winner last month in Hilton Head.

His segment was focused on how he incorporates equipment, mental and fitness training into a complete program for his students.

Grayson is the Director of Instruction at Rivercut Golf Course in Springfield, MO and is a five-time Midwest PGA Teacher of the Year and four-time Section Junior Golf Leader. He is one of the most innovative junior golf teachers in the game today and has sent more than two dozen kids to college on scholarships.



Todd Anderson filming golf tips

## UPCOMING GBN WEBINARS

### May Tentative Schedule:

**Wed. May 4<sup>th</sup>: Bob Mulcahy – GBN CEO**  
How To Properly Negotiate With Your Club  
(see article on p. 3 for more details)

**Wed. May 18<sup>th</sup>: Dave Phillips – TPI**  
An update on new teaching technologies that you may want to incorporate.

### Tues. May 31<sup>st</sup>: Brendon Elliot – Little Linksters

The creator of Little Linksters shows some of the keys to a successful junior program for 3-7 year olds.

### June Tentative Schedule

**Wed. June 8<sup>th</sup> : Jef Carr – SAM PuttLab**  
A look at research coming from SAM PuttLab on stroke mechanics.

### Wed. June 22<sup>nd</sup>: Kathy Harbin - Get Golf Ready

A discussion on player development issues from the manager of Get Golf Ready, the most successful Player Development program in many years.

**NOTE: All Webinars begin at 5pm EDT**



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Robert Mulcahy, President and CEO  
Lorin Anderson, Exec. Director, Instructor Div.  
Grant Way, Director of Communication

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