

The Golf for Cause® Impact

Driving better business opportunities through the world's most popular game.

June 2009

Monthly Feature: Watching Doesn't Cut It

By Debbie Waitkus

How many times have you heard that there's more than one way to skin a cat, more than one solution to every problem? A few weeks ago, my daughter/Princess Amy, about to head off to college (on an academic/volleyball scholarship! Yea, Amers!), gave me the opportunity to demonstrate that, sometimes, there is actually a *right* way to do something. Take burritos.

The Cinco de Mayo festivities at Amy's high school must have been especially uplifting this year, because Amy, on the way home at the end of the day, was inspired not only to have Mexican food for dinner, but to stop at Safeway and buy the ingredients to make burritos and, more startling still, to fix them for the whole family. Unfortunately, due to various commitments, we didn't eat together as a family that evening. Amy was undeterred. We'd have burritos together *mañana*.



As Scarlet O'Hara famously said, "Tomorrow is another day." We were going to have burritos alright, but a problem surfaced during their preparation: Amy did not know how to fold the tortillas so that the contents would stay in when you picked up the burrito to eat it. She had a solution for this problem, of course.

Her solution: "Mom, would you do it? I'll watch so I can learn how." She was sincerely interested in knowing how to make the fold, because it has occurred to her of late that, very soon, she won't have Mom around to cook for her.



Next Up on the Tee...

- **Nine and Wine:** Golf Mentoring at Continental – Sunday, June 14th
- **TTFN Summer League:** 9 holes on Thursday afternoons at The Phoenician Golf Club. League begins June 4th and runs through August 6th. There's still room!
- **Tee Off Program:** A business-golf program that demystifies golf tournaments – includes seminar, skills clinic and on-course play. Saturday morning, Sept 5th at ASU Karsten

A firm believer in experiential learning, my solution: "Stand beside me and we'll do them together." An old Chinese proverb had popped into my head. You know the one. *Give a man a fish and you feed him for a day. Teach a man to fish and you feed him for a lifetime.* Or, in this case, at least for the next four years.

Amy learned how to fold tortillas the right way by *doing it*. I don't know who said it first, but experience really IS the best teacher. I'll give you another example. It happened not long ago at one of our Nine and Wine outings.

I was playing with a group of beginning golfers. On the first green I gave everyone a divot repair tool and asked one person to demonstrate the right way to fix a ball mark. But I had to stop him almost as soon as he began because he was



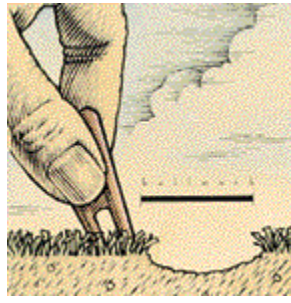
attempting to lift the middle of the mark back into place. We discussed how that tears the roots. Then, we watched as a ball mark was repaired the right way and marveled at how the ground looked when it was done. It looked like it had never been damaged.

After the “right way” demonstration we had a repair fest. One player, Nancy, put the divot repair tool into the ground with the kind of daintiness you’d expect to see at a tea party. I encouraged her to really get after it, to USE that tool.

The right way to fix a ball mark



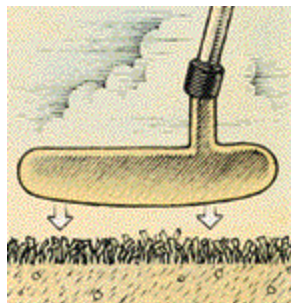
Use a pronged ball mark repair tool, knife, key or tee.



Insert it at the edges of the mark-- not the middle of the depression.



Bring the edges together with a gentle twisting motion, but don't lift the center. Try not to tear the grass.



Smooth the surface with a club or your foot. You're done when it's a surface you would want to putt over.

The repair fest has a wonderful effect on new golfers. It gets them *involved*. As our friend and former LPGA player Pam Wright always tells

us, “You’re part of a group when you play golf. You have to participate. If you hang back or stay on the sidelines, you are always going to feel like a guest, not a member fully committed to playing. So know your game and take ownership of it. It is your responsibility.”

There are many opportunities for you to participate when you are playing golf and be an active member of your foursome — tend the flag; pick up the flag and replace it when the group has completed the hole; help your playing partner determine distance to the green by looking for sprinkler heads that have the yardage printed on them; stand on the teeing ground and watch where your playing partners hit their balls; help look for lost balls; repair ball marks on the green, even if they aren’t yours; as you are leaving a green check around for forgotten golf clubs.

Or, as Amy might say, know how to fold your burrito. That’s the key to everything.

Enjoy your summer, keep swinging and Turn Golf into Gold®!

Debbie Waitkus, a business-golf consultant, trainer, and motivational speaker, is the owner and founder of Golf for Cause®, LLC. She speaks to groups and stages creative golf programs, especially for women, to help them blend business and golf at any skill level. Contact Debbie to explore how you can Turn Golf into Gold.® dwaitkus@golfforcause.com or 602/840-0607. Golf for Cause – Business-Golf Events and Education.

“Golf appeals to the idiot in us and the child. Just how childlike golf players become is proven by their frequent inability to count past five.”
~John Updike.



Teeing it Up With...

Bower Yousse

How long have you been playing golf?

I've been playing on and off for probably 25 years. I was a late boomer. My absences from playing were due mostly to geographical issues — I



Bower Yousse, advertising copywriter, freelance writer and TTFN enthusiast

worked on an elk ranch in the middle of nowhere for a time, and there wasn't a golf course to be found. Living in Arizona for 15 years, I've made up for lost time, but I wish my skill level reflected the long hours I've spent on golf courses.

What got you started?

I hadn't picked up a club in a number of years when we relocated to St. Louis, and it happened that we moved into a home right near a little 9-hole course called Ruth Park. After a few months of driving past that course on the way to the office, I finally succumbed and dragged my old clubs out of the basement. You may not believe it, but the reason it took my so long to take the plunge was my shyness. So what got me started? Living near a golf course and being unable to resist it.

Why do you play?

Playing golf is first and foremost a great way to have fun. It is also an opportunity to compete against and beat a lifelong opponent — myself. I like the feeling I get when my score is better than the last time I played. It lets me feel triumphant. It lets me say, every once in awhile, *I won today*. But that's self-serving stuff. The reason I think EVERYONE should play golf is because it is the fastest, most foolproof way I know to develop real, genuine, trustworthy friendships. Just about every close friend I have is in one way or another connected to golf.

Do you have a goal when you play?

I don't know whether it is a goal, but I always try to interact in such a way that my playing partners finish the round feeling that life is really good.

Do you have a favorite TTFN experience?

Oh boy. There are many. Helen Burland (Love you, Helen!) showing us her bra at The Biltmore comes to mind. Kate Rakoci's ability to completely coordinate her colors and accessories is always fun. And I love playing with my teammate Rita Sanders because she always laughs when, after I have hit a bad shot, I say, "Damnit, Rita." Really, everything about TTFN blends together into a weekly favorite experience. And for that, Debbie, we all thank you.

Bower Yousse is an advertising copywriter and freelance writer. He can be reached at nightwriter@cox.net.

Please tell us your reasons for playing golf, send us an email for possible publication. In the meantime, take time to hit some balls, enjoy life, focus on fun and Turn Golf Into Gold!®



In the News...

Check out the latest issue of AccountingWeb.com in which Debbie Waitkus was



interviewed for the article: *Tools of the Trade: Plumbers have wrenches, Artists have paintbrushes, CPAs have titanium putters*
<http://www.accountingweb.com/cgi-bin/item.cgi?id=107651>



In the Mail...

"It was good seeing you again at yesterday's TMA luncheon. I don't normally

attend those because I am not a member, but my friend Maryann Richardson invited me and I am so glad I went. It was a delightful lunch and an inspiring presentation.

I will definitely keep your programs in mind to refer my women friends who want to golf, but don't know how or where to get started."

~ Karen Goldberg, Benefit
Commerce Group

Upcoming Events...

Nine and Wine

Nine and Wine is a golf mentoring program - a casual golf experience, designed especially for new golfers to help them feel "at ease on the tees." Play up to nine holes with a mentor. It's a great way to safely transition from the driving range to the golf course. The group gathers in the clubhouse after golf for "wine" (not "whine"), hosted appetizers, beverage, golf talk, and networking. Each participant receives a copy of the lessons learned via email after the event.

Venue:

Continental Golf Course, Scottsdale
480-941-1585

Recent Nine and Wine "Lessons Learned"

Types of Golf Tournaments – Scramble and Best Ball

These two types of formats are often confused. A **Scramble** is a format in which everyone hits a shot; the foursome selects the best shot and each person in the foursome plays his/her next shot from the same spot. The procedure is continued until the ball is holed out. This is the best format for newer players. **Best Ball** is a format in which each player plays his/her own ball for the entire

hole. The team score is the best score shot out of the entire foursome.

A scramble is a great format for newer players. It lends itself nicely to strategizing together – making a plan and executing as a team. The scramble format can also be a confidence booster for newer golfers since only one best shot for the whole team is taken each time.



Cyndi Franke-Hudson, Dee McKemy, Stacey Lykins and Laura Martini ~ all smiles on the golf course!

Uneven Lies

Golf courses are not flat. Your ball might come to rest in the fairway, but on an incline. Some tips on what to do...

When your ball is above your feet (when you take your stance), choke up on the club (move your hands down the shaft of the golf club) to shorten the club. As a right handed golfer, after striking the ball it will tend to go to the left.



When your ball is below your feet (when you take your stance) bend your knees more than normal so that you can reach your ball with the club head. As a right handed golfer, after striking the ball it will tend to go to the right.

When you have an uphill shot, change your stance so that you place the ball more forward (toward your front foot) in your stance than usual. Your shoulders should be parallel to the angle of the hill. You might want to go up at least one club in your club selection. Your ball is sitting with an uphill lie. When you hit the ball it will have a higher trajectory than normal. The higher the shot, the shorter the distance. Thus, take more club than you think you might normally need.

When you have an downhill shot, change your stance so that you place the ball farther back (toward your back foot) in your stance than usual. Choose a more lofted club to make it easier to get the club face to make solid contact with your ball. When you make your swing you will make contact with the ball earlier than usual. The ball will tend to have a lower trajectory than normal since you're hitting the ball further back in your stance.

What is an Executive Golf Course vs. a Championship Golf Course?

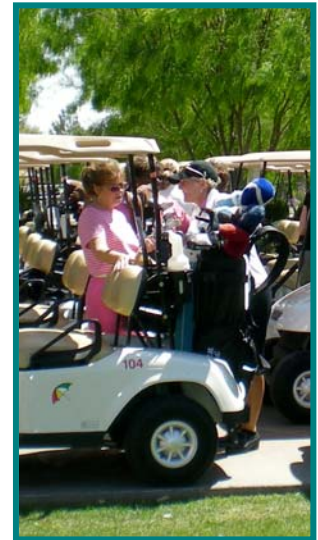
An **executive course** is comprised of many par-3s plus a small number of par-4s and par-5s so that it is much shorter and has a much lower par (often in the upper 50s to low 60s) than a regulation length (championship) course. An executive course is designed to be played quickly by the player who does not have a lot of time (such a business executive sneaking out for some quick golf or beginning golfers).

An executive course and a par-3 course are two distinct things, but the terms are sometimes - incorrectly - used interchangeably.

A **Championship or Regulation length** course is usually comprised of (4) par-3s, (4) par-5s, and (10) par-4s and is longer in length than an executive golf course. Typically 4,500 – 7,000 yards in total. Par for a regulation length course is 70 – 72 for 18 holes.

Nine and Wine Sponsorship

Corporate Sponsor for Event – includes tee sign displayed at all Nine and Wine events (at one golf course property) through December 2009, opportunity to address group during networking segment of the program on a selected date, name included on event promotional materials -**\$300.00**



Meet and greet in the staging area.

Nine and Wine Tee Sponsor – tee sign displayed at all Nine and Wine events (at one golf course property) through December 2009 - **\$200.00**

Thank-you Nine and Wine Sponsors:

- **Gainey Village Health Club and Spa**
- **Glove It**
- **Gust Rosenfeld**
- **IMH**
- **Susan Thomas with Cabi Clothing**
- **Tommy Bahama**
- **Vemma and Verve!**

Space is limited. **Register on-line** for events at www.NineAndWine.com.



Upcoming Nine and Wine Dates:

Sunday, June 14th at 4:00 pm - \$45
Sunday, September 13th at 4:00pm - \$45
Sunday, October 4th at 3:00 pm - \$50
Sunday, November 8th at 3:00 pm - \$50
Sunday, December 6th at 3:00pm - \$50

Want to “Nine & Wine” on your own??

Individual or small group business/golf on-course coaching is available. Contact Debbie to schedule at dwaitkus@golfforcause.com or 602/840-0607.

TTFN Business Golf League (Thursdays Time for Nine™)

TTFN Spring League

Swinging with smiles, the Spring TTFN golfers wrapped up the season on May 7th at Scottsdale’s Silverado Golf Club. And what a wrap it was! The staff pulled out all the stops and wowed us with anything other than ordinary golf fare – grilled halibut, spinach stuffed chicken breast and amazing petit-fours for dessert (thank-you Amy!!)

The group celebrated a fabulous spring season. Yes, the economy is struggling. Yet the TTFN Spring league grouped together and donated \$1350 to some very worthy causes:

- Arizona Humane Society
- AWEE
- Branch Development Board of the Boys & Girls Club
- Phoenix Guide Dog Raisers
- Phoenix Rescue Mission – Changing Lives Center
- Phoenix Susan G. Komen Foundation Rescue a Golden of Arizona
- The Ronald McDonald House

- The Starlight, Starbright Children’s Foundation

Thank-you TTFN Sponsors!

- Burland Jewelry Center
- CB Richard Ellis
- Empire West Title Agency – **Title Sponsor**
- First Fidelity Bank
- Golf for Cause
- Bonnie Kasten and Willie Lund
- Peak Performance Consulting
- Phoenix Wealth Advisors
- Realty Executives
- Shaklee
- State Farm Insurance
- Van’s Golf Shops – **Prize Sponsor!**
- Vemma and Verve!
- Wells Fargo Insurance Services



Special thanks to **Maurine Karabatsos with Empire West Title Agency**, the Title Sponsor for the TTFN Golf League!

Congratulations to the TTFN Spring League champs:

1st place bragging rights:

- **Kim Cooper with Desert Fleet Services**
- **Joyce Friel with Peak Performance Consulting**
- **Edythe Higgins with Wells Fargo**
- **Jean Ann Morris with Wells Fargo Insurance Services**
- **Kevin Wilde with Meridian Bank**



2nd place bragging rights:

- **Kate Rakoci with Russell AC**
- **Rita Sanders with Rita Sanders Advertising Ron Trimarchi (photographer extraordinaire)**
- **Bower Yousse with Bower & Company.**

Hats off to **Beth Chaffee of State Farm Insurance and Marlene Bowman!** They are walking advertisers for the lottery – proving the theory that you can't win if you don't play. And, if you play a lot, you win a lot! The TTFN raffle will never be the same! 😊

TTFN Summer League The 7th Annual!!

The fun continues this summer at the Phoenician Golf Club in Scottsdale. TTFN celebrates seven years (can you believe it!) when league play tees off on Thursday afternoon, June 4th. The league plays every Thursday at 4pm through August 13th (with the exception of July 2nd).

The league consists of 4-person teams. Each week two players from one team play two players from another team. Throughout the course of the league, each player has the opportunity to play with everyone. The camaraderie and business connectivity is strong.

The format of play is a two-person net best ball. Each player plays his or her own ball and the best score of the twosome (net of handicap) becomes the team score.

Some individuals sign up as a team and participants without a team are matched up with other friendly players.

It's hard to believe, but some players cannot commit to play every Thursday during the season. Not to worry! The league boasts a list of substitute golfers ready to step in and play in

someone's place. Registering as a substitute golfer for the league is a great option should your summer be filled with travel or if you're new to TTFN and simply want to get a taste of what the league is all about.

There's still room to play in the summer league. Contact Golf for Cause with your questions or register on-line:

Register on-line at
<http://golfforcause.com/tfn.html>.

Thanks in advance to the TTFN Summer League Sponsors:

- **Burland Jewelry Center**
- **Eide Bailly**
- **Empire West Title Agency**
- **Golf for Cause**
- **The Hoffman and Hock Group**
- **Jaburg & Wilk**
- **Ron Trimarchi**
- **Van's Golf Shops**
- **Bower Yousse**



Need a Speaker??

Help your group *Turn Golf Into Gold.*® Golf for Cause offers a variety of speaking topics. From social cues and networking to the game's etiquette and rules, to motivational and business topics with golf as a metaphor, speaker Debbie Waitkus teaches how the benefits of golf extend beyond the course to the bargaining table and boardroom.





Tee-Off Program ~ Demystify Golf Tournaments

Never miss another charity or industry golf tournament!! The Tee Off program is an experiential golf outing that includes classroom time to help you be physical and mentally prepared for a tournament, a skills clinic and on-course play.

The next Tee-Off Program is on Saturday morning, September 5th at ASU Karsten Golf Club in Tempe. Find out more and download the program flier at www.golfforcause.com.

Business Golf ~ Get in the Game!

A Business-Golf Seminar with On-Course Play

Perfect for those wanting to develop business relationships using golf, including beginning golfers.



Jane Hutchinson, Marsha Goodman, Donna Schober and Darra Rayndon ~ 2nd Place Winners at the AWLA Spring Swing, a Business-Golf ~ Get in the Game event

"Fore" the Non-Golfer

Planning a golf tournament? Involve more participants in your event!! Here's the perfect program to include those who aren't confident enough in their golf skills to play in the

tournament. "Fore" the Non-Golfer is a fun, interactive business-golf seminar – perfect for beginners and non-golfers. The program runs concurrent with your golf tournament – so participants can still support their favorite event!

Mental Mulligans - Impacting Your Game and Your Business (Team Building)

This very fun, interactive, experiential half-day program takes you from the classroom onto the golf course where you and your team learn to understand different behavior styles and how they impact your game, your foursome and your success in business.

The Full Swing for Business - Demystify the Myth (Coming this Fall)

"The difference between great people and everyone else is that great people create their lives actively while everyone else is created by their lives, passively waiting to see where life will take them next."

Michael Gerber, Author of The E-myth Revisited

Collaborating with Joyce Friel, Peak Performance Consulting, this program explores tendencies toward being a technician, manager and entrepreneur, incorporating golf to cement the learning.

Speaking programs are available with or without golf. Contact Golf for Cause to schedule or for more information.





Looking for a Clinic?

FUNdaMental Golf Program

Golf for Cause now offers the FUNDDaMental Golf program, where you learn HOW to PLAY golf in a FUN, safe, fast & courteous manner along with golf swing fundamentals. You will gain the necessary skills to be able to play golf without intimidation or fear. You will be comfortable playing golf with others, no matter what your golf swing skills are. Golf is a GAME - so let's have FUN!

- FUNdaMental golf is a 6 week program available to groups from 4-6 participants.
- The day of week/time of day can be customized for the group.
- Sessions 1-5 are 1.5 hours and session 6 includes playing in a Golf for Cause – Nine & Wine event – taking your new skills to the course!

Here's what they're saying:

"I liked the causal environment and I didn't feel intimidated by the other people in the class. Everyone was there for the same reasons."

Colleen Blaylock

Contact Golf for Cause for more information or to schedule – 602-840-0607.

Talking Stick Golf Club in Scottsdale offers ladies clinics every Saturday from 9:00 – 10:00 am.

Cost: \$20.

Talking Stick also offers Wednesday afternoon playing clinics. These include ½ hour of instruction, green fee for up to 9 holes with on course instruction, and cart.

Congratulations to the ASU

Women's golf team!!

They followed up their PAC 10 Championship and NCAA west regional wins with a national championship! The lady Sun Devils bested the field by 8 shots at the 2009 NCAA Division 1 Championship this past weekend! We hope it will be the the first of many team victories for Head Coach Melissa Luellen and Associate Head Coach Missy Farr-Kaye.

To register for either program, contact Chad Rogers at 480-850-8611 or crogers@troongolf.com.

Ocotillo Golf Resort – Ladies Golf Clinics at Ocotillo

Kay Jeanquartier offers a variety of clinics – for women and for couples. Check the website for the latest offerings: www.kayjeanquartiergolf.com or contact Kay directly at 480.963.0908 or by e-mail at kay@kayjeanquartiergolf.com.

Purtzer Golf Academy Clinics

- Hosted by Stonecreek Golf Course
- Ladies: Tuesdays: 10-11am
- Juniors: Wednesdays 4-5pm
- Men: Friday 12:30 – 1:30pm
- Cost \$50 per session. Bring a friend and you each save \$10!
- Call 602-314-5950 to register.

AWGA Ambassadors Program

Check the AWGA website for upcoming sessions at many locations throughout the valley. www.awga.org.

PGA Tour Superstore

- Men's golf clinics on Saturdays, 9-10am.



- Women's golf clinics on Tuesdays, 9:30am – 10:30am and Wednesdays 6:00pm – 7:00pm
- Juniors – beg. Tues/Thurs 6:00 – 6:45pm
- Juniors – inter. Wed 7:00 – 7:45 pm

- All clinics are free!!

Pima Crossing Shopping Center – 8740 E. Shea Blvd. 480-214-4360

Charity Golf Events

Charity golf tournaments are great venues to entertain clients, meet new faces, get involved, and give back to the community at the same time. If you are interested in playing, sponsoring, donating an item/prize, volunteering the day of the event for any of the following tournaments, please let us know.

"Alone we can do so little;
together we can do so
much."
Helen Keller

Friday, September 25th – North Scottsdale Chamber of Commerce 2nd Annual Charity Golf Tournament at Starfire. Event is sponsored by K'Odonnell's American Bar & Grill and supports three great causes. Afternoon shot gun start. Find out more at www.NorthScottsdaleChamber.com.

Saturday, September 26th – Tee It Up! This second year event benefits Break The Chain of Child Abuse. Morning shot gun start. For more information, contact Melissah@libertywildlife.org.



Saturday, October 17th – Birdie – benefiting the Liberty Wildlife Foundation. This fun event has a morning shotgun start and an Octoberfest theme. For more information, contact Melissah@libertywildlife.org

Monday, October 19th thru Sunday, October 25th – The Frys.Com Open at Grayhawk Golf Club. Get close to greatness at this fall stop on the PGA tour. Pro-am, Corporate Hospitality, Expo Tent and Ticket Information is available at www.frysopengolf.com. Mark your calendar now!

Wednesday, May 5, 2010 – The AZ Crew Golfiesta – Save the date!!

Get involved, get inspired, get out on the course! Turn Golf into Gold[®]

