



Debbie Waitkus, President and Founder of Golf for Cause – Business Golf Events and Education. Co-Founder National Women's Golf Alliance. Photo by Ron Trimarchi



Debbie with the Piranha Golf team at the 2012 PGA Merchandise Show - Antonio Gelonesi, Steve Collins and Dave Barnes



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Turn Golf into Gold®

Announcing... The National Women's Golf Alliance



Four of the nation's most highly respected women's golf organizations have joined forces to launch the *National Women's Golf Alliance* (NWGA), with the mission to increase the number of women playing golf, and improve engagement levels of existing women golfers.

The EWGA, Golf for Cause LLC, Jan Bel Jan Golf Course Design, and Ladies Links Fore Golf, LLC (LL4G) will pool their years of expertise, data and observations, regarding what women golfers want, expect and need for an enhanced playing experience that will keep women excited about and engaged in golf for years to come. Utilizing this information, the NWGA will establish a base of standards and best practices that could help make golf facilities more welcoming and attractive to women and enhance golf's overall appeal to women.

As announced at the PGA Merchandise Show in Orlando, January 27th, the NWGA will not only safeguard but advance the interests of women's golf by addressing five areas of focus at golf facilities: Course playability, customer service, course amenities, facility amenities and golf programs. (See the table on page 3 for high-level criteria.)

The NWGA™ will reach out to golf facilities seeking to increase their number of women golfers, offering them consulting, staff training, course design and other services to assist them in increasing the engagement of women golfers. Participating facilities that meet certain standards will receive a *Rolling out the Green Carpet™* designation, and will be promoted by NWGA.

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NWGA– continued

The NWGA is honored to have World Golf and LPGA Hall of Fame member Nancy Lopez as its spokesperson. “It gives me great pleasure to partner with NWGA in our efforts to encourage more women to play and stay in the game. Golf is a game I have loved my entire life and I always have wanted women to have equal opportunities to truly enjoy the game,” says Lopez, a 48-time winner on the LPGA Tour.

“The *National Women’s Golf Alliance* represents a grass roots effort by women to bring an even better golf experience to women,” said Pam Swensen, CEO of the EWGA (www.ewga.com). “It is thrilling to be a part of this historical coming together of women’s groups to speak with one voice in helping to guide golf facilities to better meet the needs of their female customers, while enhancing their bottom line revenues.”

“For years there have been meetings, conferences and seminars where industry leaders discussed the value of women golfers,” commented Jan Bel Jan, owner of Jan Bel Jan Golf Course Design (www.janbeljan.com). “As amazing as it was to learn of the innovative approaches to engage more women more fully in the game of golf, it was disappointing that they weren’t implemented more broadly or consistently.”

“It gives Ladies Links Fore Golf great pleasure to be a partner with NWGA. Growing the game of golf for women and ensuring a friendly environment at golf courses will only keep women in the game and encourage more women to start playing golf,” said Lynn Stellman, CEO Ladies Links Fore Golf (www.LL4G.com).

“Golf for Cause® sees the dynamic synergy of the NWGA expanding our sphere of influence and we’re excited about the positive impact that will bring more women into golf and more revenue to golf course operations,” said Debbie Waitkus, President of Golf for Cause, LLC.



*Debbie at the 2011 AZ Crew Golfista
Charity Golf Tournament*

Golf for Cause Services Business Golf Events & Education

- Corporate Learning
 - Team Building Programs
 - Business-Golf Workshops
- New Golfer Programs
 - Nine and Wine
 - How to Get Golf in Your Toolbox
- Motivational Speaking
- Custom Group Outings
- Consulting: Fundraising Through Golf

“Professional golf is the only sport where, if you win 20% of the time, you’re the best.”

~ Jack Nicklaus ~



Golf and Active Lifestyle Accessories

Visit www.gloveit.com and use promo code “GFC” to receive the Golf for Cause Discount

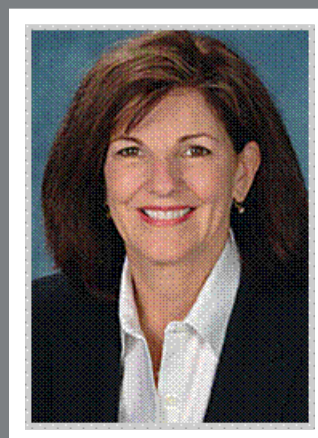
NWGA - continued

For golf facilities interested in learning more about *Rolling Out the Green Carpet™* program, email debbie_waitkus@nationalwomensgolfalliance.com.

NWGA™ Areas of Focus	High-Level Criteria for NWGA “Rolling Out the Green Carpet™” Designation
Golf Course Playability	Multiple sets of tees for women that are maintained at the same standards as all other tees, including a minimum of one set under 5000 yards rated for women for par 72 courses
Customer Service	Women welcomed as valued customers as shown by fair access to tee times, staff is welcoming to guests, and women in key staff positions
Golf Course Amenities	On course amenities (drinking water, ball washers) are safely and conveniently located at all possible teeing areas along with clean restrooms available at appropriate intervals on the course and in the facility
Facility Amenities	Measurable selection of women’s merchandise in the Golf Shop and healthful food and beverage choices
Golf Programs	Women-specific learning and playing experiences available and fairly priced 9-hole and/or other play options



Fun at the Golf Course - The “Mental Mulligans” team at McCormick Ranch Golf Club



Tee it Up With...

Gail Grace,
President & CEO
Sunrise Bank of
Arizona

If you’ve had the pleasure of playing a round of golf with Gail Grace, you likely remember a few things about the experience: 1) Gail can flat out *play*, and 2) playing with her is a lot of fun. Gail has won numerous Pro-Am tournaments. In 2005 she and LPGA tour player Jenna Daniels won the Safeway Pro-Am played at Superstition Mountain.

“If you can’t have fun playing golf,” she says, “you should probably find something else to do.” Part of the fun for Gail is playing well but, even when occasionally she is off her game, she still allows herself to enjoy “just being on the golf course. I play for pleasure and try not to be hard on myself.”

How long have you been playing golf?

Well, really, I started playing in the mid-1980s. I saw the strong connection between business and golf and realized I needed to get in the game, so to speak. To me it seemed a matter of professional survival. My first experience was playing in a scramble. I can’t recall what clubs I played with, but we got a trophy! (And she’s won a lot of trophies since then – Gail’s office is filled with trophies and framed photos of her tournament foursomes. A special treasure is a framed Moon Valley flag signed by Annika Sorenstam the day she carded a tournament-record 59 there.)

Is the scramble format your favorite for tournament play?

Well, I love playing in scrambles because it’s a format that makes it easy for everyone to participate and have fun. But, I do like playing my own ball, so I’d have to say I prefer stroke play or match play.

Does your husband play golf too?

Yes, and he killed me the last time we played. But I'm better. (Gail's husband has been the beneficiary – twice – of sets of clubs she won in tournament play.)

How often do you play?

Not often enough! This past year was difficult because work didn't permit getting out of the office that much. I didn't even get out to hit a few balls at the driving range. I don't like to practice anyway, though. I'd rather be playing.

What's in your golf bag?

My irons and fairway metals are Callaway. I swapped out the Callaway driver for a Ping driver, though, and I love it. My rescue club – I love it too! – is also Ping. My putter...Ping. (Gail plays Titleist Pro V balls.)

Do you keep golf clubs in the trunk of your car?

Ha! Yes. Just in case. And four pairs of golf shoes in case I change outfits!

Do you use golf as a business or marketing tool?

Absolutely! Golf is very beneficial to my business. A round of golf is good for customer relationships and cross-nurturing.

Tee It Up with Gail Grace - continued on page 5.

Nine & Wine Golf Mentoring

Nine & Wine is a golf mentoring program - a casual golf experience, designed especially for new golfers, returning golfers, and rusty golfers - to help them feel "at ease on the tees."

Hosted as a public program or a private group event, guests play up to nine holes with a mentor in each foursome. 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, golf talk, and networking. Each participant receives a copy of the lessons learned via email after the event.

New for 2012 – Nine & Wine Referral Program **Bring a Friend and Attend Nine & Wine for Free!**

Bring a new player to Nine & Wine and receive a voucher for half off your next Nine & Wine outing. Bring two new players to Nine & Wine and receive a voucher to attend your next Nine & Wine outing on us!

Thank you Nine & Wine Sponsors!!

*Char Carson, LPGA * Contreras State Farm Agency * Glove-It * National Bank of Arizona
N.A.W.I.C. * PCL Construction, Inc.*

**Golf for Cause hosts monthly Nine & Wine events at Starfire Golf Club in Scottsdale.
For dates and sponsorship information, please visit www.nineandwine.com**



"Yesterday was GREAT!! It really boosted my moral for getting back in the game. I know you went the extra mile and provided more than etiquette guidance. I thank you for that and look forward to the February event. What an excellent service!"

Melissa Davis, Pinnacle West Capital Corporation

Recent Nine & Wine Lessons Learned...

Ball Above/Below Your Feet

Golf courses are not flat. Occasionally you need to hit a ball that is lying on ground higher than where you are standing. If the ground is substantially higher, when you take your swing it can feel like you're trying to hit a baseball!

Guidelines for a golfer playing right handed:

Ball Above Your Feet	Ball Below Your Feet
Choke up on the club so that you feel like you're taking a level golf swing.	Bend your knees to help you reach the ball.
Aim slightly right of the target because the ball will fly more to the left.	Aim to the left of the target as the ball will fly more to the right.

Next Nine & Wine outings: Sun., 2/26 & 3/25



Meet and greet in the staging area

Tee It Up With Gail Grace - *Continued*

What do you do for fun, besides golf?

I love running while listening to my iPod (on Gail's playlist: Meatloaf's "Bat Out Of Hell," ABBA, Jimmy Buffett). I've done two marathons, one of which was the inaugural P.F. Chang's Rock 'n Roll Marathon. It was a good experience. I probably won't run marathons anymore, but I will run the half-marathons. My husband and I have a home in Rocky Point, so I have a lot of fun going there, too.

Do you have a favorite golf-related memory?

I guess my fondest memory is all the years of my involvement with Banner Health's LPGA sponsorship. The charitable benefit golf provides is so fantastic and rewarding. The years I chaired the auction were truly enjoyable.

If you could play a round of golf with anyone, who would it be?

Oh, my dad, hands down. We never got to play together before he passed. I wish so much that I had taken up golf sooner, and that he had lived longer.

Gail Grace was born in Bermuda, got married in Bermuda and plans to travel to Bermuda next year to celebrate her 25th anniversary. She looks forward to traveling— one of these days! — to the Galapagos Islands, Greece and Spain. And she plans to learn Spanish. She has three children and seven grandchildren.

Charity Golf Tournaments

"I am only one; but still I am one. I cannot do everything, but still I can do something. I will not refuse to do the something I can do."

Helen Keller

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.

Saturday, February 18th, Par It In Pink at Shalimar Golf Course. This tournament is all about women empowering women through golf. It's an annual women's-only champagne brunch golf tournament. It benefits LPGA USGA Girls Golf, Casting for Recovery and the Girls Rule Foundation. Find out more at www.Twogirlsevents.com.

Monday, April 2nd - NMTSA Golf Invitational at Scottsdale's Silverado Golf Course benefiting the Neurologic Music Therapy Services of Arizona. This scramble tournament is Joshua Lansky's Bar Mitzvah project - raising needed dollars for an organization that has been very meaningful to Joshua's brother for many years. Register at www.nmtsa.org or contact Joshua (or Seth) Lansky at 602-300-7893 or kidsrfun@cox.net.

Get involved, get inspired, get out on the course!

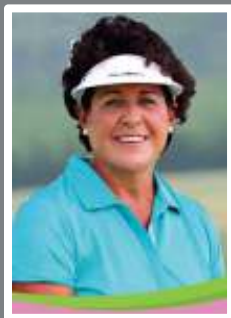
Friday, May 4th - AZ Crew Golfiesta at Gainey Ranch Golf Club benefiting Ryan House and AZ Crew. This 11th annual event is NOT TO MISS - includes a drawing for the 2013 Masters for two (courtesy of the Player Experience) and you don't need to be present to win! Purchase your tickets and register for the tournament at www.golfiesta.dojiggy.com.

Sunday, May 6th - Friends of Akshaya Patra Charity Golf Tournament at Trilogy at Vistancia. The proceeds from this scramble tournament benefit the Akshaya Patra Foundation, USA, which provides freshly prepared, hot, nutritious lunches to underprivileged deserving children in a cost effective and efficient manner. Register and find out more by contacting azfoodforeducation@gmail.com.

Friday, May 18th - Phoenix Metro Lions Club Golf Tournament at Gainey Ranch Golf Club. You can learn more by visiting www.phoenixmetrolions.org.

Monday, September 24th - 4th Annual Marilyn Smith LPGA Charity Golf Classic at Pebble Creek in Goodyear. Each foursome plays with an LPGA celebrity/teaching professional. Proceeds go to the Marilyn Smith Scholarship Fund providing college scholarships for women. SAVE THE DATE and contact Golf for Cause for more information.

Saturday, November 10th - 8th Annual UA/AZMN Golf Tournament at McCormick Ranch Golf Course. This scramble tournament with over 200 golfers benefits the Arizona Myeloma Network. Save the date and find out more by visiting www.azmyelomanetwork.org.



Ladies Links Fore Golf

Presents:

A Two-Day Women's Golf Experience with Nancy Lopez

Thursday/Friday, February 16th & 17th
Seville Golf & Country Club in Gilbert, AZ

www.LL4G.com

Day 1 - February 16

8:30am - Registration & Continental Breakfast
9:30am - Golf Clinic with Top 50 LPGA Instructors &
LL4G Experts plus
Club Demo on the range with Ping, Callaway, Cobra,
Adams, Nancy Lopez Golf & Cleveland Golf
12:30pm - Lunch
12:45pm - Fashion Show
3:30pm - Trunk Show with Cocktails and Appetizers

Day 2 - February 17

9:00am - Golf Summit Breakout Sessions:
Skin Care and Nutrition; Mental Strategies; Fitness;
Equipment and Proper Eyewear; The Women's Game;
Dress to Invest
12:00pm - Lunch with Guest Speaker Nancy Lopez
1:15pm - Hitting Exhibition by Nancy Lopez
2:30pm - Golf 9 Holes and play one hole with Nancy
Lopez
5:00pm - Mingle with Nancy during cocktails and dinner

\$275 for both days - a la carte pricing available

Register NOW at www.LL4G.com - space is limited!

TTFN - Thursdays Time for Nine

Celebrating 10 years of league play, TTFN returns to Silverado Golf Course in Scottsdale for the spring season. Many thanks to **Maurine Karabatsos with Empire West Title Agency** who continues to sponsor the league!!

Prior to weekly spring league play (beginning March 1st), TTFN will gather for a 9-hole scramble event at Troon North on February 9th. Invite a friend and register on-line at www.golfforcause.com/ttfn.html.

Fall 2011 League Results:

First Place - Team FORE! Players: Kim Cooper, Sean Hales, Edythe Higgins, Mark Weiss

Second Place - Helen's Jewels: Helen Burland, Lana Hock, Joyce Friel, Jean Ann Morris

Scramble Winners - Dave Carroll, Jim Hornaday, Jake Poinier, Dwight Watland

Charities Supported:

Since the inception of the league, TTFN has supported numerous charities through a weekly 50-50 drawing. Fall league pushed the total to over \$45,000 donating funds to the following meaningful causes: Arizona Institute for Breast Health, Arizona Myeloma Network, Boys & Girls Club of the East Valley, Breast Assured Foundation, Courtney's Place and Social Venture Partners - Camelback High School.

2012 Spring League:

TTFN tees off on March 1st at Silverado Golf Course in Scottsdale. You can participate on a team (we'll match you up if you need a team) or as a substitute golfer, or just drop in for an outing or two. The golf is fun, the camaraderie even better! Register by Friday, February 17th on-line at www.golfforcause.com/ttfn.html or call us to find out more: 602.840.0607.



Thank-You TTFN Fall League Sponsors!

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Turn Golf into Gold®

Business-Golf Programs

Birdies, Bogeys & Business: Success On & Off the Course

Partnering with Joyce Friel of Peak Performance Consulting, www.peakperformancecorp.com, this half-day program uses golf as a metaphor to learn what differentiates being an entrepreneur, manager and technician - and the implications for you and your business. Based on Michael Gerber's book *Emyth Revisited*, explore your ownership mentality and create an even more successful business environment.

Mental Mulligans

This very fun, interactive, experiential half-day program takes you from the classroom onto the golf course, where you and your group learn to understand different behavior styles and how they impact your game, your foursome and your success in business. Perfect for all golf skill levels, even non-golfers! Perfect as a breakout session or in-office lunch-n-learn program, as well.

2-Day Business Golf School

Geared to those who need to learn how to blend business and golf, regardless of skill level, and to those using golf for business who want to do it more effectively. Includes 2 full days of business-golf classroom time, golf instruction, & on-course play.

Get in the Game!

A business-golf seminar with on-course mentoring for those who want to develop business relationships by using golf. Participants enjoy a casual golf experience with a mentor in each foursome, designed especially for new golfers (men and women) to help them feel at ease on the tees.

Tee Off Program

This program prepares the newer golfer (or non-golfer) who wants to make a positive impression while playing in a golf tournament. Participants walk away with meaningful information about tournaments, golf etiquette, strategy, conducting business on the golf course, and more. Includes a seminar, skills clinic and mock scramble tournament - complete with contests and prizes!

Get Your Golf On!

Include beginning and non-golfers in your tournament! After sending off the main group from the staging area, the participants enjoy a business-golf presentation, golf clinic and simulated on-course experience, bringing the rules and etiquette to life - complete with contests and prizes. They finish in time to join the rest of the tournament participants for the post-golf awards celebration.



Sue Wieger
Golf Academy



PEAK PERFORMANCE
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