

The Golf for Cause® Impact

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

October 2010

Monthly Feature: Messing A Round

By: Debbie Waitkus

Denis Waitley, author of *The Psychology of Winning* advises, "Expect the best, plan for the worst and prepare to be surprised." Good advice, yes, but not likely to be your primary thought as you are driving to the golf course for the



Debbie Waitkus
Photo by Ron Trimarchi

regular Saturday morning round you play with friends. And why would it be? You are playing golf. With friends. On a Saturday morning. At 7:30, which means you'll be home for lunch and have the bulk of the day for other activities. Oh, and you're playing on a very nice course with very reasonable green fees — one of the rewards of booking online.

When you arrive at the course you find the parking lot to be fairly full. You expect it at a venue such as this. No parking lot anxiety this day, though, because no matter how many people have come here to play golf this morning, you know the first tee is yours at 7:30. And, to top it off, you have arrived early enough to allow time for coffee and a pastry, loosening up with a little stretching, and hitting a dozen or more practice balls on the driving range. It just doesn't get any better than this, does it?

This is how things began for my friend Joe on a recent Saturday. He had high expectations for a great day. If you knew Joe the way I know Joe, you'd know how virtually impossible it is to throw him off his game. Well...



Golf for Cause Offers...

- Corporate Learning
- Team Building Programs
- Business-Golf Workshops
- Speaking
- Group Outings
- Fundraising Through Golf
- Tournament Consulting



Next Up on the Tee...

- **Birdies, Bogies & Business-Success On & Off the Course:** Corporate learning program, Friday morning, November 19th at ASU Karsten
- **Nine and Wine:** On-course golf mentoring – next outings -Sun, Nov 7th & Dec 5th at Continental.
- **New Year Ball Drop:** Thursday, January 13th at Troon North – supporting SARRC. www.nyballdrop.dojiggy.com
- **WFG Winter Swing:** Monday, December 6th at Arizona Country Club – supporting Phoenix Children's Hospital and the ASU Women's Golf Team.



Joe pulled up to the bag drop about 40 minutes early for his 7:30 tee time. He noticed that the outside service staff was piling bags of clubs onto a shuttle cart. *Must be a tournament here*, Joe figured, an assumption confirmed when the attendant took Joe's clubs and asked for his name. Joe said he wasn't in the tournament and the attendant assured him that his clubs would be on a cart in the staging area within five minutes. Joe went and parked his car and returned to the pro shop, where he found...

A line. A *long* line of golfers waiting to check in and pay. Eavesdropping, Joe realized that *everyone* had a 7:30 tee time. Hmmm. A shotgun start? Had to be. Joe wished he had known this ahead of time, but, oh well. He paid and headed to the staging area to get his clubs, where he found...



Carts lined up in the staging area

Another line. This one a line of golfers waiting for their clubs to be moved from the shuttle to a cart. And, while Joe waited with this line of golfers, he noticed yet another line of golfers waiting for a turn on the driving range. Any thought of the usual 4-hour Saturday morning round vanished from his mind. Joe did manage to hit a few practice balls, while one of his playing partners opted to only roll a few practice putts. Walking from the driving range back to his cart, Joe struck up a conversation with one of the outside service attendants who mused...

Joe's round would likely take 5 hours, perhaps even 5 ½, because 32 groups were playing. Joe voiced his displeasure. An hour, maybe two

hours longer than usual was not part of Joe's plan. "Take it up with the folks inside," the attendant told him, rather dismissively, Joe thought. Joe decided he would do just that, after his round, which, even after all this, he was looking forward to, but...

As the noon hour approached and his stomach started complaining loudly that it was time to eat (and why wouldn't it? — Joe and his stomach were usually home eating by now!), Joe asked the girl driving the beverage cart about sandwiches. Joe's stomach was not pleased to hear that sandwiches were not offered on the cart, that if something were to be eaten it would have to be chips or candy bars. Joe wondered aloud whether the cart girl might bring him a sandwich from the restaurant on her next trip around, which seemed like a reasonable request, but...

The cart girl said it would be at least 30 minutes before she got around again, *at least 30 minutes*. Joe calculated that this would only be 2 holes, yet he could tell she was not enthusiastic about the idea of having to go a few extra steps in order to haul a sandwich out to him on her next trip. Joe decided he would add this to the list of things he intended to bring up with "the folks inside," which he did, immediately after his 5 ½ - hour round, but...

The inside folks were unresponsive. They told Joe the website had not been working properly and that it should have informed him of the shotgun start. There was no apology, just an acknowledgement that it was an unfortunate situation. Joe listened carefully for even the slightest hint of an apology, but none came. So...

Joe walked away, and he wasn't thinking about what a great day it had been, nor how anxious he was to come back. He was thinking about how he and his buddies had had to wait on every shot, how he couldn't find a rhythm for his game, how it had been a struggle all day to stay enthused, how impossible it was to get beyond the series of disappointments with the way they were being treated. Joe thought about what a



frustrating experience it had been, and wondered whether “the folks inside” even cared about the legacy they were creating with such terrible customer service. As he was pushing the door open to leave, Joe wondered whether the people behind the counter knew...

He was leaving for good and had no interest in ever returning. They could have changed the ending of Joe’s day and the story he would share about it by simply saying they were sorry it had been a bad experience. They could have ensured his return by taking responsibility for the website’s miscommunication. They could have had him back with the offer of a beer or a discounted round. But...

The golf course dropped the ball and lost Joe. And more. Joe’s three playing partners don’t plan to go back either. And, golfers being golfers, they will talk about the experience and likely cause a few other golfers to choose a different place to play.

If there is a moral to Joe’s story it is this: Customers come to your business and “expect the best, plan for the worst and prepare to be surprised.” When the worst does happen – when everything that can go wrong does go wrong... You can control the surprise. Whether or not the fault is yours, a simple apology can make things right and keep the customer coming back. That’s not just customer service, it’s customer care.

Turn Golf into Gold®

Debbie Waitkus, a business-golf expert, is the CEO and founder of Golf for Cause®, LLC. Golf for Cause delivers business-golf events and education, helping others use golf as a strategy to meet objectives .Debbie is also President of Women in the Golf Industry. Contact Debbie to explore ways that you can Turn Golf into Gold.® dwaitkus@golfforcause.com or 602/840-0607.



“I would like to deny all allegations by Bob Hope that during my last game of golf, I hit an eagle, a birdie, an elk and a moose.”
~ Gerald Ford ~

You’re Not Going to Believe This, But...

Have you ever witnessed an amazing golf shot? Your own, maybe your playing partner’s, or perhaps while watching television? Could it have been a mis-hit golf shot that ricocheted off a tree leaving the ball in *gimme* territory? When you shared the story with a friend, did you embellish the story a bit and bring in a bit of fishing lore? Did the 12 foot putt become a 30 footer?

The “*You’re Not Going to Believe This, But...*” column is a place for you to share your stories – true or false – we all have them, we’ve all heard them and repeated them.

The story for this issue comes from **Sandy Bauder**, President/CEO of Professional Planning Group in McKinney, Texas.

We belong to Stonebridge Country Club in McKinney, TX. Hole number 17 is a narrow 124 yard par three, bordered by water for the entire length of the fairway and green. One Sunday, my husband and I were playing with friends. I hit my tee shot, which hooked sharply to the left, entering the water about six feet left of the green. At the precise moment that the ball hit the water, a large mud turtle surfaced. The ball hit his back, bounced onto the green, coming to rest about 2 inches from the hole. Everyone just stood and stared in wide-eyed amazement. My husband's comment was, "I don't believe I have that shot in my bag!" The group actually made



me putt it in for a birdie, or "turtie" to which it has since been referred.

True or not true?
Absolutely true!

Send us your favorite unusual golf shot story and, if we publish it, you'll earn bragging rights and we'll mail you a Golf for Cause gift.



Teeing It Up With... Lana Hock

The
Hoffman
and Hock
Group

You may know her as the TTFN blonde paparazzo whose candid camera captures our grins and wins and who sponsors the TTFN prize presentations. You see her at TTFN week in and week out, season after season, enjoying every minute and doing her best to make sure everyone else is enjoying the experience too. What you may not know is that Lana Hock grew up on a Nebraska corn farm in a town of 700 residents. Today she is First Vice President and Senior Wealth Consultant at The Hoffman and Hock Group.

You're a long way from the farm.

I'm far from living on the farm, yes, but not from its lessons and values. It was a great place to grow up. I actually wanted to be a veterinarian when I grew up.

What got you started playing golf?

About four years ago I hired a life coach whose background was in sports psychology. During one of our sessions he asked whether I played golf. I'd hit a few balls before, but that's about it. So he said we should have a session at a golf course, because it would be fun, but also because it's a great place to get to know someone. He said that, in a round of golf, everyone becomes who they are, that it all comes out. We went to Whirlwind, on my birthday [Dec 30, FYI]. I hit a few good shots, and we talked about bad shots—why it is that we expect to do better every time we play even though we are not on (the professional golf) tour.

Dixon Golf Balls – the official golf ball of Golf for Cause!

Golf for Cause is now a distributor of the Eco-friendly golf ball!

You can enjoy golf, be a steward to the environment and give back to a charity of your choice at the same time. Simply purchase a booklet of 30 certificates each good for one sleeve of Dixon Earth golf balls – a \$300 value for only \$30!

Find out more:

http://golfforcause.com/dixon_payment.html





And you were hooked on golf after that?

LH: I had a few lessons with Jeff Ritter after that and I think I played with TTFN the next spring. Ritter is so cool. He helped me realize I can do this.

How did you hear about TTFN?

LH: Through Maurine Karabatsos. Through her mother, actually. You know what they say — it's a small world!

How do you use golf as a marketing tool?

A major source of business for me is referrals, so I tend to golf a lot with business colleagues, more so than with clients. I don't like to talk business when I am golfing with a client, but I DO talk business when golfing with colleagues. We have some common ground. Sometimes I can help them with a client need, sometimes they can help me. There's a lot of cross promotion.

I try to play in at least one charity golf event per month, too. It's fun, of course, although it doesn't help me in establishing my handicap [because scramble scores can't be used], and it's an opportunity to give something back. One of my intentions for this year was to get fitted for clubs. I did that on January 1st! Another intention is to get my handicap into the teens. I'm still working on that one!

What would you be doing if you weren't involved in wealth management?

Ha! That's easy. I'd be doing *something* that would allow me to play golf every day. Debbie, you have my dream job! Everything I do is so interconnected with business and golf. Don't get me wrong — I love what I do!

Do you have a goal when you play?

One is, always, to enjoy it. Have fun. I embrace the Ben and Jerry philosophy — *if it isn't fun, why do it?* And I always have a goal of learning

something new, either about myself, my golf game, my playing partners, life in general. Life is to enjoy, every day. Golfing with TTFN is a little different in that we all are kind of on the same plane. I think that's one of the reasons TTFN is SO MUCH FUN. You can play golf anywhere, with anyone, but TTFN is a special golf group.

Do you have a favorite TTFN memory?

LH: Hardest question you've asked me! Well, maybe the second or third time I played TTFN I was with Helen (Burland). We hit it off immediately. She told me, "Honey, you don't need a life coach, you just need me." I loved her! Now she tells me she is living her life vicariously through me! Hahaha! I tell her who I am dating and things like that. I love you, Helen!

Lana is a gentle, motorcycle-riding, cigar-smoking (occasionally) Kansas State Wildcat. In 2007 Hoffman and Hock was purchased by Robert W. Baird & Co., an employee-owned firm offering wealth management, asset management, investment banking and private equity services to individuals. You can reach Lana at 602/224-4961 or lhock@rwbaird.com.

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!®

A Shout-Out for Spartan Cheer!

As part of an effort to dramatically improve student graduation percentages, Camelback High School in Phoenix, Arizona (The Spartans) is the beneficiary of a community *Golf Call to Action!* In mid-September, a passionate group of citizens gathered at the school to introduce students to golf and the idea of signing up for the newly formed Golf Club.



According to Maurine Karabatsos with Empire west Title Agency, “I have to say, I had some misgivings at first, given the heat of the day and when the first bell went off and everyone emptied out of the Library building and onto the “course” I thought – uh oh – well, within no time – we were surrounded by kids, big smiles, loads of fun and to be honest, some soon to be

great golfers!! Some of these kids have some talent – The real talented group was Nikke Fibson (with the First Tee), Bob Freund and Blake (with B2B Golf) and Coach Thompson – talk about getting kids engaged and having fun!!” Special thanks to the Arizona Biltmore Golf Club and Dixon Golf for their efforts to support the golf team. Way to Turn Golf into Gold!@ **Go Spartans!**

Golf for Cause Corporate Programs - available outside of Arizona, too!

Looking for a great program or a speaker?? Debbie Waitkus skillfully uses golf as a metaphor to anchor the learning for business concepts, motivational topics and life lessons. Her passion is contagious. Whether the audience consists of skilled golfers, hackers or non-golfers, her content is always memorable!



Site

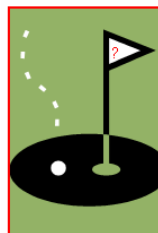
“Thank you so much for coming out to ASU Karsten to teach the fundamentals of golf to my MKT 410 class! You have a great passion for the game and have an effective way to communicate the importance of golf skills in a business setting.”

~ Kim Ruggiero

Corporate Learning

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

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. Explore your ownership mentality and create an even more successful business environment. Next session open to the general public is Friday morning, November 19th at ASU Karsten.

Find out more and register at <http://golfforcause.com/BBB.html>.

Mental Mulligans

A fun and enlightening team-building workshop for your group that reveals how you show up in and out of the office, on and off the golf course. Learn to understand different behavior styles on the golf course and how they impact your game and your success in business! Perfect as a breakout session or in-office lunch-n-learn program, as well.



Mental Mulligans! The team that plays together stays together!



Get Golf in Your Toolbox

Tee-Off Program

This half-day outing is designed to prepare the newer (or non-golfer) who wants to make a positive impression when playing in a charity or industry golf tournament. The Tee-Off Program provides information on tournaments, golf etiquette, strategy, conducting business on the golf course, gender-related issues and more. Included is a skills clinic and mock scramble tournament – complete with contests and prizes! Experience first hand how comfortable you will become after learning just a few basics!

Get in the Game: Business-Golf Seminar with On-Course Mentoring

A business-golf seminar with on-course mentoring for those who want to develop business relationships by using golf. This program includes 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. Offered as a breakout session or in-office lunch-n-learn program (without the on-course mentoring), 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, and on-course play.

Golf Tournament Programming

When your purpose for considering golf is to support a cause, there are a variety of golf initiatives you might want to consider – an 18-hole tournament is not the only way!

Golf for Cause can help you explore your options, selecting the most effective strategy to achieve your goals.

In addition to **golf tournament consulting** Golf for Cause offers programs to grow your event.

Tee-Off Program (content above)

“Fore” the Non-Golfers

Involve more participants in your tournament with a Business-Golf Seminar that runs concurrent with your golf tournament. This half-day program is perfect for beginners and non-golfers. Keep the tournament pace of play moving, include the beginners and prep them for next year’s event! The program includes a business-golf presentation, golf clinic, and simulated on-course experience bringing the rules and etiquette to life. Group joins the tournament group for the awards celebration.

New Year Ball Drop January 13th at Troon North

Start the New Year off by making your Imprint on Autism! Golf for Cause is pleased to once again present the New Year Ball Drop to benefit **SARRC, the Southwest Autism Research and Resource Center.**



When: Thursday, January 13th, the ball drops at noon for a mid-day shot gun start

Where: Troon North – Monument Course

Format: Best 2 balls of the foursome, optional skins competition

Cost: Sponsorships from \$100 to \$7,700, Individual Players \$400

Fabulous tee gift package and prizes, fabulous event, fabulous cause!



Find out more and register on-line at www.nyballdrop.dojiggy.com.

A critical part of SARRC's mission is to assist families in their journey once a child has been diagnosed with an autism spectrum disorder (ASD). To that end, SARRC has developed autism programs and services based on best-practice models and designed specifically for individuals with an ASD or for those who impact their life, including parents, educators, therapists and habilitators. SARRC's programs fall under three categories: clinical, vocational and school-based. www.autismcenter.org.

Marilynn Smith LPGA Charity Golf Classic

The 2nd Annual "Marilynn Smith LPGA Charity Golf Classic," held September 20th at the Tuscany Falls Golf Course in Pebble Creek, was a huge success! Thirty-one LPGA pros were joined with 124 men and women amateurs in a scramble format.

Thanks to the support of many, including Jack Nicklaus, Arnold Palmer, Paula Creamer, Pat Bradley, Rolex, Adams Golf, Anheuser Busch, Yar Golf, Golf for Cause, and volunteers from the Pebble Creek community, the event netted approximately \$48,000 for the Marilynn Smith Golf Scholarship Fund. Earlier this year, five \$5,000 scholarships were gifted from the Fund to help young women attend college. Head Pro Bill Barnard and his staff at Pebble Creek went above and beyond to make the day so special for everyone.

World Golf Hall of Famer Carol Mann and LPGA Co-Founder Shirley Spork were our Participating Honorees. Kudos to Shirley, who at age 83 made a hole-in-one, the seventh of her career! Mayor Jim Cavanaugh of Goodyear, Jack Peter, the World Golf Hall of Fame Chief Operating Officer, and Carol Corcoran, the President of the LPGA Foundation, participated in the event.

LPGA star Sherri Turner and her partners Nancy Mangone, John Martinez, Jim Albu and Travis McKinney won first place low gross and were the proud winners of Taylor Made drivers.



Left to right: Lee McDonell, Marcia McDonell, Victor Van Horn, Marilynn Smith, Carol Mann & Debbie Waitkus

The 3rd Annual is set for Monday, September 12, 2011. Save the date and join us to continue to make a difference. For more information about the tournament or the Marilynn Smith Golf Scholarship Fund, please contact Marilynn Smith at 623/322-3574 or Debbie Waitkus at 602/840-0607 or dwaitkus@golfforcause.com.

Nine and Wine

Nine and 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." Play up to nine holes with a mentor in your 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, 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”

Be Quiet While Others are Hitting

Be courteous while others are hitting. Don't make any noise that might distract another player. This includes talking, jingling change in your pocket, placing your golf clubs into your golf bag, eating food from a package that crinkles (such as pretzels or potato chips), etc. What's worse than talking? Whispering! When you whisper, the noise carries further and inquiring minds want to know what you're saying. This can easily distract a player who is addressing or hitting the ball.



All smiles at Nine & Wine! Three brand new golfers - Tiffany Halperin, Aliza Sabin-Galakatos, & Sophia Weger with mentor, Char Carson.

Judging How Hard to Putt the Ball

Sometimes it's hard to know how hard to putt the ball so that it stops close to the hole, or better yet, drops into the cup. The putting stroke is like a pendulum swing where your shoulders help make the stroke, not your wrists.

One suggestion is to find your benchmark. Before your round, find a flat area on the putting green and make a few putts where your swing is from toe-to-toe. Watch how far your ball rolls.

If your putt rolls 6 feet, you know that you will need a shorter stroke when you are closer than 6 feet to the hole.

Hitting into the Group Ahead of You – Oops!

Occasionally you might hit a ball farther than you anticipate. Be sure to yell “FORE!” And then, don't be shy – go up to the other group and apologize. Don't hesitate. Do it right away.

Conversely, when you hear someone else shout the word “FORE,” don't look in the direction of the shout. Instead, cover your head and wait a few seconds. Safety first!

See Nine and Wine in Action!!

Take a look as Kim Bjorn, Deborah Cotton and Nancy Reynolds enjoy a recent Nine and Wine outing. Watch as Kim plays golf for the first time and discovers that golf is not boring! Clearly, Nine and Wine is the perfect venue for beginning golfers and those who need to gain confidence before taking their games out in public!

Go to <http://www.golfforcause.com/nine.html> and toward the top of the page, click on the words:

[“Click HERE to see a Nine & Wine event in Action!”](#)

Nine and Wine Sponsorship

Sign up as a sponsor now and enjoy sponsorship through December 2011!

Birdie Sponsor - includes tee sign displayed at all Nine and Wine events through December 2011, registration for 3 to be used anytime during the sponsorship period, name included on promotional materials - \$325.00

Corporate Event Sponsor– includes tee sign displayed at all Nine and Wine events through December 2011, opportunity to address group during networking segment of the program on a selected date, name included on promotional materials -\$300.00



Nine and Wine Tee Sponsor – tee sign displayed at all Nine and Wine events December 2011, name included on promotional materials - \$200.00

Thank-you Nine & Wine 2010 Sponsors:

- **Contreras State Farm Agency**
- **EnVision Flexible Packaging**
- **EWGA - Phoenix Metro Chapter**
- **Glove It**
- **Magnus Title Agency**

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

Upcoming Nine and Wine Dates:

- Sunday, November 7th 3:00 pm - \$50
- Sunday, December 5th 3:00 pm - \$50
- Sunday, January 30th 3:00pm - \$50
- Sunday, February 27th 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™)**



Very special thanks to **Maurine Karabatosos with Empire West Title Agency**, the Title Sponsor for the TTFN Golf League – now in its 8th year!

TTFN Fall League

Although the sun has still been keeping things warm, TTFN fall league play is in full swing! In addition to the weekly 9-hole play and occasional theme days, the group has once again been raising money for a variety of charitable causes, including: Friends of the Phoenix Public Libraries, HEAL (Happily Ever After League), K2 Adventures Foundation and Rosemary.

Check out all the action on Facebook courtesy of Lana Hock, the official self-appointed TTFN paparazzi patrol: [TTFN Fall 2010 Week #2](#), [TTFN Fall Week 3](#)

Congratulations to **Tod Yates of the Azure Group** who smoothed a 5-iron on the 162 yard, par-3 second hole of the Adobe course. The ball hopped once and then found the bottom of the cup! This is Tod's second hole in one, his first coming several years ago. According to Tod, "for those that have been playing with me, you knew it was only a matter of time!"



Tod Yates sharing some love with his 5 iron after hitting a hole-in-one.



Many thanks to the Fall TTFN Sponsors:

Burland Jewelry Center
Desert Fleet-Serv
Dixon Golf
Eide Bailly
Empire West Title Agency
Golf for Cause
Hoffman and Hock
Hornaday Development
Jaburg/Wilk
Precision Woodworking & Design/ACN
Realty Resolution Advisors
Sonoran Landesign
Wells Fargo Insurance Services

TTFN Winter Outings

During the busy winter months, TTFN moves to monthly outings rather than weekly.

Save the Dates...

Thursday, December 9th – holiday golf ball exchange at Silverado

Thursday, February 11th – 9 hole outing, venue to be determined.

Find out more about TTFN and check the fall team standings at <http://golfforcause.com/tfn.html>.

Looking for a Clinic?

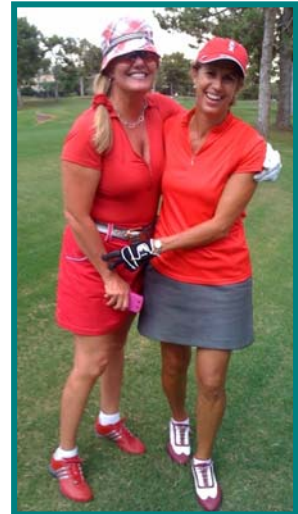
FUNdaMental Golf Program

Jump in now! An October class on Saturdays is forming now!

The FUNdaMental Golf program is where you learn HOW to PLAY golf in a FUN, safe, fast and courteous manner, along with golf swing fundamentals. You 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!



Lana Hock and Debbie Waitkus – keeping it red-hot and fun on the course!

Here's what they're saying:

"I want to thank you again for making the game of golf such fun.

I can highly recommend that anyone that wants to learn the game come to your classes. Your attitude of keeping it simple and having fun made such a difference in the learning experience. When you add in all of the practical advice you gave us I believe that I can play golf with confidence. I enjoyed the classes, and I think that says it all!"

~ Darlene Hovind

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

Talking Stick Golf Club in Scottsdale offers "Good Morning Ladies" clinics every Saturday from 9:00 – 10:00 am. Cost: \$25. To register



for either program, contact Jack Lobiondo at JLOBIONDO@TROONGOLF.COM

Ocotillo Golf Resort – Ladies Golf Clinics at Ocotillo

Kay Jeanquartier offers a variety of clinics women and for couples, including the Get Golf Ready program. For the latest offerings check: www.kayjeanquartiergolf.com or contact Kay directly at 480.963.0908 or by e-mail at kay@kayjeanquartiergolf.com.

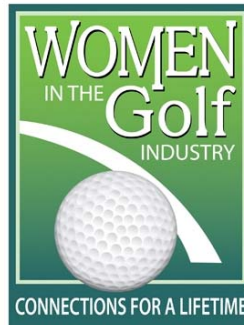
AWGA Ambassadors Program

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

Women in the Golf Industry

Women in the Golf Industry connects business women whose careers are in the golf industry - providing both networking and business opportunities.

At the August PGA Expo in Las Vegas, at the ING Spring Conference in Pinehurst, Women in the Golf Industry sponsored a panel discussion entitled, "Attract and Keep Women in Golf." The program, previously presented at the ING Spring Conference in Pinehurst, once again received high marks. Women in the Golf Industry will sponsor a similar panel at the January PGA Merchandise Show in Orlando. May was so well received, that the panel discussion will take place again, at the August PGA Expo in Las Vegas. Find out more information about Women in the Golf Industry and become a member at www.wigi.info.



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.

Friday, October 8th - Valley Partnership's 23rd Annual Golf Tournament at McCormick Ranch Golf Club. This event has a morning shotgun start. For more information and to register, please visit <http://www.valleypartnership.org/events.aspx>.

Friday, October 15th - Liberty Mutual Invitational benefiting ICAN, International Cancer Advocacy Network at TPC Scottsdale • Champions Course This event has a 1pm shotgun start. Find out more by visiting <http://www.askican.org/golf.html>.

Friday, October 22nd - The Eller Cup Golf Tournament at El Conquistador Country Club in Tucson. Come out swinging this Homecoming weekend to celebrate Eller alumni and enjoy a round of golf at one of Tucson's finest private courses. Alumni, current students, and their guests are invited to participate in this scramble-style tournament, where individual rounds and new Friends of Eller opportunities are available. For more information, contact fwick@email.arizona.edu.

"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



Saturday, October 23rd - The 6th Annual Arizona Myeloma Network Golf Classic at McCormick Ranch Golf Course. A morning shotgun with a luncheon/awards ceremony to follow. Find out more at www.azmyelomanetwork.org.

Sunday, November 7th and Monday, November 8th - The Cheryl Ladd/John O'Hurley Golf Classic at Indian Wells Country Club and Desert Willow Golf Club - benefiting Childhelp. For more information or to register, please visit www.childhelp.org/iwgolf

Sunday, November 14th - The 2nd Annual ASU Women's Softball Golf Tournament at ASU Karsten. Support the Diamond Devils by playing in this 4-person scramble. An afternoon shotgun start and each team will have a member of the softball team as a caddie! Entry fee is only \$150 per player! Find out more from Randy Filipic at rfilipic@cox.net

Monday, November 15th - Seventh Annual Golf Classic at FireRock Country Club benefiting The Partnership for a Drug Free America. Enjoy a fabulous day of golf among friends and colleagues in support of The Partnership for a Drug-Free America, Arizona Affiliate. Our tournament takes place at FireRock Country Club, a world-class, private club designed by Gary Panks. It was awarded the distinctive honor of "Best New Golf Course" by the Arizona Republic in 2000. Shamble format with a morning shotgun start. Learn more at PartnerUpAz.org.

Monday, December 6th - The WFG Winter Swing presented by National Bank of Arizona at Arizona Country Club benefiting Phoenix Children's Hospital and the ASU Women's Golf Team. This special tournament features a "Twas the Night Before" event on Sunday, December 5th along with a 4-person scramble golf tournament on Monday, complete with a holiday boutique and ornament putting contest. Top sponsors are invited to a special golf clinic with the ASU Women's Golf team at ASU Karsten on Tuesday, November 9th. Register now by visiting https://www.nbarizona.com/business_wfg_golf.htm or find out more by contacting Rosie Holewinski at 480/609-2720 or Roseanne.Holewinski@nbarizona.com.

Friday, December 10th - Junior Achievement's 2010 Open 4 Business Golf Tournament at Superstition Mountain Golf Club. More than 10,000 children throughout the Valley benefit directly from the tournament's proceeds. Find out more at www.jaaz.org

Thursday, January 13th - The New Year Ball Drop at Troon North - benefiting SARRC. Save the date! The Ball Drops at 12 noon for this best ball tournament. Skins game, rotated ball competition, fabulous tee gifts, prizes, and of course, the setting is second to none! For more information, contact Golf for Cause or visit www.nyballdrop.dojiggy.com.

Monday, April 18th - the 15th Annual Junior Achievement Women's Golf Classic at McCormick Ranch. Join this amazing group of top Valley businesswomen and community leaders for a fun-filled day including player gifts, complimentary breakfast, lunch, on-course champagne & massage, buffet reception, open bar, golf contests, raffle, and fantastic live & silent auctions! For more information and to register, contact Leah Vincent, 480-219-0238 or LeahV@jaaz.org



Friday, April 29th - University of Arizona Alumni Golf Tournament - Save the date!!

Sunday, May 1st - Friends for Akshaya Patra at Wildfire Golf Club This is a four person scramble event with the proceeds benefiting Akshaya Patra - food for education. To find out more, please contact Golf for Cause.

Thursday, May 5th - The 10th Annual AZ Crew Golfiesta at Gainey Ranch Golf Club. Save the date!! A fun-filled four-person scramble, complete with caddie auction. Morning shotgun start. For more information, contact Golf for Cause.

Sunday, May 22nd, JNF Open at Gainey Ranch Golf Club. Save the Date! 4-person modified scramble, morning shotgun start and the ever-popular joke contest. To get involved, contact Ted Kort at (602) 277-4800.

Monday, September 12th, 3rd 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!**

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

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