



# The Soul of the Country Club

## Locker Room Managers Association Newsletter

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*"The locker rooms are the soul of the country club."*

--Byron Nelson



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The association would like to thank Sam Verner, Locker Room Manager at *Rolling Rock Club* in Laughlintown, Pennsylvania, Alan Turkbash, Locker Room Manager at *Edina Country Club* in Edina, Minnesota, Keith Gressle, Clubhouse Manager at *Blue Mound Golf and Country Club* in Wauwatosa, Wisconsin, Stephen Araza, Locker Room Manager at the *Silverleaf Club* in Scottsdale, Arizona and Paul Buck, Locker Room Manager at *Baltimore Country Club* in Baltimore, Maryland for renewing their memberships.

**NOTE:** *Some of the positions are seasonal and might be filled at present and/or the club may be looking for someone to fill the opening in the near future.*

*Brookside Golf and Country Club* in Columbus, Ohio wants to hire a Men's Locker Room Attendant ASAP. Please send resumes to Michael Turner, Men's Grille/Locker Room Manager at [mike@brooksidegcc.com](mailto:mike@brooksidegcc.com).

*Boothbay Harbor Country Club* in Boothbay, Maine is looking to hire a Locker Room Supervisor immediately. If you are interested in the position or know someone who might be, please have them contact Chad Penman, Head Golf Professional ASAP at [chadpenman@aol.com](mailto:chadpenman@aol.com).

*Radley Run Country Club* in West Chester, Pennsylvania is looking for a Men's Locker Room Attendant for immediate hire. Please email resumes to Joseph Mendez, General Manager at [jmendez@radleyruncc.com](mailto:jmendez@radleyruncc.com).

*River Crest Country Club* in Fort Worth, Texas needs a Locker Room Manager and wants to hire a great candidate by September 1st. Please send your resume to Henry Amaya, Clubhouse Manager at [hamaya@rivercrest-cc.org](mailto:hamaya@rivercrest-cc.org).

The *Country Club of Fairfax* in Fairfax, Virginia is looking for a Locker Room Manager. Send your resume to Eric Olson, Director of Food & Beverage at Eric Olson [erico@ccfairfax.org](mailto:erico@ccfairfax.org).

*The Grove* in College Grove, Tennessee is looking for a Men's Locker Room/Lounge Attendant. Please send your resume to Kris Garner at [kgarner@groveliving.com](mailto:kgarner@groveliving.com).

*Westborough Country Club* in Saint Louis, Missouri is looking for a men's locker room attendant. Send resumes to Shane Duncan, POM at [sduncan@westboroughcc.com](mailto:sduncan@westboroughcc.com).

Jeff Winow, Locker Room Manager at *Baltusrol Golf Club* in Springfield, New Jersey is looking for a men's locker room attendant to start ASAP. Send your resume to him at [jwinow@baltusrol.org](mailto:jwinow@baltusrol.org).



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**BOOK EXCERPTS**

**Give Your Guests a Couple Souvenirs**  
**Shoe Care Should have Shock Value**  
**Put Motion Sensors in Toilet Stalls**  
**REVIEWS**

**Nike Lunar Control Golf Shoes: Great Fit, Traction**  
**Adidas Powerband Boa BOOST Golf Shoes: Adjustable, Great Support**

I use this one when a member comes in and says the shot 36 - 46. Of course, it's the opposite when the scores are reversed. What are you favorite lines? Please share them!



Todd Dufek  
LRMA President

The **Thought for the Work Week Ahead** will give you some things to say to your members to keep them smiling. This is one of my favorite parts of the job.

The **Bimonthly Column** will look at the flaws of your members and how to over look them so they don't drive you nuts.

The **President's Shoe Tip of the Month** suggests that you keep three sizes of shoe stretchers on hand.

The **President's Customer Service Tip of the Month** will show you a simple and quick way to set up guest lockers.

**Comments** are from our members and discuss Locker Room Managers most rewarding moments with their staffs and employee reactions when they were let go for poor performance.

**Book Excerpts** come from THE LOCKER ROOM MANAGER'S BOOK OF WISDOM and suggests that you give guests a couple souvenirs, that your shoe care should have shock value and gives you a way to save money on your locker room energy bill.

The **Reviews** this month cover Nike and Adidas golf shoes. Both major in comfort and traction. The Adidas has cleats while the Nike has a unique pattern on the sole that is spikeless.

Todd Dufek-LRMA President

THOUGHT FOR THE WORK WEEK AHEAD  
**How to Keep Your Members Smiling**  
BIMONTHLY COLUMN

**Members are Flawed like the Rest of Us**  
**PRESIDENT'S SHOE TIP OF THE MONTH**  
**Keep Three Sizes of Shoe Stretchers on Hand**  
**PRESIDENT'S CUSTOMER SERVICE TIP**  
**A Simple Way to Set Up Guest Lockers**  
COMMENTS  
**Most Rewarding Moments, Letting Staff Go**



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Locker Room Managers Association

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THOUGHT FOR THE WORK WEEK AHEAD

**How to Keep Your Members Smiling**

One of my favorite parts of the job is joking with members throughout my work day so that they head out to play golf or head home with a smile. And I make comments to commiserate with them about their games.



The Official Game Improvement Iron of the  
Locker Room Managers Association

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Below are some of my favorite lines and when I use them.

1. **"You're even par right now."** I use this one when a member expresses doubt about his ability to play well before he hits the course on a given day.
2. **"The reason it keeps coming out is because your swing generates so much torque. I'm surprised they all didn't fly out."** I utilize this one when a member drops by and asks me to replace a spike that keeps falling out (hint: glue the spike in with super glue, especially if the receptacle is damaged and won't hold the cleat in).
3. **"You shot a 'Ray/Ray.' Ray Floyd on the front, Ray Charles on the back."**

**LRMA Advisory Board**

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BIMONTHLY COLUMN

**Members are Flawed Like the Rest of Us**

In the weekly Thought I sent out a April 3rd I discussed the fact that I am a perfectionist and examined how that affects my method of managing the locker rooms I oversee.

I also noted that one of my rookie attendants had a bit of that tendency because when members continually forgot their belongings in their carts, he'd get angry. And the fact that it happened week after week was frustrating for him.

I think what helps a great deal when it comes to having to straighten up in the locker room bathrooms throughout the day is that members are flawed just like we are.

Though rare, I do forget belongings in the cart I used to play 9 or 18 holes. And I'm certainly not perfect when it comes to putting everything in it's place at home.

That being the case, I can't fault a member for not being perfect while in the locker room. Plus they know that if they do leave something out of place, that it's our job to put it back. No need to get upset about it.

As the title of this piece says, "Members are flawed just like we are."

**THE LRMA PRESIDENT'S SHOE TIP OF THE MONTH**

**Keep Three Sizes of Shoe Stretchers on Hand**



I probably learned about shoe stretchers (see above) before I was a teenager. That's because we had a family shoe repair business and a number of people would bring in shoes that were too tight across the front of the shoe (normally just a bit above the toes).

If leather, my dad would spray that part of the shoe with a product called "Shoe Stretch," slide the correct size stretcher in

and turn the handle to the right. That would cause the two halves of the stretcher to separate and put outward pressure on the uppers. And when left that way for a few days, they would expand and no longer be too tight for the owner to wear.

I've always keep three sizes on hand, one for women and two sizes for men. I'm glad I do because I probably stretch a dozen pairs of shoes a year. Some at the same time.

Please note that when stretching a pair of shoes to start slowly by putting fluid on, and stretching the shoe a turn or two. Let the shoe sit for a day and then do the same. By doing so you'll prevent the upper from tearing away from the sole. More details to come on how to stretch street and golf shoes.



**THE PRESIDENT'S CUSTOMER SERVICE TIP OF THE MONTH**

**A Simple Way to Set Up Guest Lockers**

One way to give guests visiting your locker rooms an unforgettable experience is to provide them with guest lockers with their name on them. I do this with a Brother Label Maker below that prints black letters on a clear 1/2" tape. Then I put it on a blank gold plate on each locker (we do the same for women guests with a blank silver plate).



Another way to do this that's even more impressive is to create a card on your computer that contains a photo of your course's signature hole you can drop guests names on to. I do so on my PC with two cards per page, then I cut them out on a

paper cutter and finish up by taping them to guest lockers (tape is on the back only).

To simplify the process and create the labels/cards as quickly as possible, do the following (I print the tee sheet in the afternoon the day before and get the names on the lockers before I leave for the day):

1. Print two copies of the tee sheet. One for the attendant in the men's and one for the attendant in the women's locker room.
2. Circle every male and female guest and write down the number of the guest locker he will use next to the name (the women's attendant assigns the lockers for the ladies).
3. Make the labels/cards and write assigned locker numbers on the back of the labels/cards (again, the women's attendant does this for the ladies, but I make the labels/cards most days).
4. Put tape on the back of the men's cards, take the labels/cards and put them on the assigned lockers (the blank plate is covered if a card is used).



5. When guests arrive, refer to the tee sheet and walk them to their guest locker, giving them a brief orientation if they're visiting for the first time.

Soon the process will become easier and you can rest easy knowing the lockers names are assigned and the names are set up for the next day. By the way, members love this and will often tip to show their appreciation.

*"As I think over a lifetime of a variety of golf experiences, it is remarkable how much the locker room mattered to the quality of those experiences. That is not something I can say about any other aspect of a clubhouse, least of all the parking lot."*

*Fitzhugh Scott  
Clubhouse Architect*



COMMENTS

NOTE: *Comments are based on the latest QOMs. They were: "What were some of your most rewarding and memorable moments on the job?" And, "Have you ever had to let someone go?" Interesting responses! --Todd*



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Below are my responses to the QOMs:

1. Most rewarding moments with staff are with new hires when they finally understand something I've been teaching them, something seems to click and I no longer have to explain. Usually has to do with our food service and POS system. In the locker room, I like when my staff comes across a new year or new model pair of shoes – something we haven't seen yet - and tells me what they did to make them look great again.
2. I have had to let staff go for stealing (shoe tip money) and the reaction was non-existent; he simply got up from the table we sat down at, after I showed him my evidence, and he walked out. I've been close to letting staff go due to poor performance, but they seem to come around after I explain what might happen if they do not perform.

Ivan Fenstermacher  
 Locker Room Manager  
*Lehigh Country Club*  
 Allentown, Pennsylvania

Interesting, I don't ever remember during my early locker room days of any of the staff calling in sick or missing work.

I think it is better to start out with high expectations than trying to raise the

standard later. I like to say, "Explain and train so all remain." Having a new employee sign an SOP agreement helps.

One of my most memorable moments is while working at Congressional CC the locker room door opens and in walks President George H. W. Bush. Another time at The Greenbrier I mentioned to one of the guests that he looked kind of young to be retired from the Air Force. He said he was still active duty. I asked if he minded me asking him what his rank was. He said, "I don't mind. I'm a 4 Star General."

Getting to know and service the PGA touring pros has been very rewarding; especially when the staff is complimented.

Bruce Barilla  
*Locker Room Consulting*



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In response to the two questions:

- 1) I have had many rewarding moments with many different staff. For me, the most rewarding experience is when I see a young staff member grow and mature during his time on my team. I hope that my tutelage, in some way, has contributed to their growth and blossoming.
- 2) I have been fortunate in that I have never had to actually let any staff go. I have, however, had some conversations with staff that resulted in the person quitting.

It's unfortunate, but some individuals are just not cut out for the customer service industry.

Rick Pool  
 Locker Room Supervisor  
*Mayacama Club*  
 Santa Rosa, California



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[www.nikegolf.com](http://www.nikegolf.com);

The most rewarding and memorable moments in the 30 years I've been in the profession cover a variety of experiences.

The most memorable and rewarding was when one of my staff told me that as result of working for me, he got interested in shoes and feet. And he became a podiatrist because of it. Even invited me to his graduation party.

Over the years I've had to let a hand full employees go, mainly for poor performance. One of the first was a person that just didn't have the skills to do the variety of tasks that the job requires. Another was because of the behavior of the staffer when I wasn't on property.

The last one, a few years ago, was an opinionated person that had conflicts with staff anywhere he went. He had some personal issues he needed to deal with.

Todd Dufek-LRMA President  
 Locker Room Manager  
*The Country Club at DC Ranch*  
 Scottsdale, Arizona

*"The Locker Room is not just a mere dressing room, it is an INSTITUTION. Here is the birthplace of lasting friendships; here is the garden where club spirit is fostered and develops; here is the clearing house between the political arena of the lounge and the battlefield of the links."*

Sandy Tatum  
 Former USGA President

**BOOK EXCERPTS**

NOTE: *The excerpts below were taken from my book, THE LOCKER ROOM MANAGER'S BOOK OF WISDOM. It is available for sale on the association web site at: [www.yourlrma.com](http://www.yourlrma.com).*

**Along with a Shine, Give Your Guests a Couple of Souvenirs**

During the season or “prime time” at our country club (located in Scottsdale, Arizona), members bring in their guests from all over the country to escape the bitter cold of winter. Here in the low desert golf is played in the low to mid 70's-I'm talking temperatures, not scores.



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Anyway, after a round of golf, a male member may come into the locker room with three guests. Congregated in the member's locker bay, they'll change, leave their golf shoes on the floor and head to the Mixed Grill or Men's Grill for lunch or dinner.

I move in quickly, gather up the shoes and shine and re-spike them if needed (there is no charge for shoe services at my club and no tipping is allowed). I put the member's shoes back in his locker. However, I put the guests' shoes back right where I found them with two additions. A shoehorn with our club logo on it goes in the left shoe of each pair and a club shoe bag goes in the right-neatly folded of course.

When the guests exit past my counter they have usually bagged their shoes, and in the process of saying goodbye compliment me on how good their shoes look. If they didn't notice that I re-spike their shoes, I'll sometimes point that out. And if I feel comfortable enough doing so, I'll jokingly say something like, “Now you'll have to give Mr. Jones (member) more shots” or “You should be five shots lower with the new cleats I put on.”

Some guests will take a second look at their shoes and reiterate how grateful they are for the work I did.

*In short, this courtesy makes the member proud he's a part of your club, and leaves his guests with an excellent final impression of your facility as they exit the property. A goal that every staff member-locker room or otherwise-should aspire.*

**Staff Shoe Care should have “Shock Value”**

*“These aren't my shoes!?! No way! How could they be??!”*

*“Todd! Todd! My guest put his street shoes right in front of my locker and now they aren't there. There are shoes there, but they aren't his . . . they are his?”*

*“Yeah, I dropped my golf shoes off here on the counter with a note that said I'd be back for them after lunch. Are they here somewhere? You're kidding—those are mine? Wow!”*

Have you heard comments like these echoing off the walls of your locker room? Has a member or guest ever said this about your work? If they haven't, they should be. But part of the reason they may not could be the status of your club and the quality of your work. I'll explain in a second.

My personal philosophy when it comes to restoring shoes is that your work should be so stellar that it actually shocks (has shock value) people because they never expected their shoes to look so good again. If this doesn't happen on a regular basis, I think you should wonder about the quality of your work. Now let me clarify what I said in the last paragraph.

Whether or not your members and guests are shocked by the quality of your work may depend on the status of your club. At my first job I restored trashed shoes that were given to me by people visiting the resort from all over the country.

Nearly every one of them was shocked by the quality of the work I did. At a private club my work is as good if not better than it was at the *Biltmore*, yet I seldom get the kind of compliments I did when I worked at my first club.

Why? It's a matter of expectations. At the private club where I work now, nothing shocks when it comes to shoe

care because the best is the expectation. Simple as that.

**Put Motion Sensor Lights in Locker Room Bathrooms to Save Money**

You may recall that in a previous issue of this newsletter I included a *Thought for the Work Week Ahead* entitled, “Be an ‘Environmentally Friendly’ Locker Room Manager.” This customer service tip is along those same lines, and something that our engineer (with permission from our GM) did a few years ago.

Specifically, what our maintenance crew has done is install a motion sensor on the doors to the toilet stalls that trips the light and fan on as soon as someone moves the door a fraction of an inch. As long as there is movement in the stall the light will stay on. After the member or guest leaves the light will stay on for 5 minutes, and then shut off. Simply put, it works like the light inside a car when it's tripped by a door opening, but without the button.

Now, setting up one toilet stall this way may not seem like much. And frankly, it isn't. But if you have 8 stalls like we do at our club, having these lights off when they are not in use will save a lot of money. Something your GM and/or Clubhouse Services Manager will really appreciate. In fact, work it into the conversation when you speak to either of these individuals, and be sure to take credit for the suggestion when your yearly evaluation rolls around.



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Finally, keep in mind that you may be able to save electricity in this same way in other parts of the club. Especially in those areas where lights tend to be left on and serve no purpose when they are. Be looking for spaces that waste power.

REVIEW



**Nike Lunar Control Golf Shoes: Great Fit, Traction**

The Skinny

**Innovative New Traction Design With Stylish NIKE Golf Shoes**

NIKE's Lunar Control Vapor golf shoes feature NIKE Articulated Integrated Traction with TPU fin shaped tracks for the ultimate grip on all surfaces. These shoes include Flywire Technology for a stable, locked-in fit that's perfect for golf. Comfort, cushioning and traction combine for great feeling golf shoes.

**NIKE Men's Lunar Control Vapor Golf Shoes feature:**

- NIKESKIN Technology places a thin overlay on synthetic leather uppers for a lightweight, supple feel
- Flywire Technology creates lockdown for a more secure fit
- NIKE Articulated Integrated Traction provides incredible grip on all surfaces
- TPU construction outsole features fin-like tracks for maximum traction
- Lunarlon midsole insert provides lightweight, low profile cushioning
- Phylon support wings help secure the foot over the footbed
- Mesh bootie construction is stretchy for a breathable, sock-like fit
- Thin, articulated tongue provides comfort through the ankle

The Review

I simply requested these shoes from my contact at Nike and they just showed up at my club unannounced. This company is generous and efficient!

I'll review these shoes the same way I did the other brand on page 6.

Yes, I did pick the gray pair with the orange Nike swoosh you see to the left. Why? Because as a golfer, I don't have a pair of gray golf shoes. I didn't want the black version because I have too many black golf shoes. And I avoided the white pair because the nylon material on the counter that is gray on the pair to the left is white on the white pair.

While that all makes sense, the problem with said white area is that it gets dirty and is nearly impossible to get clean and new looking once it gets soiled. With gray, you don't that problem.

The fit? Glad you asked. The men's 8 medium I ordered does not have the roomy toe box that other brands sport. Instead, this shoe had a snugger fit and gives you the sensation that the shoe is part of you, which I tend to prefer.

What about the weird sole I see? No spikes? You got that right. In fact, when you walk on asphalt, you hear the muffled noise that sounds a bit like metal spikes of yesteryear made on the same surface. But back then it was louder (only the old timer golfers know what I'm talking about!).



To visit the company's site click below [www.callawaygolf.com](http://www.callawaygolf.com)

In short, from a golfer's perspective I liked the styling, the snug fit and the traction. In fact, I found the latter to be as good as any golf shoe with spikes. So if that's a concern from your member's perspective, it needn't be.

My only criticism of the shoe is the placement of the company logo. Rather than on the toe, which I found a tiny bit distracting while hitting shots, I would have preferred that it be on the sides of the uppers.

Like most shoes manufactured these days, the uppers are made out a synthetic material. Since I've restored several pairs of this style and brand of shoe in nearly every color and condition, I know that they clean up easily with just saddle soap or a neutral product like Mr. Leather (get the 8 oz. bottle) or ('Fore' Supply's) Club Classic Leather and Vinyl Conditioner and Cleaner (get the 8 oz. bottle).

Click the first link below for the former and the second for the latter: [http://www.foresupplyco.com/productDetail.asp\\_Q\\_catID\\_E\\_48\\_A\\_subCatID\\_E\\_63\\_A\\_productID\\_E\\_813](http://www.foresupplyco.com/productDetail.asp_Q_catID_E_48_A_subCatID_E_63_A_productID_E_813),

[http://www.foresupplyco.com/productDetail.asp\\_Q\\_catID\\_E\\_48\\_A\\_subCatID\\_E\\_63\\_A\\_productID\\_E\\_1681](http://www.foresupplyco.com/productDetail.asp_Q_catID_E_48_A_subCatID_E_63_A_productID_E_1681). Call 800-543-5430 to order.

If grass stains or green dye (some of the clubs in Arizona put the latter on the entire golf course monthly during the winter season to keep the course looking a deep emerald color) appear on the toes or sole edges, it comes off with saddle soap. If not, Kelly's Shoe Cleaner will remove the rest.

From a shoe repairman's perspective, like all other shoes I review these days, these are solidly put together. And from what I see from members shoes that are older than mine, they hold up and clean up well.

WHAT TO TELL YOUR MEMBERS ABOUT THE NIKE LUNAR CONTROL MEN'S GOLF SHOES: *"If you like a golf shoe with snug fit that's stylish and has great traction without spikes, this is your shoe. The fact that it earned an average of 4.9 stars out of five in 8 reviews on a retail web site is no small feat. From the unique soles, split tongue and padding, this shoe exudes comfort too. Cost: \$149.95.*



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REVIEW



**Adidas Powerband Boa BOOST Golf Shoes: Adjustable with Great Support**

The Skinny

Adidas Powerband Boa BOOST Men's Golf Shoe - White/Silver

- New generation of adidas® branding and shoe construction powered by scientific and biomechanical research and testing
- boost midsole cushioning for walking comfort and energy return
- Features new L6 Boa® closure system conveniently located on top center tongue for more customizable micro adjustability
- 6-spike TPU outsole construction with strategically placed secondary lugs for tour-proven grip and stability
- climaproof® stretch microfiber leather offers durability and lightweight comfort with easy care
- New competition last features a slightly rounded toe shape and wider forefoot for increased overall volume, improved comfort, and exceptional stability
- bounce foam in forefoot for long-lasting cushioning and soft comfort
- POWERCAGE saddle connected by soft wire through 360LOOP guide to BOA® closure system for preventing power leaks and strengthening lateral stability on upper

- fitfoam® PU sockliner provides great cushioning, support, and comfort
- New low profile thintech® EXP cleat offers improved stability, traction, durability, and green friendliness

The Review

The local Adidas rep was kind enough to drop a pair of these by my shoe room one day so that I could give them a try.

As usual, I'll take a look at these shoes from the perspective of a golfer, Locker Room Manager and shoe repairman.

Before I get into the review itself, you may have noticed that newly crowned, first time major and Masters champion wore these shoes during the final round and playoff. That lends a lot of credibility to the performance of these shoes before I say a word about them.

From a golfer's perspective, these shoes have been criticized brutally on the net for their looks. Of course, looks are subjective and I disagree.

They fit in nicely with the trend toward neon colors that has been on the edge of golf fashion for the last couple of years. They also incorporate the three stripe logo of Adidas footwear nicely with plain grey stripes on the outer part of the upper on the outside. And they have a tiger stripe like look on the stripes on the inside part of the shoe that also look stylish.



To visit the company's site click below [www.golfbuddyglobal.com](http://www.golfbuddyglobal.com);

I like anything on a golf shoe that makes it simpler to wear, and the boa system with a knob that tightens the shoe couldn't be simpler. Turn right to tighten to the perfect snugness. Then pull up on same until it clicks, the boa wires release and you can pull the shoes off with ease.

What you'll notice when you slip these shoes on is the roomy toe box. And the support in the arches of both shoes is unmistakable and feels great.



To visit the company's site click below [www.argolf.com](http://www.argolf.com);

Further, the shoes provided a very stable and wide base to hit any shot from and the traction was excellent.

However, as nicely as they fit when playing and practicing, they weren't perfect. What you'll no doubt notice when you put them on and take the first several strides is that tongue digs into the front of your leg just above the foot.

A sensation that is uncomfortable and lasts for a few rounds until the shoes are broken in. It surprised me considering how other shoes I've worn from this company have been very comfortable right out of the box.

From an LRM's view, these shoes were easy to clean up with just saddle soap when dirty and were ready to go after they are wiped off. A thin coat of Mr. Leather can be used for a glossier shine if needed.

From a shoe repairman's perspective these kicks held up well and are solidly built. Though only a member or two has the shoes at my club, they've shown little wear after several rounds. And members continue to enjoy wearing them.

WHAT TO TELL YOUR MEMBERS ABOUT THE ADIDAS POWERBAND BOA BOOST MEN'S GOLF SHOES: *"If you saw and wore the original Powerbands that came out several years ago, Adidas has added some great features. They are more comfortable, weigh less and have greater adjustability with the boa system. Definitely a shoe I'd recommend, even though the tongue could be shortened and the temporary discomfort avoided. Cost: \$149.00.*