



Locker Room Managers Association e-Newsletter

July 1st, 2007

Issue Seven, Vol. 3.

Dear LRMA Members,

Hi! I hope you all are well.

The association would like to welcome Jesse Alonzo, Locker Room Manager at *Sunset Ridge Country Club* in Northfield, Illinois, David McClymont, Director of Food and Beverage at *Bear Lakes Country Club* in West Palm Beach, Florida and Steven Greenlaw, Locker Room Manager at the *National Golf Links of America* in Southampton, New York to the association.

The association would like to thank Thomas Lewis, Locker Room Manager at *Warwick Hills Golf and Country Club* in Grand Blanc, Michigan, Eben Molloy, the Locker Room Manager at *Farmington Country Club* in Charlottesville, Virginia, Steve Nordstrom at *Santa Fe Golf Club* in Santa Fe, California, Carl A. Newfield, Locker Room Manager at *Doylestown Country Club* in Doylestown, Pennsylvania and Theron Vamper, Locker Room Manager at *Kent Country Club* in Grand Rapids, Michigan for renewing their

LRMA Advisory Board Members

Todd Dufel, LRMA President
The Country Club at DC Ranch
Scottsdale, Arizona
Michael Cooper, Lead Locker Room Attendant
Augusta National Golf Club
Augusta, Georgia
Ron Ballard, Jr., Locker Room Manager
Desert Highlands Golf Club
Scottsdale, Arizona
A. Marlinga, Locker Room Manager
The Hideaway
La Quinta, California
Trey Jacobsen, Locker Room Attendant
The Country Club at DC Ranch
Scottsdale, Arizona
Steve Mas, Locker Room Manager
Quintero Golf Club
Peoria, Arizona
Mike Barks, Locker Room Manager
The Club at Pradera
Parker, Colorado

memberships.

Sharon Heights Golf and Country Club, a Platinum golf facility in Menlo Park, California near San Francisco, has an opening for a Locker Room Manager. This is an excellent opportunity to work at a beautiful facility in the Bay Area. Contact Misty Johnson, Director of Human Resources, at her office: 650-854-4013 x1 or fax resume to: 650-854-1463. Or you can email her at misty@shgcc.com. Please see the job posting on the web site dated 10/16/06 for more details.

Please note that *Colorado Golf Club*, a brand new high-end club in Parker, Colorado is currently looking for a Locker Room Manager. To read the details about the job, go to the Job Posting page of the web site at www.yourlrma.com and click on the posting dated 1/3/07.

There is an opening is for a Locker Room Manager at *Lakeside Country Club* in Houston, Texas. It's an wonderful opportunity for an experienced LRM to work at a beautiful golf facility with a storied history and an opulent clubhouse. This job is also posted on the web site Jobs page dated 2/10/07, so please check it out, especially those of you in Texas (go to the site, click on "Jobs@LRMA," click "Search Postings" then click on the posting dated 2/10/07). Contact Stephen Pelcher, Clubhouse Manager at *Lakeside* at SPelcher@LakesideCC.com or call him at 281-497-2222, ext 203 or fax your resume in at 281-496-9841.

There is a position open for a Shoe Room Attendant at *Spring Lake Golf Club* in Spring Lake Heights, New Jersey. This facility has 27 finely manicured golf holes and represents a nice opportunity for a person that's the right fit. Contact Jeff Thompson at 732-449-8100 or you can email or fax your resume in at trejtdt@aol.com and 732-449-0401. The position needs to be filled immediately. Please see the posting dated 3/23/07 on the web site for more details.

The *Roaring Fork Club* in Basalt, Colorado near Aspen is looking for a men's locker room attendant. Pay is \$14-\$15 per hour and housing is provided. Call Jan Klan on her direct line at 970.927.2714 **ASAP**. Please visit the LRMA web site Job Postings page and click on the posting dated 5/25/07 for all the details.

Bear Lakes Country Club currently has an opening for a Locker Room Manager and is an excellent opportunity for a qualified candidate. The club is at the center of Villages of Palm Beach Lakes, featuring two 18-hole championship golf courses designed by the legendary Jack Nicklaus. The job includes an excellent benefits package along with a membership in good standing in the *LRMA*. Please visit the Jobs Page on the web site and read the posting dated 6/12/07. To inquire about the job contact David McClymont at 561-623-5025, fax: 561-684-7571 or you can email him your resume at davidmc@bearlakes.org.

The **Thought for the Work Week Ahead** will explain the importance of helping your members get to know your staff.

Bimonthly Column is one that takes a look at what committed service to your members is all about by drawing examples from other clubs.

The President's Shoe Tip of the Month will tell you why most shoe rooms could benefit from extra shelving and how it can make your work life easier.

The President's Customer Service Tip of the Month will let you in on ways to keep your members up to date on club tournament events.

In this issue **New Products** has a lot to offer. I'll be doing GOLF RELATED REVIEWS on f2 Golf's Face Forward Wedges, a set of Accu-length adjustable clubs for kids, TaylorMade's r7 SuperQuad Driver, Adams Idea Insight 3 wood and Idea Hybrid, and Scratch Golf's set of wedges.

Industry News covers how Champ and Softspikes did on the Tours in the past month and more.

LRMA Member Comments will focus on the question, "**Are you losing money because of soft cleats? If yes, why? If not, why not?**" If any of you have ideas about this send them in!

Golf Jokes for Members, Guests and Staff this month is about playing golf with an older gentleman.

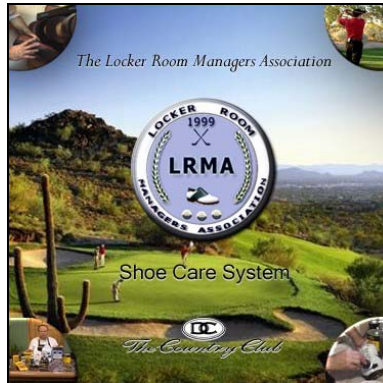
FROM THE LOCKER ROOM X-FILES . . . Another strange but true story, this one about an electric buffer.

I just wanted our newest members to know the *LRMA* has teamed up with *GreenFix Golf, Inc.* to offer a \$150.00 commission to any association member that, as a result of talking with their greens superintendent, has their club sign up for the *GreenFix* Program (our club enrolled for the program over a year ago, and it has made a tremendous difference in the condition of our greens).



If you would like more information, just visit the *LRMA* web site home page at www.yourlrma.com, scroll down until you see the ad above on the right, and click on it. If you have any questions, email me at tdufek@ccdcranch.com.

The Locker Room Managers Association Shoe Care System DVD is now available at 'Fore' Supply Company. This video on this interactive DVD is the only one on the market and shows you how to care for street and golf shoes in a variety of conditions using the latest and best shoe care products. It will save you countless hours, give you even better results, and get you home earlier. The written version of this system accompanies each DVD sold.



TWO LRMA MEMBERS COMMENTS AFTER PREVIEWING THE VIDEO:

"I've got to tell you the DVD is sheer genius, and I'm not just saying that. My staff really enjoyed watching it . . . I just started [at a new club] and had my staff watch the video as a group . . . none of them had done any shoes except their own. They loved the video and it's got everyone on the same page. Now they're all on the same page, cranking out shoes, and everyone is doing a great job . . ."

"Everyone who does shoes at clubs across the nation needs to see the instruction Todd provides on this video. In short, I've been in the profession for almost 7 years and I learned a few things I never knew that can help me and my staff get better results on the shoes I restore at my club. I just got one for my staff and they'll be watching it before our new clubhouse reopens so we all do the best possible job on our members' footwear."

Troy Jacobson-Locker Room Manager, LRMA Member
Present Club: Arizona Country Club
Phoenix, AZ
Formerly at: Superstition Mountain Golf and Country Club
Home of the LPGA Safeway International Golf Tournament
Superstition Mountain, AZ
Email Address: tjacobson04@hotmail.com

"I viewed the LRMA DVD last night. Nicely done, good info. We will be improving our techniques and products accordingly. Opening and closing with you outside the shoe room on the golf course was brilliant! It shows that you are a person, a golfer and not just the guy behind the counter. Very well done, I'm putting in an order today to Four Supply Company to update and improve our product line. Again, very well done."

Mike Banks-Locker Room Manager, LRMA Member
Present Club: The Club at Pradera
Parker, CO
Email Address: mbanks@theclubatpradera.com

For a preview of the DVD, visit the LRMA web site and click on the green banner ad or the banner ad with "Shoe Care Problems?"(the latter is a commercial for the DVD) at the top of the home page (if it's not there refresh the page until it the one you want to see appears). The DVD is now available and quantities are limited, so order your copy today by calling 'Fore' Supply Company at 800-543-5430. Cost is \$124.95.

Please note that I wrote an article for a new web site for private club members that was launched in May at www.PrivateClubMembers.org. Please go to the web site, click on "New Member Orientation" and you'll be able to read the article, "A Day in the Life of a Locker Room Manager-Who is He and Why do We need Him?"

If you have any questions or comments about the association, newsletters, DVD or shoe care and locker room management, please email those in as well. Better yet, if you have a "Question of the Month" you'd like to ask the membership, please send it in!

Best Regards,

Todd Dufek-LRMA President

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Golf with an Older Man

THE LOCKER ROOM X-Files

Legend has it . . .





SEE WEB SITE FOR LRMA PRESIDENT'S REVIEW
AND LINK TO CALLAWAY WEB SITE HOME PAGE

THOUGHT FOR THE WORK WEEK AHEAD

Getting Members familiar with Your Face is Half the Battle

It goes without saying that one of the most important things when it comes to the services we provide in our locker rooms is that our members be familiar with us, know who we are, and that we work in the locker rooms—especially new members. If they are, they'll be more apt to come to us for assistance. In other words, if your members are familiar with your face and know who you are that's half the battle.

That's why I really thought the idea that I saw recently at another club was a great one. It's been done in thousands of businesses nationwide, but I never thought of it in the context of the locker rooms we work in each day. What Mr. Snyder did was to put up a small bulletin board with photos of each staff member from the shoulders up with their names beneath them.

In fact, the board is in a spot on the wall that is in close proximity to the shoe room that many members pass each day as they walk through the locker room. Of course, this ensures they'll see it and will more easily associate the names and faces as being on the locker room staff.

Like I said, this has been done at countless businesses, but I think it's a great idea and one I'm going to implement at my club in the fall when our season starts back up again. Let me know if you've done this at your club or what other things you've done that may be similar to this. --Todd

THE BEST GOLF SPIKE CLEANER IN THE INDUSTRY

Mercury Marketing, Inc.
Air-powered Golf Shoe Cleaning Systems



[CLICK HERE FOR MORE DETAILS](#)

Would you like to be able to clean the spikes on your members' and guests' golf shoes faster and more efficiently than ever before? Are you tired of being exhausted from hacking away at the grass on the soles of golf shoes with a wire brush all day?

If you are, it's time to contact *Mercury Marketing, Inc.* and get the details on their high tech, air-powered golf shoe cleaning system. This method of cleaning the grass and debris off golf shoes is second to none, and can be used at a cleaning station just outside the locker room as well as inside your shoe room by locker room staff.

This system not only includes a Mini Air Gun that is only 5 3/4" long, but cleans 3x faster than conventional brushing. Finally and most importantly, it cleans ALL Plastic Cleats FASTER—including the Black Widow and NEW Pulsar by Softspikes.

This system is being used by some of the best and most prestigious golf and country clubs in the nation—Winged Foot Golf Club among them—to keep grass out of their

clubhouses. And lower the maintenance costs while preserving floors and carpeting.

Contact Mercury Marketing for details by calling 800-569-1454 or 203-831-8293. You can email their staff at "mmisales@mercurymarketing-inc.biz." I highly recommend this system and am in the process of having it installed at the club where I work.

Todd Dufek-President, Locker Room Managers Association

BIMONTHLY COLUMN

Using Marketing Techniques as a Means of Overcoming Loss of Income due to Use of Soft Spikes

In a *Thought for the Work Week Ahead* that I sent out on June 12th I alluded to the fact that the use of soft cleats can actually cause us to lose income because members wear their golf shoes to the course and back, or they change shoes in the parking lot. Either way, we may never shine the majority of their street and golf shoes. After giving this some thought, I came up with a few marketing ideas you can employ at your club if soft cleats have you feeling the pinch financially.

Marketing of Shoe Services

In talking with staff at other clubs about the number of shoes they do it became apparent that though there is, for example, a full sheet of tee times on any given day, they do not receive many street and golf shoes to restore in the shoe room. That means fewer members and guests get to experience the great customer service and superior shoe care that locker room staffs have to offer. And the staff receives less business and subsequently, fewer tips.

Below are a few marketing suggestions that your club can implement to counter a trend that is occurring at clubs nationwide. They are as follows:

1. *Include a notice on the club's web site and in the monthly snail and email newsletter that encourages members to change from their street into their golf shoes in the locker rooms and take advantage of the shoe service and the excellent locker room staff available there. The tendency these days is for members and guests to change their shoes in the parking lot or put their soft spiked golf shoes on at home and drive to the club.*
2. *Place a pair of "before and after" shoes on your service counter for members and guests to see. The footwear I refer to are a pair of golf shoes in relatively good shape, but that are extremely dirty. One shoe should be restored to like new condition, have new shoe laces put in, and a tight fitting shoe tree inside, the other left as is. A small sign is then put on the wall near the shoes or on a cabinet next to them that says, "Before and After," "Are your shoes trying to tell you something?" Or "Take advantage of our shoe service today!" Or another sign that will resonate with your members. This marketing technique has been used very effectively at other clubs.*
3. *Meet with outside service workers and tell them that if they see anyone changing shoes in the parking lot to stop them from doing so and send them into the locker rooms. They should say politely, "We would really appreciate it if you would change into your golf shoes in the locker room right through there. We have an excellent locker room staff that would love to provide you with complimentary shoe shines and give you a locker if you need one."*
4. *Notify groups of the outstanding shoe services and rules about changing shoes in parking lot via traditional means. This means when sending confirmation letters to a group for upcoming corporate outings, printing score cards, putting up scores on large green scoreboard and signage around clubhouse that members and guests be notified via these means.*

Let me know what you've done to market your shoe services and I'll share it with the membership. --Todd



Mr. Leather Liquid: A Neutral Shoe Product that Cuts Shine Times in Half

Mr. Leather Liquid is a neutral shoe product made by Northern Labs of Manitowoc, Wisconsin that unlike anything on the market—it cleans, conditions, waterproofs and shines shoes like glass **without buffing**. Here's what just a couple Locker Room Managers in the association are saying about *Mr. Leather*:

“When the golf shop staff saw how good the members shoes were turning out I had to do their shoes too. This is a great product!” --Steve Maas, LRMA Member, *Quintero Golf Club*, Peoria, Arizona

“When the rest of the locker room staff saw how good the shoes looked (as a result of using Mr. Leather), they had to use it too . . . this stuff is addicting it's so good.” --Art De Marco, *Desert Mountain Golf Club*, Scottsdale, Arizona.

“I use Mr. Leather liquid on 80%-90% of the golf and street shoes that come into my shoe room. Not only does it save me time on each pair of shoes I do, it doesn't build up and buffing is optional. It can even be spread on sole edges of street shoes allowing you to skip using edge dressings altogether. I've done shoes the same time consuming way for almost 20 years: saddle soap, wipe off, apply polish and buff. Once you try this product, you won't go back.

If you want more details, go to the association web site at www.yourlrma.com and click on the Mr. Leather ad on the middle bottom of the home page. Keep in mind that the product does come in a pouch with wipes that dispense like Kleenex-an excellent addition to a tee prize package for your annual Member-Guest Invitational.

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

To obtain this product, please call 'Fore' Supply Company at 800-543-5430.

THE PRESIDENT'S SHOE TIP OF THE MONTH

Why most Shoe Rooms could Benefit from Shelving

Of the clubs I've visited in a variety of states to do consulting, I'd have to say that 50% - 70% of the shoe rooms do not have adequate shelving on which to smoothly carry out the process of restoring shoes. Instead, the staff may carry the shoes to the shoe room or get them there via a shoe cart. They are then piled on the work bench and the LRM and/or attendants grab them in a haphazard type fashion and restore them.

A couple of these rooms were at clubs that hadn't opened yet, but the plans did not call for shelving of any kind to be installed. In other words, the shoe rooms had been done according to plan. On the other hand, I recently visited a new club that had shelving at both ends of a long shoe room with enough space for soiled shoes on the right, ample counter space to restore them, and 10-12 shelves on the other end of the counter to put the clean shoes on before they were taken to be put away.

Most shoe rooms could benefit from having shelving above, below or adjacent to their workbenches, perhaps as many as 3-6 shelves capable of holding 4-6 pairs of shoes. That means you could store 24 pairs of soiled shoes if you went on the high end and likely about 30 if you turn the shoes like you find them in a shoe box. That means that if you currently pile shoes on a shoe cart or carry armfuls into your room and do the same, that you could free up a lot of space and maybe fit another work station in.

Having the shoes on shelves and pulling them down or lifting up onto your workbench has other advantages as well—the primary one being that it allows the LRM and attendants to group shoes by color and type, use the same product on them, and as a result get them done quicker.

Do you have shelving in your shoe room? Would it make your day to day system of restoring shoes easier? Do you have methods of restoring shoes that make working on them easier and faster? Send them in!
--Todd



Look Professional
CLICK HERE FOR MORE DETAILS

CollarSTYX-A Great Product to Keep Members Golf Shirts Looking Freshly Pressed

CollarSTYX is a residue free adhesive backed collar stay that instantly creates a freshly pressed collar for golf and polo shirts (go to www.collarstyx.com and click on "Consumer Orders" on the left side of the home page for detailed illustration of how CollarSTYX work). Reuse it on several shirts and Always Look Your Best. Free Sample. See address info below.

"I placed CollarSTYX and dispensers in the locker rooms at my club several months ago and our members and guests think they're great. Several members stopped by and commented that the stays make a tremendous difference in the way their shirts look, one member stating, 'I gave some to a friend at another club and he thought they were the best thing since sliced bread.' " -Todd Dufek, **President, Locker Room Managers Association.**

LRMA members can obtain **5 FREE** CollarSTYX (non-members **1 FREE** CollarSTYX) by sending a business sized self-addressed stamped envelope to:

CollarSTYX
20,001 Peel Road
Montgomery TX 77356

For pricing and to order units and dispensers for the men's and women's locker rooms at your club, contact 'Fore' Supply Company at **800-543-5430**.



SEE AD ON LRMA HOME PAGE FOR LINK TO WEB SITE AND LINK TO LRMA PRESIDENT'S REVIEW

THE PRESIDENT'S CUSTOMER SERVICE TIP OF THE MONTH

How to keep Members up to Date on Golf Events

This was another idea that I picked up at a club where I did some consulting on a recent trip to Ohio. I thought it was excellent.

Most clubs put tournament dates in newsletters or on the club web site to keep members abreast of tournaments that are coming up in the next month. Others, like the club where I work, put out a golf calendar for the season that covers the main events for the year—such things as the men's and women's member-guest invitational. Or events that will be played in the current month are posted on a bulletin board in the men's locker room along with sign up sheets.

The following is what the Locker Room Manager had in his locker room to keep members updated on tournaments:

1. A dry erase board with the entire golf season on a calendar showing every golf event and the dates. It allows the men to see exactly what is happening when.
2. A list of golf events for 2007 posted on a list next to the shoe room counter.
3. A clip board containing a flier for each event for the entire golf season also kept near the shoe room service counter.

Most clubs will have one or two of the above, but not all three. By having several sources of information regarding tournaments like Rodney and his staff do, telling members what events are coming up is always easy and accurate.

Does your staff have innovative ways of keeping member informed about upcoming events? Send them in!



CHAMP Stinger Cleat Outperforms All Other Cleats

What members at the LRMA President's place of employment are saying about the Stinger:

- *"I love these spikes! . . . put them on all of my shoes."*
- *"I thought I had an extra spring in my step . . . the traction was great!"*
- *"Gripped great! I slip in spiders-not these."*
- *"Feels more secure on the ground verses the Black Widow cleat, more like a traditional metal spike the instant you step on the ground. Feet hold the ground on off balance shots and on wet grass."*
- *"On the greens they do not scuff or grab due to limited number of prongs on each spike, (I usually scuff the green toward the end of a round when I drag my feet or when I'm getting spanked [beaten badly by those I'm playing against])."*

WHY SHOULD YOUR STAFF INSTALL THE STINGER ON MEMBER AND GUESTS' SHOES INSTEAD OF THAT "OTHER

CLEAT"?

They provide excellent traction under all conditions; have a wear indicator that shows when the cleat needs to be changed, and are proven to wear longer-saving you and your club money.

Because of the Stinger's superior performance characteristics it has my hearty endorsement, and why it is "The Official Golf Cleat of the LRMA." And as you'll note below, the company now has a Stinger cleat for women.

--Todd Dufek-President, Locker Room Managers Association

NEW PRODUCTS

F2 Golf's Face Forward Technology is Effective as it is Strange Looking



Golf club or garden tool? That's what they used to say about the *Cleveland VAS* irons that Corey Pavin rode to *Ryder Cup* fame over a decade ago. Karsten Solheim, the golf club manufacturing legend who innovative *PING* club design characteristics are found in just about every iron made today, spent years pedaling his weird looking putters to PGA Tour pros until they started winning with them (I read his

biography, so I know how hard he worked at getting pros just to hit a ball with his clubs). Of course, the same was true for his irons. And the rest, as they say, is history.

Those involved in the game of golf used to be a stodgy bunch that tended to fight innovation; most that are serious about the sport and its traditions couldn't be pruned loose from conventional looking "sticks." Of course, with the infusion of technology into the game in the last 10-15 years, all that has been thrown on its ear. Quite simply, our members are being asked to consider playing clubs that look awkward yet promise to lower scores, especially around the greens where valuable strokes can be saved.

Of course, *f2 Golf's Face Forward* wedges fall into this category and fit the odd looking bill. Their infomercial on *The Golf Channel* grabbed my attention first, and shortly thereafter I asked for and received not only the wedges but also an entire set of irons (I reviewed those in last month's newsletter). Again, my thanks to Jeff Peterman for providing me with all three wedges and for the great customer service.

Back to the infomercial on *TGC* . . . the commercial promises that golfers using the *f2* wedges will get twice as close to the pin than with conventional ones and showed golfers hitting shots around a particular green with excellent results. They had the results verified by an independent club tester and even showed the difference between their wedge and others by charting both on a computer generated green by placing golf balls where shots finished. The graphic made it clear that the *f2's* would save the average golfer strokes around the greens by getting him closer to the hole.

Before I give you my review of these wedges, please read the copy below from the company's web site. It'll give you and your members a better understanding of why these wedges work better than conventional ones.

Introducing the NEW F2 Wedge from Face Forward Technologies, a breakthrough in wedge design that gets the club to do the work for you...



As you can see with this ingenious design, the face has been moved forward and the hosel back enabling the ball to strike and leave the clubface before grass or sand can grab the hosel and twist the clubface.

- This unique and patented innovation places the hosel behind the clubface, putting the golf club in a face forward position at all times.
- When entering the impact zone, the face comes through and makes contact with the ball before the hosel even enters the hitting area.
- On all shots, this literally makes it impossible to shank the ball.
- In deep rough, the F2 clubhead moves through the grass with less resistance and keeps the grass from grabbing the hosel, forcing shots offline.
- In sand, the F2's unique wide-open face design allows you more opportunity to flatten the club and hit a high, short sand shot.
- When pitching the ball, the F2 design helps you setup in the desired hands forward position which makes it harder to skull or hit your shots thin.
- When chipping, the face comes through the hitting area ahead of the hosel, allowing contact to happen sooner. This lets the natural loft of the club do the work for you.

The Review

As a golfer who's played the game for close to 45 years, shot dozens of scores in the 60's (including three 64's) I know a gadget club when I see one. But what the company claims in the copy above is true: the

club forces your hands forward in a better position and gives you a better chance of making a clean strike, is less resistant to twisting out of the rough, and gives the player a better chance of hitting an acceptable shot.

I took the wedges to the range and having hit *PING* wedges for 30 years, I found that the *f2* wedges made the *PINGS* look, well conventional by comparison. In other words, these clubs are not easy on the golfing eyes at first. But that lessens with time, especially when you hit some good shots. And when your members do, they'll find that the clubs feel solid at impact and as good as any wedge in that regard.

Anxious to see how the wedges performed out of the rough, I tried a few shots from the long stuff. On one particular short par 4 on our club's course, I had a severe side hill lie of about 100 yards with the ball below my feet and deep in the rough. With the green 10-20 feet above me this is normally a very difficult shot because it's impossible to sole the club properly on a downhill slope. That is to say, it's real easy to catch the hosel and send the shot squirting left.

I took a smooth swing, the wedge slid through the rough like it wasn't there, the ball took off straight at the pin, and I was surprised to find the ball had finished 10-15 feet above the hole. That was quite unexpected from a lie like this that should have provided a great deal of resistance. And I found the same thing to be true when I took the wedges out into my back yard; it boasts a thick carpet of bermuda grass that's about 2" deep when cut short. In other words, when you drop a ball into this stuff you can only see the top of the ball. Of course, it didn't come out as easily as the shot above, but there was a noticeable difference as the *f2s* again got through the grass easier.

I did have a couple of concerns with these wedges however. The first was hitting bunker shots with the 60 degree version out of greenside bunkers. The first couple of shots I hit were bladed badly. But unfortunately that's not an equipment issue, but one that lies in the player for not staying down on the shot.

The other concern was the feeling or feedback from the club when I took a full swing; because the clubhead is so different, its weight is distributed differently from a classic wedge and it feels strange when the club is taken to parallel during a full swing. It doesn't decrease its effectiveness, but the better player may find this a bit disconcerting. I know I did at first.

I think the skinny on these clubs is essentially correct and they are definitely in the category of a "game improvement" iron because of their design and their appeal to the recreational golfer (the better or scratch golfers generally hit their wedges and putters better than any clubs in their bags, and likely wouldn't switch out their wedges—that's not to say it couldn't happen).

In conclusion, these clubs are as effective as they are strange looking. And if you are an average golfer and you can't hit decent wedge shots with the *f2's*, you either need lots of practice or a lesson from a *PGA* professional to improve the flaws in your technique. Below is what you should tell your members about these wedges and my ratings of the *f2* wedges on a scale of 1-10, 10 as highest.

WHAT TO TELL YOUR MEMBERS ABOUT THESE CLUBS: *"F2Golf's wedges are as effective as they are strange looking. If you're looking for a club with technology to improve your short game, make sand shots easier, and take less effort to get out of the rough, these wedges are for you."*

Feel-9.2, Appearance-8.0, Technology-9.8, Versatility-9.8, Playability-9.8, Set Up-9.0

Accu-length Golf Clubs for Juniors allow Kids to get off to Best Possible Start



First I need to thank Heather K. Philipp at *Accu-length* for her kindness and generosity in sending me a 500 series set of clubs so that my 6-year-old daughter could give them a try.

As you can tell from the ad above, *Accu-length* makes expandable golf clubs for junior golfers that will last up to five seasons. The clubs have several unique qualities that you'll want to pass on to your club members with young kids just getting into the game so they'll give this product a try. They are as follows:

1. It spares juniors the unenviable task of trying to learn the game with sawed off adult clubs that cause bad swing habits.
2. The clubs last for five seasons because they are extendable (click on the following link to visit the company's web page and see the extensions in motion: <http://www.acculength.com/page/332-17104.htm>) and save the consumer hundreds of dollars because a new set doesn't have to be purchased annually.
3. Extending the clubs is very simple and is done by screwing in new extensions with built in epoxy-no fuss, no mess.
4. The clubs are light enough so that children can swing them easily making the game fun from the get go.
5. The clubs and bag are built in bright colors that appeal to children and get them excited about the game.
6. The club heads are easy on the eye and children like the way they look.

The cost for a set including a golf bag is \$124.99 with club extensions going for \$9.99 for a total of \$134.98. Again, have members use the web site link above to obtain fitting details for their children.

The Review

Unfortunately for me, I made the mistake of buying a *US Kids* set of clubs for my daughter that is not extendable because, like may be true of many of your members, I didn't know *Accu-length* clubs existed, and only found out about them because of an email newsletter called, *The Wire*.

As it turned out, I received these clubs just before my daughter's 6th birthday and gave them to her a couple of days before the big event. With a big grin she said, "Cool!" as I showed her the bag and the clubs. She was more excited by this set than the one I mentioned above that I gave her for Christmas—part of that

being do to the fact that one of her favorite colors is pink.

She immediately pulled the clubs from the bag one by one and gave each a good long look and tried it, settling on the putter that she used to play a make believe golf course that took her all over the house.

The results were very similar when I gave her the chance to hit balls with these clubs. She was enthusiastic about using them-far more than the clubs I mentioned above-and is looking forward to being involved in pee wee golf events when she is able to perform the skills required. Finally, my daughter wants to set up a few holes in the back yard and play them with her dad. One thing is for certain, these clubs are the easiest route to her learning the game and hopefully taking it up for a lifetime.

WHAT TO TELL MEMBERS ABOUT THESE CLUBS: *“If you are looking for the perfect set of golf clubs for your kids that will get them off to the best possible start, this is the set of clubs you need. That’s because not only are they light, but they can grow with your child by simply adding very inexpensive extensions. Further, they are light, easy to swing for kids of all ages, and the golf bag is as good as any adult carry bag on the market. This set scores a perfect 10.”*

These clubs are far and away the best set of clubs and bag I’ve seen for kids, and I have no qualms about giving them the following rankings:

Feel-10, Appearance-10, Technology-10, Versatility-10, Playability-10, Set Up-10

SuperQuad Driver is Best TaylorMade Driver Yet

“Quite simply, this is the best driver I’ve ever had the privilege of hitting. Period.”



The quote above is owned by yours truly and I have no qualms about calling this club “the best” because it is. When you look at all the traits the modern golfer is looking for in this club, this one has them. . . . more on that later.

Here’s what *TaylorMade* has to say about the driver on their web site:

- » All-Black 460 cc clubhead
- » 26 grams of movable weight in four ports that promote 28-yard lateral trajectory change and 1.5° launch-angle change. (Includes two 12g and two 1g weights)
- » Massive 460 cc clubhead combined with TaylorMade’s Inverted Cone Technology produces an extremely-high eMOI* that exceeds 5800 (USGA conforming)

- » Exceptionally low-deep CG and massive clubface area makes this driver exceptionally easy to launch on a high, strong trajectory for long carry and phenomenal distance
- » TaylorMade RE*AX 65 shaft by Fujikura reduces ovaling in the mid-section and promotes stability, consistency and increased clubhead speed

What all this technology translates into is a driver that sends the ball record distance and with excellent feel through impact. Of course, this means a great deal to the better player and to golfers in any handicap category for that matter (no one likes hitting tee balls when the driver feels and sounds like you are breaking a light bulb at impact).

The Review

I put this driver through the paces, hitting dozens of balls on the driving range and playing several rounds of 18 holes on a regulation desert-style golf course. When I first used the club on the range I hit it good with a little draw and occasionally a snap hook, but when I got out on the golf course I was hitting some of the biggest sweeping hooks I've even seen. The ball started out over the right rough and finished in the left rough or worse, in the desert. Not good (I later found out from a staff member who owns the same driver that the clubs is set for a hook when you receive it).

With instructions in hand, I sat down with the club and went about adjusting the weights so that my shot pattern would be more conducive to my style of hitting a straight ball or a slight draw off the tee (I favor the latter because a draw tends to give a player more distance). In a matter of less than five minutes I had the weights where they needed to be according to the easy to follow directions. And with much anticipation, hit the course the next day.

The results were instant and positive on the range and I took them to the course—the sign of a great club by the way. Right away I was hitting every tee ball with a gentle draw of 10-15 yards at the perfect launch angle—not too low and not too high so that the ball didn't go anywhere when it landed. I've since played several rounds of 18 and usually hit 12-14 fairways each time out.

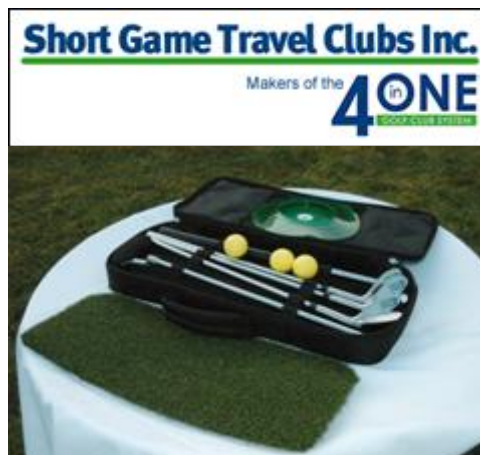
In short, this is a great club and one that you simply can't go wrong recommending to a member, no matter the level of his or her play or handicap. Personally, if golf is allowed in heaven and this club isn't there when I arrive, I'm going to be disappointed.

Once again I have to thank John Steinbach at *TaylorMade* for his generosity in allowing me to try the company's clubs. There's no need to wonder why *TaylorMade* sells more drivers to *PGA Tour* professionals than any other company.

WHAT TO TELL MEMBERS ABOUT THIS CLUB: *“If you are looking for a club that you can adjust so that you get the desired shot shape you want, is forgiving, has excellent feel at impact, is easy on the eyes and sets up like a dream, then buy this one.”*

This driver is the best I've ever hit hands down and I have no problem with giving it the following rankings:

Feel-10, Appearance-10, Technology-9.9, Versatility-9.9, Playability-10, Set Up-9.9



SEE WEB SITE FOR AD, LRMA PRESIDENT'S
REVIEW AND LINK TO TRAVEL CLUBS WEB SITE

Adams Golf Idea Hybrid Accolades Well Deserved



_ First I have to thank Burnz Clements, the *Adams Golf* rep for the Phoenix area for his prompt response to my request for the hybrid. Here's what the company has to say about this hybrid on its web site at <http://www.adamsgolf.com/> (please pay it a visit so you know about these clubs in case your members want some information about them).

IDEA PRO

Sleek. Hot. Workable.

What do you get when you combine a tour-preferred appearance with the ultimate performance accomplished golfers demand? You get 9 tour wins and a world-class reputation as being the #1 hybrid brand preferred by more PGA, Champions and Nationwide Tour pros, combined.* It's sleek, hot and workable. The new Idea Pro Hybrid is engineered with high-performance design features for greater distance and versatility off the tee, in the fairway or out of the rough. In a nutshell, that's why it's the #1 hybrid on the three combined tours.

I have a college golf buddy who gives me a great deal of grief about the fact that I once used the precursor to the hybrid called the "Ginty." It was a utility club that was heavy (it had a thick metal sole plate) and could be used more effectively from the rough than an iron or wood. My college golf teammate said I was

too good a player to be hitting the club. Well, the next time we play he's going to get a taste of this new hybrid and I'll bet he's going to have to have one in his bag if his results are anything like mine (okay, the fact that the pros on the *Tours* are using them might help too!).

The Review

I have to admit that I had trouble hitting this club on the range and on the course right after when I played my first 9 holes with it. But as is the case with other clubs I tested, I discovered my swing was a bit off that day. Once I got that smoothed out, I couldn't have been more impressed with the shots I was able to hit with it. That not only included the results from a variety of lies, but also the ball flight and distance.

In short, the ball jumped off the face like it had a tiny jet engine strapped to it and it sounded like it too, especially into the wind. In fact, I was able to hit excellent shots with it on three out of four holes. After hitting an awful second on a par five I was left with 195 yards downhill into a slight breeze. I hit the club flush, got it inside 10 feet and promptly made the putt for a birdie (that's called "stealing one").

On the next hole I had 200 yards left on an uphill par 4, choked down a bit and hit it to the middle of the green. I faced another 200+ yard shot into the wind on another par 4, flushed in again and it never left the pin, stopping 10 feet away. Finally, I was out playing another day and came to the par 3 7th and had about 220 yards to the flag, nearly all carry over desert. I took a nice smooth swing, flushed it again and the ball never left the pin and stopped just over 10 feet from the flag. I knocked in the put for a birdie two.

I had all the proof I needed to conclude that not only does this club work (I hit it off everything from hard pan to fairway), it feels terrific at impact, and I get about 220 yards out of it. And I haven't even touched on it's effectiveness from long grass, out of fairway bunkers, and using it to chip around the green. In short, the accolades heaped on this club are well deserved.

Here's what I'd tell your members about this: *"If you are looking for a club that feels great at impact and will give you the results you are looking for in a hybrid, you should make the Idea Pro Hybrid a permanent fixture in your bag. Everyone knows that those golfers that play the pro tours only put the clubs in play that perform the best, allow them to shoot the lowest score possible, which translates directly into their paychecks. They choose this club more often than any other hybrid and so did the editors at Golf Digest(see logo of award next to photo of club above.)"*

My ratings for the *Idea Pro Hybrid* are:

Feel-10, Appearance-9.8, Technology-9.9, Versatility-9.9, Playability-9.9, Set Up-9.8

Yes! Golf Introduces the New Callie-f Forged Putter





SEE AD ON LRMA HOME PAGE FOR LINK TO WEB SITE
AND LINK TO LRMA PRESIDENT'S REVIEW

Scratch Golf's Wedges have Classic Lines, Classic Feel



I have to thank Ari Techner at *Scratch Golf* for sending me three of their wedges to try. He got right back to me after I requested his company's clubs, a great indicator of the promptness of their customer service.

I heard about *Scratch Golf* from *The Wire*, a daily e-newsletter put out by the *Golf Press Association*. Prior to that, I had never heard of the company. And that is surprising because they are getting exposure on the professional tours as more and more touring pros win or place high in various tournaments (see the article below for an example).

First some information on the company so that you have an idea of what they make and a bit of their background so that when members or guests ask about their clubs, you'll have some first hand knowledge to share. I'd also suggest you visit their web site at: <http://www.scratchgolf.com/>.

Scratch Golf is a premium golf equipment manufacturer dedicated to providing golfers with wedges and irons available in an unprecedented five different grind options. Designed and hand crafted by Chief Design Engineer and Master Grinder Jeff McCoy, the "JLM" series wedges are truly unique in how they help golfers make the solid contact required to "hit it close".

In addition to their unique grind options, Scratch Golf Clubs offer outstanding feel due to the use of forged 1018 Super Soft Carbon Steel. Scratch Golf Clubs are the softest wedges and irons available in golf today.

Scratch Golf's Tour Department has built wedges for players on all PGA Tours. Over the past two seasons, Scratch Golf has become the fastest growing wedge on the PGA's Nationwide Tour. In addition to its "JLM" Series, Scratch Golf also makes

available to the public its complete Tour Department experience. Whether a golfer opts for the Tour inspired JLM Series (\$199) or whether they get their wedges or irons through the Scratch Golf Tour Department (starting at \$299), nothing else compares to Scratch Golf Clubs.

If you visit the company's web site you'll see they carry not only wedges, but men's and women's clubs and hybrids as well. Obviously we'll be focusing on the former. And when it comes to *Scratch Golf's* wedges, golfers can choose from 6 types of grinds depending on their divot pattern. Rather than try to explain what I mean, click on the following link and it will take you to the page where you can get more information for your members: <http://www.scratchgolf.com/index.php?categoryid=79>. I chose the TNC grind because it fit my game perfectly

The Review

First I have to say that for most of my golfing life I've played *PING* wedges, which, when they come to their looks are very odd to the golfing eye, but effective nonetheless—what I see as the ugly duckling of wedges. If *PINGs* are a bit homely, then these *Scratch* wedges are on the other end of the spectrum with traditional appearance, classic lines and drop dead beautiful chrome finish (I received the 53, 56 and 60 degree wedges with the TNC Grind).

Though I've played *PING* wedges since 1978, I still prefer the classic wedge designs and the three that *Scratch Golf* sent did not disappoint. From the moment I pulled them out of the bag and set up to hit a shot on the range, the looks of these clubs exude confidence, and to know that they are ground to fit your shot pattern provided a booster shot of assurance that these clubs would work well not only for me, but for any member who tries them.

As far as how I hit the wedges on the range, just as an example, I pulled out the 60 degree wedge and hit 3 balls side by side-3 feet apart-80 yards out, and did the same with the 56 degree version 100 yards out. Now that's consistency! Of course, all of us recreational players are "driving range pros," but seldom can take the same quality of ball striking from the practice tee to the golf course . . .

I didn't find that to be true with these clubs, whether it was taking a full swing or merely pitching the ball, these clubs performed as advertised from any lie, were especially effective out of the bunkers, and have a nice soft, solid feel at impact. For example, the wedges I play now take a bit of extra effort to propel the clubhead through the sand and get the ball out. The *Scratch* wedges took less clubhead speed or effort and the ball came out with nice height and more than adequate spin. Flop shots attained the required height and spin to stop as well.

The only negative I could find about these wedges is that they tended to be heavier than other wedges of various brands. For those of you who only play golf once in awhile or don't play at all, wedges are made heavier than other clubs for a number of reasons. I won't go into detail here, but the fact that the wedges seemed a bit heavier to me did not make them any less effective.

Overall, these wedges have the playing characteristics that any level of player needs, but are particularly suited to the better golfer because of the many grind options the company offers. *Please see the article below the rankings for more information on how these clubs are doing in tour events.*

WHAT TO TELL MEMBERS ABOUT THIS CLUB: *"You may not have heard of Scratch Golf, but like other smaller companies that make quality golf clubs, these clubs are worth playing no matter your handicap. And if you need a specific grind you have many options to fit your divot pattern, whereas other companies offer a 'one-size-fits all' approach that will actually work against many golfers. You will enjoy putting these wedges in play."*

Feel-9.8, Appearance-9.9, Technology-9.5, Versatility-9.8, Playability-9.8, Set Up-10

Scratch Golf Earns Tie For Third at Nationwide's "La Salle Bank Open" At The Glen Club in Illinois

Three Scratch Wedges in Bag of One of Two 3rd Place Finishers!

Eugene, OR, June 4, 2007 - Three Scratch Golf (www.scratchgolf.com) wedges were in the bag of one of two players that finished tied for third place at the 2007 PGA Nationwide Tour's "LaSalle Bank Open" which concluded yesterday at The Glen Club in Glenview, Illinois. The tie for third becomes Scratch Golf's best finish on Tour this year.

"Every week seems to be getting better and better for us out on the Nationwide Tour," Scratch Golf's PGA Tour Representative Paul Friedrich commented. "Following last weekend's two top ten finishes with our best finish of the year gives us the feeling that we may get a win out here before too long. More and more players are having Scratch wedges made for them and the comments we hear reflect those of the general golfing public. They love the more solid contact they make with our grinds that fit their swing type but they really love the Scratch Golf super soft 1018 Carbon Steel forgings. These guys on Tour are all about 'feel' around the greens and with our forgings, they have more feel than they have ever experienced. We are proud that these world class PGA Nationwide Tour players have given us so much positive feedback."



SEE AD ON LRMA WEB SITE HOME PAGE

INDUSTRY NEWS

CHAMP Spikes Come Up Winners Everywhere

Two Sudden Death Wins as Part of a Four Victory Weekend

Marlborough, MA-June 24th, 2007-CHAMP Spikes and the CHAMP Scorpion Stinger™ wrapped up another incredibly successful week with four victories, two of them in sudden death.

On the PGA Tour, it took 72 holes of regulation and one additional sudden death playoff hole before the champion at the Travelers Championship could be decided. For CHAMP it was a win-win situation as both of the playoff contestants were wearing CHAMP Scorpion Stinger spikes. Statistically, CHAMP spikes were peppered

all over the leader board as five out of the top ten finishers elected to wear the CHAMP brand and a whopping 70% percent of the golfers who wore CHAMP chose to change from the spikes that originally came in their shoes.



In Pittsford, New York at the Wegmans LPGA , the champion earned her first playoff victory in five

attempts defeating a tour rookie on a two-hole sudden death playoff. The winner, wearing the CHAMP Stinger, overcame a three stroke deficit to force the first playoff at the tournament since 1989.

On the Duramed Futures Tour, the winner, as well as the entire field, was wearing CHAMP spikes. CHAMP is the official spike of the Duramed Futures Tour and is the sponsor of the annual upcoming CHAMP Eastern Challenge, which runs for six weeks at East Coast tournaments. Finally, across the Atlantic in Munich, at the BMW International Open, CHAMP Spikes were again the choice of the champion. The winner wore the CHAMP Stinger as did 68 other players. Overall, 102 of the field of 156 chose spikes from the number one brand on tour.

"This was another great week on all tours for CHAMP," said Harris MacNeill, President of CHAMP. "This is the first time the winners of four different events in the same weekend have worn the same model of spike. Having winners and numbers such as they were in such diverse locations and playing conditions shows why our Stinger spikes are becoming more popular, not only as original equipment with the manufacturers but as replacements for the professionals and amateurs as well."

Adidas Golf Wins Red Dot Design Award

Innovative TOUR360 II Golf Shoe Captures Prestigious "Best of the Best" in the Leisure, Sports, Wellness and Caravaning Category

CARLSBAD, Calif. (June 19, 2007) - red dot, an organization recognized worldwide for its acknowledgement of fine design, has honored adidas Golf's new TOUR360 II golf shoe with its prestigious "Best of the Best" for 2007 award in the Leisure, Sports, Wellness and Caravaning category. Forty-three products out of 2,548 submissions from all over the world were judged "Best of the Best" by an international jury of renowned designers and design experts.

red dot's international jury annually reviews and evaluates entrants based upon innovation, functionality and quality. red dot defines its award as "a seal of quality that stands for membership of the best in design and business." Other red dot "Best of the Best" award winners for 2007 include the Porsche 911 Targa, LG Electronics' Prada cell phone and Apple's ipod shuffle.



"The inspiration for the design language of the TOUR360 II was kinetic and digital art, which helps to successfully integrate the numerous product elements into a single, cohesive unit that is both highly functional and extremely beautiful," said Gerald Kultz, global creative director for adidas Golf. "Combining those influences with traditional golf values allowed us to conceive a con-substantial design philosophy that defines its look and performance."

The TOUR360 II will be placed on exhibit at the red dot museum in Essen, Germany, starting in July, following an awards ceremony at the Essen Aalto-Theater.

"This is a tremendous honor for adidas Golf, and a testament to a tremendous collaborative effort by our design, development and marketing departments," said Dave Ortle, director of global footwear for adidas Golf. "Improving on the original TOUR360 was a massive challenge because that shoe was embraced by both professional and amateur golfers for its performance-enhancing features and bold look. red dot's recognition of the new TOUR360 II validates that we have, in fact, created another new performance benchmark in golf footwear and a worthy successor to the original TOUR360."

The red dot award is the second international honor for the TOUR360 franchise. The original TOUR360 won the prestigious isprovision Global SportStyle Award for Men's Footwear of the Year 2005 - especially

significant because the award category was not limited to golf-specific footwear and included all types of sport footwear.

The TOUR360 II is available in five color combinations: running white/dark beige/black; running white/black/mania blue; running white/black/energy; running white/running white/black; black/black/running white. The manufacturer's suggested retail price (MSRP) is \$180.

CHAMP Spikes Dominates U.S. Open

Fantastic Father's Day Finish for CHAMP

Marlborough, MA-June 18th, 2007-CHAMP Spikes, the number one spike brand on tour, continued its tour dominance this weekend capturing The U.S. Open at Oakmont. The winner, along with the next top three finishers chose spikes made by CHAMP.



In 2007 CHAMP Spikes have been used by the winners of 14 out of 25 PGA Tour events including both legs of the Grand Slam; The Masters and The U.S. Open.

At this week's Open in Oakmont, PA CHAMP Spikes were worn by 62 out of the 156 players. The CHAMP Stinger™, which combines the industry's best durability and traction with comfort, was worn by the most players, including the champion. The CHAMP Pro Stinger™ was also heavily relied on for its unique combination of traditional metal spike traction and soft plastic spike comfort.

"We are ecstatic about the Open victory," said Harris MacNeill, President of CHAMP. "Our victory here was twofold; on the leader board as well as the overall player usage statistics. The proof is in the numbers. The tour players know what the playing public is coming to know too. We make spikes to suit all types of shoes and players. No other spike manufacturer offers players the variety that we do."

PrideSports Dominates Us Open Field

7 Out Of Top 10 Players At The U.S. Open Wear PrideSports' Products; U.S. Open Marks 42nd Consecutive Major Championship That PrideSports Leads The Field In Spike Usage

Nashville, TN, June 19, 2007 ... PrideSports -- the #1 cleat company on TOUR -- dominated the field this past weekend at The US Open at Oakmont Country Club, marking the 42nd consecutive major championship that Softspikes brand cleats led the field in product usage, while 7 out of the top 10 finishers chose to wear PrideSports products.

Since the Darrell Survey began tracking cleat surveys in 1996, PrideSports products have led the field in usage at 42 consecutive major championships.

"We take great pride in knowing that the majority of the players on TOUR prefer PrideSports products over any other brand," said Joe Zeller, President, PrideSports. "It is equally rewarding to see our product consistently dominate the field at major championships."

PrideSports Dominates AGAIN On PGA TOUR & Champions Tour

Winner & 9 Out Of Top 10 Players At Stanford St. Jude Championship Wear PrideSports' Products; PrideSports Also Captures Principal Charity Classic On Champions Tour

Nashville, TN, June 11, 2007 ... Pride Sports -- the #1 cleat company on TOUR -- captured wins on both the PGA TOUR and the Champions Tour this past weekend. Led by the Fast-Twist™ Insert System and Softspikes®-brand golf cleats, the winner and 9 out the top 10 finishers in the Stanford St. Jude Championship utilized PrideSports' products, as did the winner of the Champions Tour's Principal Charity Classic.

In addition to the leader board, more than three-quarters of the field at the Stanford St. Jude Championship utilized PrideSports' products, including Pulsar™ cleats - the #1 Cleat on TOUR, Pride Golf Tees - the #1 wooden golf tee on TOUR, Fast-Twist™ - the #1 cleat system on TOUR and Black Widow™ - the #1 selling golf cleat in the world. This week's victory also gives PrideSports wins in 17 out of 23 PGA TOUR events in 2007.

"We're very excited to once again capture dual wins on Tour, as well as dominate the leader board," said Joe Zeller, President, PrideSports. "Heading into the U.S. Open, we are extremely pleased with the combined performance of our brands so far this year, and we expect an even stronger second half to the 2007 professional golf season."

TS Communications Associates

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If you are looking for a webmaster that can create a web site for your country club, for personal use or if you are not satisfied with your current service, contact Terry Witte, a colleague and expert member of my team at www.nosweat.net. You'll quickly find that *TS Communications Associates* can take care of any web-related need your club might have, from troubleshooting to creating a fully functional web site from scratch.

Finally, Terry and his staff have placed most of the ads on the LRMA web site, and has done numerous upgrades as needed. I'd recommend his services to anyone. –Todd

LRMA MEMBER COMMENTS

Question of the Month

This month's question is: ***"Are you losing money because of soft cleats? If yes, why? If not, why not?"***

Hi Todd!

Our club does not charge for spike replacement. We are new and have approximately 43 members. I believe as the membership grows, they may change their practice of free spike replacement as it will become a cost issue (and loss of income) with a maximum membership of 400.

Warren Dahlke Jr.
Blackstone Country Club
Peoria, AZ

Todd,

I believe that new technologies like improved spike and shoe types that are easier to take care of actually open the door for locker room personal to improve service in areas that I believe members value more. Like fitness cloths and swimsuit cleaning and putting back in their lockers.

Maybe getting socks washed and shirts cleaned and put back into their lockers.

Doug Kruger
Somerby Country Club
Byron, MN

Todd,

Spring Lake Golf Club rounds are down from 22,000 in 2005 to 18,000 2006, who knows what this year will bring. This with no change in membership.

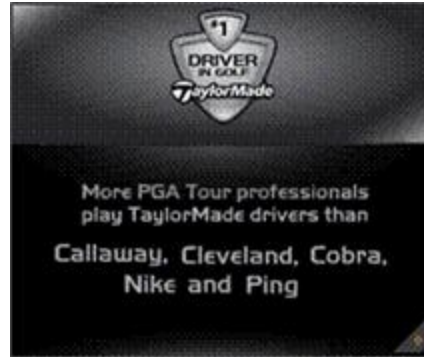
Jeff Thompson
Spring Lake Golf Club
Spring Lake Heights, NJ

Todd, we're behind a little in day to day tips at Heritage Club because it hasn't rained here in 3 weeks. We've had less than a 1/2 inch of rain since May 1. There's no mud and no wet grass clippings, thus, no dirty shoes.

Back to your original point, the Head Pro at private clubs should convey to his or her membership, what we do here at Heritage: that a member is lowering the standards of the club by changing shoes at his car. That's what a locker is for, to keep your shoes and other gear in, not the trunk of your car.

When you go play elsewhere, have the locker room guy clean your shoes for the trip. Our former pro Joe Zinchini had one rule when we (staff and members) played at other private clubs around the area: Always use your guest locker, leave your street shoes out and tip the Locker room attendant and bag drop personnel.

Fred Slezak
Heritage Club
Mason, OH



SEE AD AND REVIEW ON LRMA
WEB SITE HOME PAGE



Need High-end Leather Goods for an Outing-Try *Leather Tree*

Remember, if you need a great golf item for a "tee prize" for your upcoming Member-Guest Invitational of similar large event, go the *LRMA* Home Page at www.yourlrma.com and click on the "Golf Butler" on the left side. Make your purchases by going through the association web site, or call and let them know you are a member of the LRMA.

GOLF JOKES FOR MEMBERS, GUESTS AND STAFF

Golf with an Older Man

A young man who was also an avid golfer found himself with a few hours to spare one afternoon. He figured if he hurried and played very fast, he could get in nine holes before he had to head home. Just as he was about to tee off an old gentleman shuffled onto the tee and asked if he could accompany the young man as he was golfing alone. Not being able to say no, he allowed the old gent to join him.

To his surprise the old man played fairly quickly. He didn't hit the ball far, but plodded along consistently and didn't waste much time. Finally, they reached the 9th fairway and the young man found himself with a tough shot. There was a large pine tree right in front of his ball - and directly between his ball and the green.

After several minutes of debating how to hit the shot the old man finally said, "You know, when I was your age I'd hit the ball right over that tree."

With that challenge placed before him, the youngster swung hard, hit the ball up, right smack into the top

of the tree trunk and it thudded back on the ground not a foot from where it had originally lay.

The old man offered one more comment, "Of course, when I was your age that pine tree was only three feet tall."

Legend has it . . .

FROM THE LOCKER ROOM X-FILES . . . Another True Story . . . I took over at an established club where a father and son team had run it and the locker rooms for about 20 years. I never did meet either one of them, but heard some interesting stories about the son . . . mostly from our mechanic/food and beverage manager.

Legend had it that rather than apply polish to shoes he simply opened a can of Meltonian polish and pressed it hard against the appropriate wheel and followed that up with shoes until more polish was needed. I know, I know . . . that may be a bit hard to swallow. But the fact that the yarn wheels were so gooped up with polish that they actually shined was evidence enough for me to be convinced that the legend was true.

--Anonymous

Got a strange but true story for **THE LOCKER ROOM X-FILES?** Send it in!!! --Todd

Coming in the August 1st Edition of the LRMA e-Newsletter: The association will be providing the usual tips and information in all the usual categories. I'll also be doing a SHOE REVIEW of *Hi Tec's* latest golf shoe and GOLF RELATED REVIEWS of *Adams Golf* Insight 3 wood, *Feel* and *Solus* wedges and *Tiger Shark's Optix Putter*.