

PRO SHOP

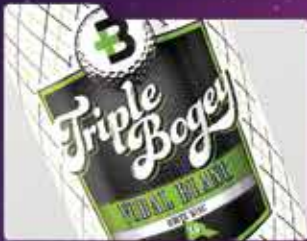
Magazine

THE BUSINESS OF GOLF OPERATIONS

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Putting A Bow on Last Open at The Abbey

In journalism, 30 (written like this -30-) signified the end of a story. It goes back to telegraphy when commercial 'type-writers' came into use in the middle of the 19th century.

There are no coincidences in life. We're part of a connecting principle that links mind and matter and supersedes cause and effect. It's called synchronicity. It was on full display on a sun-splashed Tuesday morning before the start of this year's RBC Canadian Open played at Glen Abbey Golf Club in Oakville. It was the 30th Open at the Abbey – the final one, the end - 30 -

It was the Hall of Fame induction ceremony, and a small grandstand was erected on the grounds and filled with dozens of hall members, including Wilf Homenuik and former LPGA great, Sandra Post, chair of the selection committee.

But the star attraction was Golf Canada's special invite, Lee 'The Merry Mex' Trevino. He is 78 now, and remembered by all as a top-three player during his era (the 1970s and '80s). But Merry Mex still has currency, and his knife sharp wit hasn't been dulled by age.

During his time on tour he was a non-stop jabberer, the alt-Nicklaus, a caramel-skinned, poverty-stricken, beano who rose from a west Texas barrio to become one of the greats. His swing was a geometric oddity that shouldn't have worked, but did, over and over again, especially in 1971, when he won six times, including the Canadian Open at Richelieu Valley near Montreal. That win gave him

the singular title as the first man to hold three national championships in one year – U.S., Britain and Canada. He won all of them in a magisterial four-week period. Sportswriters dubbed it 'The Triple Crown.' In his entire career, he won six majors, 29 PGA tour wins, and 29 more on the Champions Tour.

In an odd little twist of the knife, he won three Canadian Opens to Jack Nicklaus's none, and two came at the Abbey, the course that Jack built for the RCGA – now Golf Canada.

On Hall of Fame morning, Supermex was loose and full to the brim with stories. He spoke extemporaneously, and jumped from subject to subject: his love of Canada (he also won two Canadian PGA titles), the raw power of today's best players, especially Dustin Johnson, who only days later, won the Open; and then he singled out Homenuik, the Saskatchewan native.

They both played the mini-tour circuit in the 1960s when courses were dog patches and purses were a mere pittance – even if you won. He remembered a stop in Panama where he arrived hungry and broke. That's when Homenuik took him out one night for dinner. Fifty years later, they were together on stage, and united by a great memory. The Hall of Fame celebration closed the circle on the Abbey better than the RBC Open itself.

But Trevino's day was far from



done. He was shuttled off to the Hockey Hole, the Par 3 near the clubhouse, and that's where he faced-off with the media. But he was the one that peppered them with questions. Why was there no coverage of the Open in the newspaper to read at breakfast? Where, he asked, are you guys (the media)?

Supermex was right. The golf coverage from the legacy newspapers was thin if not non-existent leading up to the Open. Even during the four days of the tournament, many papers relied on coverage from news agencies like Associated Press (AP) or Canadian Press (CP). For the first time in my memory, the Toronto Star, the largest paper in Canada, didn't send anyone to cover the Open – even if there was added poignancy because it was the last one at the Abbey.

Many retired golfers seem irredeemably unmodern. Not Trevino – except when it comes to the media coverage. During his heyday, he knew most of the print journalists on tour. Some were as famous as he was: Dan Jenkins and

Al Barkow, and later, Rick Reilly, John Feinstein, et al.

When Tiger Woods tied Trevino's Triple Crown in 2000, the media room at the Abbey was full to bursting. I know; I was there. It was a madhouse. The Toronto Star sent a full contingent: reporter, columnist and photogs.

But by 2008, everything had changed. The economic collapse led to a shrinking advertising dollar, and legacy papers were choking on the exhaust created by a new wave of social media platforms. Everyone, it seemed, was going digital.

Newspapers started cutting back on travel expenses, and reporters. Many relied on freelancers or news agencies for their golf coverage. By the time Trevino arrived for the Hall of Fame Day, AP's Doug Ferguson was one of the few journalists still left covering the PGA Tour full time.

The group Trevino addressed on the tee was a different media mix, most from digital platforms – many of them bloggers and freelancers.

During my short stint at the Star in the '80s, our sports editor would send a large contingent to cover the Open at the Abbey. Our columnist, Dave Perkins, was one of the best golf writers in the business. At the last one at the Abbey (located only 30 miles from the front doors of the Star), it sent no reporters, no photographers, and no Perky – now retired.

But here's some good news.

The .com coverage today is deep. GolfChannel.com and the PGATour.com have more info than you can handle. And the numbers for magazines – both print and online – are healthy, and growing.

According to the 2018-2019 MPA Magazine Media Factbook, more adults (18 to 29) read magazines (95 per cent) than used Facebook (81 per cent). Vividata notes that overall magazine brand reach has remained stable over the past year. Print remains Canadians' primary touchpoint for magazine brands, with 69 per cent of Canadians surveyed reading print magazines.

Okay, I know. I'm biased. I'm writing this in a magazine, one that has covered the golf business in Canada for the past 24 years. It's still proudly available in a printed version – as well as online.

The news cycle has shortened. Golfers on all the tours barely recognize the print people these days. Even the few still writing to print supplement their coverage by sending out Twitter or Instagram feeds. And their stories are quickly converted to digital.

But people still like paper. They like to read, or leaf through a magazine. Print is far from dead. Neither is Trevino. He always made for great copy. For me, he put a perfect bow on the 30th and final Open at the Abbey, especially since he won the first one there in 1977. Talk about synchronicity! His presence helped me write this column. That's why I'll finish it like I finished all my stories when we were both starting out in our professions.

- 30 -

Lee Trevino photo by John Gallagher - GOLF

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INSIDE the Business of Canada's Golf Industry



Mint Green Group to Distribute Srixon, Cleveland Golf and XXIO in Canada

A new partnership agreement reinforces Cleveland Golf Canada Corporation's commitment to building its brands in Canada.

Cleveland Golf Canada Corporation, distributor of the Srixon, Cleveland Golf and XXIO brands, a global leader in golf equipment and innovation, has agreed to an exclusive, long-term management agreement with the Mint Green Group, a leading Canadian sports lifestyle distributor based in Montreal, Quebec.

Mint Green Group will begin distributing Srixon, Cleveland Golf, and XXIO product on behalf of Cleveland Golf Canada Corporation in October 2018, from their distribution centre in Montreal, Quebec. Cleveland Golf Canada's relocation from their existing facility in Surrey, BC will take place during

the month of September, with a targeted commencement date of October 1, 2018 by the Mint Green Group.

"Mint Green has built a solid reputation as a leader in its field, driven by outstanding sales, operations and brand building expertise in the Canadian marketplace," said Mike Powell, president of Sales and Marketing, North America for Srixon, Cleveland Golf, XXIO.

"With the rapid growth we are seeing in the Srixon, Cleveland Golf and XXIO brands, coupled with the high golf participation rate in Canada – which, per capita, is one of the highest in the world – our partnership with Mint Green gives us the infrastructure and expertise required to maximize the potential of this market," Powell added.

"Srixon, Cleveland Golf and XXIO are bringing revolutionary innovation to golfers at every level and are without a doubt, one of the most exciting companies in golf today," said Ted Fletcher,

founder and chairman of The Mint Green Group.

"With a growing roster of Tier-1 Tour players, including Hideki Matsuyama, Ernie Els, JB Holmes, Keegan Bradley and Graeme McDowell, we see tremendous growth potential for Srixon, Cleveland Golf and XXIO in Canada. We are thrilled to be partnering with these innovative and iconic brands," added Fletcher.

The Cleveland Golf Canada Corporation entity, current team of Canadian sales reps, as well as National Sales Manager, Chris Risto, will continue to represent the Srixon, Cleveland Golf and XXIO brands under the leadership of the Mint Green Group.

Shinebox Lifestyle Brands to Distribute Snell Golf

The founder of Snell Golf is Dean Snell, who is widely recognized in the industry worldwide as one

of the top design engineers in the manufacturing of golf balls. He holds a degree in plastics engineering and has 38 patents in his name alone. His first job in golf was at Titleist, where he stayed for seven years. During this period, Snell worked in close collaboration with many Tour pros when he was developing various technologies and processes. His team invented the original Pro V1, as well as the Professional, HP2 Tour and HP2 Distance models.

Dean Snell was subsequently recruited by TaylorMade where he served as vice president Golf Ball Research and Development for 18 years. During those years he created the TP models Red & Black, Penta (first five-piece ball ever), Lethal and all the TOUR Preferred models that helped Sergio Garcia, Dustin Johnson, Jason Day, Justin Rose and others to win many tournaments. On top of his astonishing record, the Noodle, Burner, RocketBallz, and Project (a) balls

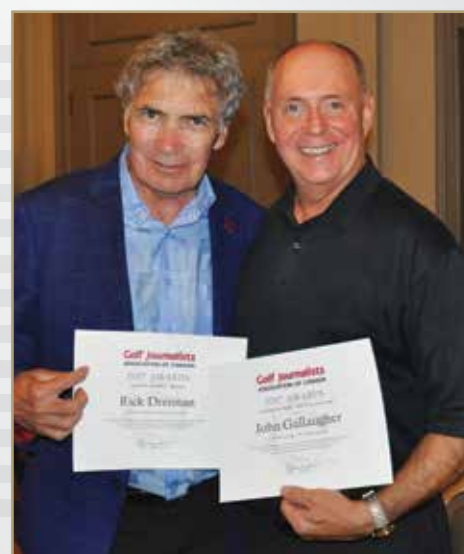
targeted for average golfers, were also his creations.

Mkrak Management to Distribute Glenmuir Collection and Sunderland of Scotland Collection in Canada

Mkrak Management has announced that they will be selling the Glenmuir Collection and Sunderland of Scotland Collection in Canada. Both brands are unique with over 125 years of heritage, and based in Scotland, the home of golf. The quality, durability and provenance of the premium products are world leading. The brands are retailed in select luxury golf resorts globally in 30 countries, including Gleneagles, The Old Course, Trump Turnberry, the Royal Household Club, Le Golf National Paris, Royal Melbourne Australia, The K Club Ireland, The River Club South Africa, San

Industry News cont'd on pg 6

Pro Shop Magazine Awarded for Both Writing and Photography



Pro Shop Magazine carried off two honourable mention awards at the Golf Journalists Association of Canada's 2018 Writing and Photography Awards.

In the Profile Category, Pro Shop senior writer Rick Drennan received an honourable mention for a feature titled "Course Correction."

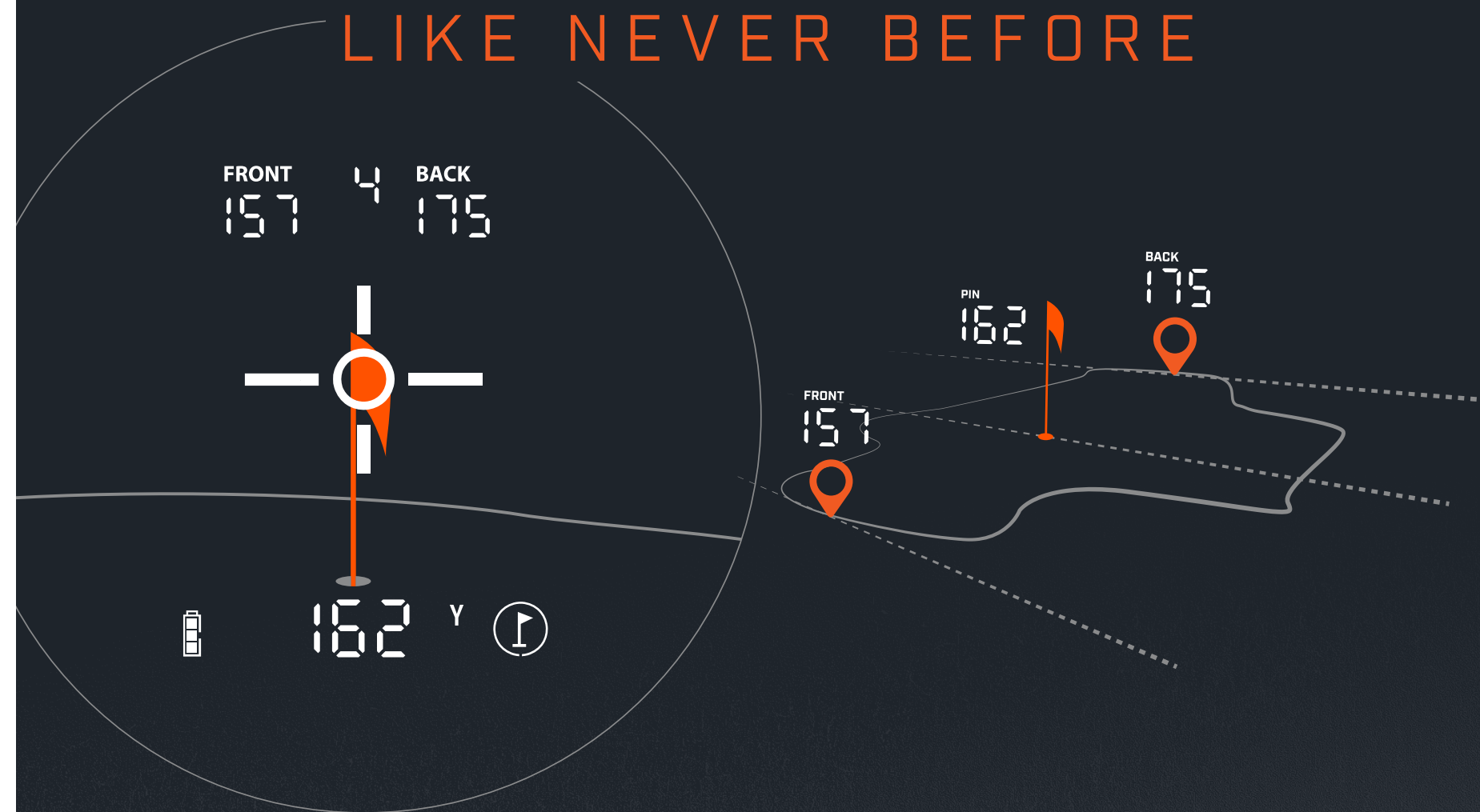
Pro Shop Photographer and Art Director John Gallagher picked up an honourable mention in the Photo-Landscape category for a photograph at Predator Ridge golf resort in B.C. which appeared on the cover of Pro Shop Magazine's Spring 2017 edition. •



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Years

End Of An Era With Tournament Sports. ACI Enters Golf Market

Many will look at it as the end of an era in Canadian golf as ACI Brands takes over the golf division of Tournament Sports.

"This is sort of the end of an era and sad in one respect, but it's also very exciting starting with a new company, and new energy and good team behind us," said Brooke Bauer, whose father Kim founded and owned Tournament Sports.

Tournament Sports will continue to operate its skate division but ACI Brands, which is based in Oakville, Ontario, will now distribute Antigua, Bridgestone and Nancy Lopez, and Brooke Bauer is moving to ACI with them.

"It's great that we have all three brands continuing with ACI and we brought over all of our sales reps and a few of the management team as well," said Bauer. "That's all



Kim Bauer with Nancy Lopez at the annual PGA Merchandise Show

very positive and exciting for us."

John Goraieb, president of ACI said one of the companies that they distribute, Everlast, also owns Antigua and word came to him through them that Tournament Sports might be looking to exit the golf business.

"That led to discussions between myself and Kim and we said 'instead of just us looking at the one line, why don't we look at our

whole golf division,'" said Goraieb.

"The first thing we had to do was make sure all those partners wanted to come with us. They all seemed to be great partners: Bridgestone, Antigua and Nancy Lopez. Once they all agreed that they could grow with ACI, that opened the door for Kim and I to work out a deal." The resulting deal closed Aug. 31.

ACI Brands is a multi-divisional

distributor of consumer products and markets sporting goods and fitness products but until now hadn't been in the golf market. The three brands will operate under their new Tournament Golf division.

Goraieb said no decision has been made on whether they will add more golf lines. He said for now they want to concentrate on expanding business in the lines they just acquired.

The line that may be the most interesting to watch will be Nancy Lopez.

"It's a little different than Antigua and Bridgestone because we more or less own the brand and we can do what we want with it," said Brook Bauer. "We're selling in the U.S. as well as Canada now so this opens a lot of doors for us."

"I'm excited to be continuing to work with that brand and we've

retained the same designer for the line as well, so there will be a consistency there."

Tournament Sports will still remain a fixture in the sports market, just not in golf. No doubt many in the golf business will miss dealing with Gary Pollock who has been in the golf business for more than 40 years and for many of those years, the core of the Tournament Sport sales team.

"And (figure) skates for us was about four times the size of golf. We're the world leader on the skate side with a third share of the global market. If you sell a white skate in Canada it's one hundred per cent our account."

For more on ACI Brand you can visit their website at www.acibrands.com



Gary Pollock

cont'd from pg 4

Roque Spain, Shinsegae Gangnam Korea, and worn by 14 successive European Ryder Cup Teams.

The Stock Service and low minimum orders allow golf professionals to try their premium products, and then order as they require top ups in season, allowing margin to be maintained and not having to put products into sale. In fact, Glenmuir and Sunderland of Scotland products carry the longest shelf life and some of the highest margins for pros amongst all major golf apparel brands.

Their world class embroidery service is all done at their headquarters in Lanark in the heart of Scotland, by their 100-strong team. Generations of craftsmen have the expertise to ensure embroidery is carried out perfectly, including ensuring waterproofing is not compromised on Sunderland of Scotland products by using a special technique to get within the garment to heat seal the back of the embroidery.

For more information on Glenmuir and Sunderland contact Mkrak Management at 1-877-267-8200 or visit www.mkrak.ca or email info@mkrak.ca or ormark@mkrak.ca

Evnroll Putters Join Forces with Golf Supply House

The Evnroll putter line continues

to grow and expand in Canada and now the company that brought Evnroll to Canada is also expanding. McCrosbie Resources, a company founded by Wayne McDonald, (a past Canadian Amateur Champion and two-time first team All American) is now joining forces with Golf Supply House to continue the expansion of Evnroll in Canada. McDonald is a long-time friend of Guerin Rife and has been involved in the efforts to develop and bring Evnroll to market.

After less than two years, the success of the brand and technology of Evnroll has spurred the partnership with Golf Supply House, which is taking over all operations, marketing and sales of the newly introduced Evnroll Canada. McCrosbie Resources and McDonald remain involved on a sales and strategic level.

Dan Harrison, the director of Golf Supply House and Rod Halsall, the GM, have both been involved in the transition. When asked about the new addition of the GSH line, Harrison said, "I was aware of the Evnroll introductions in 2017 when Wayne showed us the putters. However, I never expected the overwhelming response the technology of Evnroll has produced, and what is even more satisfying is that the players using the product have seen remarkable improvements in their putting. We are excited about our involvement and what the next years will bring

with this addition to our business."

Evnroll will be introducing two new models this fall and Golf Supply House and its national network will be representing the brand at all the Canadian golf fall booking shows, and has a full inventory of Evnroll product available.

For more information contact: Dan Harrison - sales@gshcna.ca

TPC Toronto at Osprey Valley as the 33rd property of the TPC Network.

Osprey Valley in Caledon, Ontario is the first TPC Network Property in Canada.

Newly named TPC Toronto at Osprey Valley, it will be the 33rd property in the TPC Network and will host the annual Mackenzie Tour - PGA TOUR Canada event. Osprey Valley, a collection of three courses just north of Toronto, designed by acclaimed Canadian architect Doug Carrick, will join the PGA TOUR's TPC Network of premier golf facilities.

Osprey Valley has provided golfers with a world-class experience for more than 25 years on its three distinctive courses.

RBC Canadian Open TV Ratings

From Sports Media Watch: PGA Tour ratings hit a rare speedbump during the RBC Canadian Open,

thanks to some inclement weather.

Sunday's final round of the PGA Tour RBC Canadian Open earned a 1.4 rating and 2.07 million viewers on CBS, down seven per cent in ratings and eight per cent in viewership from last year (1.5, 2.24M), and flat and down three per cent respectively from 2016 (1.4, 2.14M).

CBS coverage included a two-hour weather delay that pushed the conclusion to Golf Channel and streaming outlets in the Eastern and Central time zones. Golf Channel's bonus coverage delivered a 0.5 and 804,000.

Keeping that caveat in mind, Dustin Johnson's win delivered the event's smallest final round audience since at least 2012.

The multi-year low is a rarity in what has been a Tiger Woods-fueled resurgence for the PGA Tour. Of the 56 PGA Tour windows on broadcast television this year, it was just the tenth to hit a low in ratings and/or viewership.

Third round coverage the previous day was considerably stronger compared to previous years. The telecast had a 1.3 rating and 1.86 million viewers, up 30 per cent in ratings and 28 per cent in viewership from last year (1.0, 1.45M), and up 18 per cent and 21 per cent respectively from 2016 (1.1, 1.54M). It was the tournament's largest third round audience since at least 2012.

Lead-in coverage on Golf Channel drew a 0.31 (+15 per cent) and 453,000 (+12 per cent)

on Saturday, and a 0.39 (+11 per cent) and 550,000 (+10 per cent) on Sunday.

Golf's Modernized Rules and New Player's Edition Published

The most significant changes to Rules of Golf in more than 60 years has been published by the R&A and USGA in partnership with Golf Canada ahead of their effective date on Jan. 1, 2019.

For the first time, a new Player's Edition of the Rules of Golf is being introduced to provide a shorter, more user-friendly version of the Rules for golfers at all levels of the game. This version, which will serve as the primary publication for all golfers, features:

- A more intuitive organization with 10 simplified topical groupings
- A "Purpose of the Rule" description at the top of each Rule, to better define why the Rule exists
- Easy-to-follow, full-colour diagrams and charts to aid in understanding
- A simpler, more direct writing style

The Player's Edition is being launched alongside the modernized full Rules of Golf book, plus a new Official Guide to the Rules of Golf will be available in digital format and official apps, with a printed version to be released in November.

Industry News cont'd on pg 9



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Nancy Lopez Photo by John Gallagher - G&C



SERIOUS INNOVATORS FOR QUEBEC GOLF



PIERRE-LUC BERGERON & MAXIME BEAULIEU
Joint Professionals
Levis Golf Club,
Quebec City, QUE

"We wouldn't do the same business without being members of the BPG Buying Group," says Pierre-Luc Bergeron, joint professional at Levis Golf Club in Quebec City, alongside Maxime Beaulieu.

Also co-owner/operators of the area's first year-round indoor golf club ("B2 Golf") and four different golf academies, they've been serious innovators on the Quebec golf scene.

Similarly, they find BPG offers several inventive tools, which make it, "very easy to run the pro shop". Its centralized electronic billing system means they can spend less time on accounting, and more time with their members, while BPG's strength in numbers, early buying discounts, and rebates definitely help their bottom line.

"We have benefited from BPG expanding across the country," Beaulieu relates. "All the financials are good. Everybody can collect more money."

Then, there's the information sharing between BPG's crew of 150 PGA of Canada Class A professionals.

"We have a different market in Quebec City," he adds. "Sometimes, I learn something from a member in Montreal. And if we have a problem, it's really good to work with the team as a shareholder. It's the knowledge inside the group."

Bergeron earned his Class A credentials in 2003, and soon gravitated to the teaching side of the industry, serving as a Quebec regional coach since 2012. Levis Golf Club's (B2Golf-affiliated) Junior Academy was the first in Quebec to be accredited as a junior development centre by Golf Canada, PGA of Canada, and Golf Quebec.

He views teaching as instrumental to growing the game.

"There are a lot of people who don't know how to start. They go to the range and hit drivers," he comments. "I'm working on a program to teach people the right way to learn -- from the short game out, and then you can go grow the swing."

At Levis, he now takes members out on the par 3s for a one-hour clinic to work on their chipping and putting.

Beaulieu turned professional in 2011. But with a retail background in men's clothing, he emerged as pro shop manager when he and Bergeron took over at Levis Golf Club in 2011.

Meanwhile, situated 20 minutes away, B2Golf has grown into an 8,000-square-foot facility offering lessons, golf simulators, technical advice, equipment, repairs, a boutique, supervised golf trips, and boot camps. It has 350 members, a staff of a dozen professionals, and oversees the operations at Levis, and four other Quebec City area clubs.

B2Golf's maxim: "Have consistency in your equipment, and your game", carries over to the Levis pro shop, where they offer invaluable outdoor club fittings during the summer season.

"We're always focusing on the personalized service of the customer," Beaulieu adds.

"They're going to pay a little more, but if the customer has the right equipment, they're going to be satisfied, and they will be really passionate about golf. We share that passion with our customers."



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TIP OF THE CAP

HONOURING THOSE WHO GO ABOVE AND BEYOND TO HELP DEVELOP THE GAME OF GOLF IN CANADA

ONE OF CANADA'S TOP TEACHERS GIVES BACK

By Garry McKay



Jeff Chambers remembers it as though it was yesterday.

The now 42-year-old head professional at Elmwood Golf and Country Club in Swift Current, Saskatchewan, was 17 when his father drove him to Fargo, North Dakota to get him his first set of golf clubs and to have his first lesson.

Chambers remembers the pro praising his swing and his putting stroke.

The kind, encouraging remarks from that golf pro many years ago sunk in.

"I still remember some of the things he said to me during that first lesson, and I think if I can give that back to kids that would be a huge motivational boost for them," says Chambers, who has developed a reputation as one of the top teachers in Canada.

What makes Chambers somewhat unique among coaches across the country is that he is having success teaching elite athletes as well as rank beginners.

"I've always had a passion for working with kids. I think it's rewarding right from the first time you give a kid a club and they make contact with the ball," he says.

"I get just as tingly inside as when one of my elite players makes a putt to win a provincial championship. When I see a kid attain something at any level it makes me feel good inside."

From 2004-2008 Chambers was the provincial coach for

Saskatchewan.

"After those five years I got married and decided I had to settle down and do less travelling," Chambers explains of his move to the Elmwood G&CC where he's been the head professional ever since.

Being in one place allowed Chambers to continue to coach elite athletes but also establish a junior program for beginners that has become the envy of golf clubs across the country.

"I think that one of the reasons we are successful and have so many kids taking beginner golf lessons is because I'm right there with the kid who has never held a club before," he says. "This past summer we had about 180 kids and even though I have great assistants, I want to be there with every kid."

The junior camp program runs weekends in May, and the first weekend of June they have a big wind up gala and the kids go out on the course to actually play golf.

Chambers takes kids from three to 14 and the emphasis is on having fun.

"We started out with six being the youngest and then it dropped to five and then four," said Chambers, who then took the advice of one of the top teachers in the United States and began taking three-year-olds.

He says the secret to his success is borrowing the best ideas from every junior golf program

he can find.

"We've invested in SNAG Golf and MyMinigolf, and I'm certified in U.S. Kids Golf which has an unbelievable program," he says. "I believe in taking the best systems in the world and I adapt them and make them ours."

"That's what sets us apart. We're not just running one program."

He would advise anyone who coaches young kids to have a look at the MyMinigolf system.

"It's designed for pros to put on their putting green and our kids ask for it every year," he explains. "We have a loop-de-loop, so they hit it through that and it goes shooting out the other end and they think that's the best thing ever."

"The hardest thing to do with kids is teach them putting because they get bored really quick. There's no way you can keep a kid on a (regular) putting green for half an hour."

Chambers still makes time to coach most of the elite players in the province and many of them will drive, two, three or even four hours one-way for lessons.

While many of his top players have won important tournaments including provincial championships this year, ask him about his favourite memory and Chambers immediately harkens back to his junior camp in the spring.

"We had twin brothers, one of whom had cerebral palsy and only had movement from the waist up. We got him three clubs and cut them down to the grips and he was able to get down on his knees and hit them," said Chambers.

"I don't think I've had a prouder moment than when we did that."

And his advice to head pros about having a successful junior program: "If you want a good junior program you can't just hand it off to people without experience," he says.

"You have to lead them and you have to mentor them." •

Industry News cont'd from pg 6

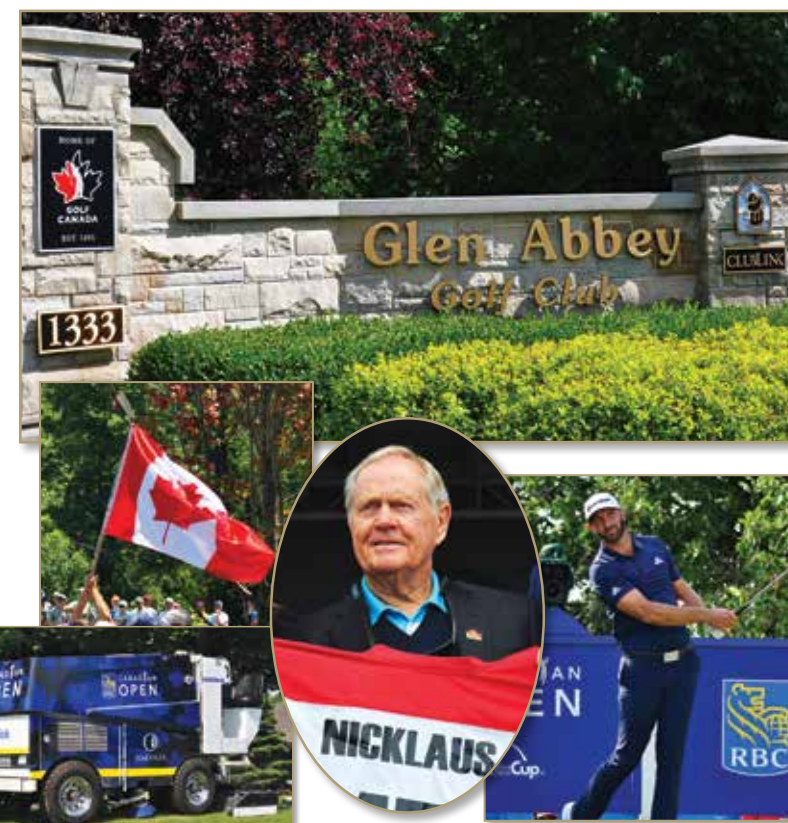
Designed for golf administrators and club officials, the Guide features Interpretations on specific Rules (which replace the current Decisions) and includes the first jointly-produced Committee Procedures document, providing practical guidance to Committees for running competitions and overseeing general play.

Another key feature is the Modified Rules of Golf for Players with Disabilities. This document is released alongside the Rules of Golf and enables players with disabilities

to play fairly with other players with the same, or different types of disability and, importantly, with those without disabilities. The Modified Rules were developed in close consultation with the community of players with disabilities and disability organizations.

All of the new books are available in digital formats online, and a range of explanatory videos and resources are available on The R&A and USGA websites to enable all golfers to learn about the 2019 Rules. •

The Last RBC Canadian Open at Glen Abbey Golf Club?



Although they will be crunching the numbers for a while yet to see how they did financially, Golf Canada has to be more than happy overall with their two national professional championships this year.

Golf Canada ended an era with their 30th, and likely their last, RBC Canadian Open at Glen Abbey Golf Club in Oakville. ClubLink, which owns Glen Abbey, has announced plans to build housing on the golf course, and is currently fighting the Town of Oakville, which is doing everything in its power to block those plans.

In the meantime, Golf Canada is making plans to move on without Glen Abbey. Hamilton Golf and Country Club has agreed to host the 2019 and 2023 tournaments. Golf Canada is keeping pretty tight-lipped about where they will go in '20, '21 and '22, although it's believed that St. George's in Toronto will be the host venue in at least one, and possibly two of those years.

Next year will also be the first year of the new date on the PGA Tour for the RBC Canadian Open, which will now be played the week before the U.S. Open. That means

the 2019 Canadian Open will be played the week of June 3-9.

Organizers are scrambling to see what difference that will make to our Open and whether it could result in a stronger field.

For example, the earlier date means school will still be in session, and school buses that are normally used to shuttle spectators to and from parking lots at the Canadian Open, may be in use.

In recent years Golf Canada has often chartered a plane to bring the PGA Tour players back from the British Open which was the week before the Canadian Open. That won't be necessary this year but the U.S. Open in 2019 is at Pebble Beach on the west coast and Golf Canada is still deciding whether they may need to charter a plane anyway.

While they would never say it publicly, Golf Canada officials are ecstatic that Dustin Johnson, who was at the time the number one player in the world, became their 2018 champion. Likely only having a Canadian winner could top having someone of Johnson's stature as your champion. •

THINKING OUTSIDE THE BOX



COBRA PUMA GOLF

CLINTON SCHMALTZ

HEAD TEACHING GOLF PROFESSIONAL
THE WILLOWS GOLF & COUNTRY CLUB
SASKATOON, SASKATCHEWAN

PRACTICE MAKES PERFECT

Anyone who thinks they're not talented enough to play golf should talk to Clinton Schmaltz first. The head teaching professional at The Willows in Saskatoon, Sask., believes hard work is the great equalizer for anyone who may not have a natural instinct for the game.

In a nutshell, practice makes perfect. "Getting better isn't necessarily talent-related," Schmaltz says. "It's about improving skills developed through practice."

He cites Geoff Colvin's critically acclaimed book Talent is Overrated, which, among its many nuggets of sound practical advice, espouses deliberate practice, "an activity designed specifically to improve performance, often with a teacher's help." Schmaltz also refers to, and highly recommends, Ernest Jones' Swing The Clubhead, the oft-referenced book first published in 1952, and still considered a landmark of golf instruction.

These books say much about Schmaltz's own approach to teaching, one that finds him at it 8-10 hours a day, six days a week. Add another 44 hours per week during the winter, and he's one busy guy.

"I do 99 per cent of the teaching," he says, adding that "I'm pretty much maxed out lesson-wise."

Not that he's complaining. He loves to teach, a calling that came to the fore after he spent "eight great years" at the Calgary Golf & Country Club and left to take the head pro position at Stewart Creek Golf & Country Club in Canmore, Alta. His focus shifted for

the next three years when he decided to play professionally around the globe, including the European Challenge Tour and the Ecco Tour in Denmark.

Fast forward to Saskatoon, where he met his wife Tara, and where The Willows provides a first-class teaching facility and the latest in teaching aids and fitting technology.

Schmaltz is as passionate about club fitting as he is about teaching, though he says you can't put the fitting cart before the horse. "Instruction always comes before club fitting."

Once someone is ready to be fitted, he knows he can count on Cobra to deliver the goods. Their club design is just one of the many things he likes about the brand.

"I've been part of the Puma/Cobra family for a few years. What I love about the company, and what sets it apart in my opinion, is the quality of the product, the attention to detail and the service you receive. They tend to put more of their money into research/development as opposed to marketing, which shows up in the finished product."

That kind of added value is something Schmaltz's students, many of them elite provincial juniors, can also expect. Besides instruction and fitting, Schmaltz also provides guidance on fitness, nutrition and mental preparation.

Add in his passion for staying current with new technology and training, and it's easy to see why he says that "he can make any level of player enjoy the game more and improve".

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Golf Industry Round Up



For More Industry News Visit www.golfindustrynetwork.ca

The Canadian Golf Industry EXPO will be earlier this year. The event returns to the Nottawasaga Inn Resort and Conference Centre in Alliston, Ontario but will be held Oct. 23-25 instead of its traditional November dates.

The PGA of Ontario, which co-promotes The EXPO, will host their annual awards night to honour top industry professionals. It will be held at the EXPO on Tuesday, Oct. 23.

Lorie Kane was named the Golf Journalists Association of Canada's Dick Grimm Award winner for 2018 for her lifetime contributions to the sport in Canada. Kane, a four-time winner on the LPGA Tour, has been a big supporter of golf at all levels in Canada.

Two of Canada's most promising young female golfers, Augusta James from Bath, Ontario, and Jennifer Ha, from Regina, Saskatchewan, will be receiving sponsorship from Golf Town.

"Canada has some of the best young golfers in the world," said Frederick LeCoq, Golf Town's vice-president of marketing and e-commerce. "And we're doing everything we can to support them and their communities to keep growing the game across the country. In this regard, we're very pleased to welcome August and Jennifer into the Golf Town family."

The Toro Company has announced its continuing relationship with the Canadian Golf Superintendents Association.

Toro will continue its sponsorship of the CGSA Assistant Superintendent Award for the next three years. Toro provides a VISA gift card for meals and incidental expenses for the winner who attends the Canadian Golf Course Management Conference.

The winner also receives an invitation to The Toro Experience, an exclusive annual educational event for assistant superintendents hosted at Toro's World Headquarters in Bloomington, Minnesota.

The PGA of Canada and Mr. Lube have signed a new working agreement. The agreement sees Mr. Lube sponsoring the PGA of Canada national championship schedule.

Each of the PGA of Canada's national championships will feature specifically branded Mr. Lube content and shared by way of the association's social media platforms.

The Canadian Golf Superintendents Association, in conjunction with Bayer Environmental Science, is presenting their CGSA/Bayer Superintendent of the Year Award for 2018 to Dean Baker of the Burlington Golf and Country Club in Burlington, Ontario.

Congratulations Brooke!



The CP Women's Open even managed to top the men's event when Brooke Henderson of Smiths Falls, Ontario broke a 45-year drought.

Her victory at the Wascana G&CC in Regina was the first by a Canadian woman in our national championship since Jocelyne Bourassa won in 1973 in Montreal.

As it became apparent that Henderson might create history, The Golf Channel, which had the rights to televise the event and was going to show it on tape-delay, created a little history

of its own by allowing Canadian network TSN to show it live.

Next year's tournament will be played at the Magna GC in Aurora, Ontario from Aug. 19-25. It will mark the first time since 2001 that the tournament will be played in the Toronto area.

It also kicks off a five-year rotation that will see the event alternate in Eastern and Western Canada.

CP, which also sponsors Henderson, has confirmed a five-year contract extension for title sponsorship of the tournament.

Photo provided by Golf Canada/Bernard Brault



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What's Selling in The Shops



COBRA'S KING F8 DRIVER

BROOKS GOLF CLUB Brooks, AB

Asked about the drivers that have sold the best, head pro Jeff Ward said: "The G400 is the most sought after here. Rogue and Cobra F8 have done well, along with Titleist 917."

As for iron sets, he said: "Ping is once again the most popular iron around here. The G400 and G700 have been very well received from our demo days and lead the way for orders. AP3 has also proven to be a popular choice this year; some players have picked up an extra club in distance."

In wedges, the Vokey SM7 is popular thanks to the different grinds and bounces available. The Ping Glide 2.0 Stealth wedges have gone over well. In hybrids, the G400 and Crossover are popular. The Titleist 818H and the Callaway Rogue hybrids have also gotten a lot of interest.

As for putters, Ward said: "Ping Sigma G series has sold out already. Scotty Cameron is one people are always on the lookout for, and Odyssey Works Red/Black Line have hit the mark with a lot of customers."

The shop expanded its men's clothing line to include adidas and Sunice and they've been popular. Nike has always been a bestseller

and by adding the club logo to all the shirts, the club's sales have picked up.

In outerwear, Sunice does very well with vests, windshirts and rain jackets that are all comfortable and breathe.

In ladies clothing, Ward said: "Dexim is the most popular line here. The golf dress has been our bestseller for the last couple of years. Nike always is one of our bestsellers as well, especially this year with brighter colours, but also as a lifestyle line more than just a golf line. Our other popular seller this year has been the adidas rangewear dress. We have sold out and had to re-order. Sunice, Antigua and Lopez have also been moving well."

In shoes, it's FootJoy, adidas and Skechers for men, with the Contour Fit being the bestseller. In ladies shoes, the shop offers FootJoy and adidas. Said Ward: "The W Response Bounce was flying out the door as soon as we brought them in."

As for golf balls, Ward said: "Titleist seems to be the one everyone is purchasing around here. The TP5 and TP5X have made strong inroads with the membership, and the Travis does well in this area. We also brought in Volvik Vivid for a trial and did very well with the red and green colours."

The FootJoy WeatherSof is the

bestselling glove for men and women. The shop added the Ping Tour glove and it has sold well.

The shop sells only cart bags, with Sun Mountain, Ogio, Ping and Datrek selling well.

The shop carries Sundog sunglasses.

It's the shop's first year carrying Garmin products; the S20 and X40 Approach Watches have both sold out. The Nikon Cool Shot rangefinders have also proven popular.

As for hats, the BGC Golf Club hats are the most popular seller with Titleist and Ping fitted hats right behind. Nike hats always do well thanks to Tiger Woods and Rory McIlroy.

Ward added: "We don't have a very large junior program, but we sell a large number of US Kids Sets of clubs. They range in size from 39 to 63 inches in right and left hand and are very reasonably priced for getting your child into the game."

As for serving the clientele, Ward said: "Customer service is always a challenge, but I have been lucky to have a great group of young people in the shop this year who understand that keeping people happy leads to repeat business and more sales. It is always tough to make up revenue when you open up five weeks later than normal, but with the right people in place it can be done. •

BUSHNELL RANGEFINDERS



THE MARSHES Ottawa, ON

Head pro Derek MacDonald is hoping to expand his shop stock in the near future.

"We do some equipment," he said. "But because we're a public facility and not a big membership, we haven't been bombarded with requests. That's one thing we're going to push forward a lot more with next year with the Golf Academy, is to really start promoting fittings on the range. We have Titleist's fitting cart.

"Mostly, it's just soft goods. Because we're public, most people come just for the day. People want to buy a shirt that has a logo and away they go."

Among the clothing options is Levelwear. Said MacDonald: "I like them because they have so many different options for logoing and branding on their shirts, so it's a hot seller. We have FootJoy, Travis Mathew, Nike, Puma. We do a few different brands."

It's much of the same in the women's lines of clothing.

Adidas could be in the mix in 2019. Golf balls are always bestsellers, with the shop Titleist-heavy.

"We sell a lot of golf balls thanks to our second hole," said MacDonald. "If people haven't played here before, they get to No. 2 and it's, 'Oh, my!' Pinnacle is a hot seller, Pro V is extremely hot. It would be our No. 1."

In shoes, it's FootJoy and Nike. Said MacDonald: "We find most of the time hotel guests get here and realize there's a golf course here. Then they rent clubs, but haven't brought their shoes. We find that's where a lot of our shoe sales are."

As for hats, he said: "We go through a lot of hats here. Typically, we have a lot of Marshes hats and I stock the different brands: Titleist, Ping, TaylorMade, Travis Mathew."

In sunglasses, it's Sundog and Electric. Speaking about the Electric brand, MacDonald said: "I think they're very sexy-looking sunglasses. They're advertising themselves as golf sunglasses, but it's something I would wear more off the golf course."

So, what about 2019?

Said MacDonald: "Next year, I want to find more knick-knacky, memorabilia items, so we'll be fully stocked with that kind of stuff. •

MACTAQUAC GOLF COURSE Fredericton, NB

Head pro Alex Egan said the M4 drivers have been popular, as the most asked-for in the shop. The 917 is probably the next most popular, followed by Cobra.

In iron sets, the AP3s have been good sellers, with the M4 also doing well.

In wedges, it's the SM7.

In putters, Egan said the shop has "gone through a pile of Scotty Camerons and Odyssey 2-Balls."

The shop just carries Titleist, with the Pro V1 and VIX selling well.

AVX has also sold well. In men's clothing, the shop has done well with FootJoy and adidas. They've also found success trying Columbia.

In women's clothing, it's adidas and Nivo. The shop has been selling 2UNDR underwear for the past three years and has probably sold about 50 pairs this season.

In shoes, the shop basically sells FootJoy, with the DNA and Pro SL popular.

The shop sells mostly cart bags: TaylorMade and Titleist are popular.

Asked about the shop specifically, Egan said: "Our shop is larger than most; we're in a provincial park. The building is 50 years old, put up by the province." •

BLUE DEVIL GOLF CLUB Calgary, AB

Asked about which drivers sell well in the shop, head pro Blake Clayton said: "We carry TaylorMade, Titleist and Ping. By far, the Twist Face M3 and M4 drivers have been our No. 1 sellers. When you get the amount of street cred off the guys on tour – when they're crushing it and winning with it – that translates down to the average golfer. It certainly motivates them to buy that product."

As for sets, he said: "Our pro shop doesn't sell a whole lot of sets. We have a smaller membership. From my limited sales, Ping irons did very well. The products they've had out for the past few seasons have done extremely well for us."

As for wedges, he said: "By far this year, it's the new SM7, they've been really hot."

Speaking about putters, Clayton said: "Any of the Spider Tours sell well. Having it on TV almost every week – winning – it draws people to them. Tiger moves the needle a lot, obviously.

We've seen a lot of people convert from the toe-head putter blade, or a variation of that, to try and use that face stability that those Spider and Ardmore kind of newer designs have."

As for golf balls, he said: "Pro V1 is still a huge seller, AVX sold well. I think more people are intrigued by it because it's new. Honestly, sales wise, dollar

for dollar, the TP5 ball has sold incredibly well. We carry Srixon and it has its own cult following."

As for shoes, Clayton said: "adidas Boost has been super popular, a smash for us in our shop. What they're doing with golf shoes – integrating the Boost into those shoes – translates well into our market for 40-plus players who are on their feet a lot, and maybe have to wear dress shoes, and want to wear a comfortable shoe on the golf course."

As for bags, he said: "I don't think there's a brand that outsells another in our shop. I feel like people are purchasing more cart bags than carry bags. When I was younger, you typically didn't see a lot of those bulky cart bags unless it was a 60-year-old senior that rode a cart all the time. Now you're seeing 20-somethings roll in and they want a big bag. The trend is getting away from the double-strap, lightweight carry bag."

In men's clothing, Clayton said the shop "dabbles in a bit of everything, from Travis Mathew to Sunice to Nike to adidas. Our

shop now is primarily adidas."

In women's clothing: "We sell a lot of adidas. We've always done really well with Sunice. The last couple of years they've done a really good job with introducing some solid sleeveless polos. Outerwear is dominated by Sunice – great design, great colours, great fit."

Branding is important to the shop.

Said Clayton: "The biggest thing nowadays is putting your stamp on unique items. I've been in the business for a long time. Back in the day, golf courses didn't brand themselves much. You'd throw a crest on a golf shirt or a hat or something like that. Now it seems like the trendy thing to do is to get headcovers made or get big tour towels with embossed towels."

Another item that sells very well is the Eco Vessel insulated water bottle, with bright colours and a logo.

As golf shops seem to be bouncing back across the country, Clayton said: "A few years ago things were a bit different. People gravitated more to those big box stores. In



NEW ERA HATS

the past few years, things have maybe started tilting back in our direction. Finally, the emphasis on club fitting got past the drive for a deal. That was always the motivation for the green fee player: go to the store and get the best deal. Now, it seems like the average player is asking, 'where can I get the best fitting experience because I'm going to invest \$1,000, or \$2,000, or \$3,000 in a golf set. I want that to be really dialed in.'

"That's where professionals like myself can help. Pro shops have guys on staff that can do that. A lot of clubs have TrackMan or FlightScope, and it's at the point now where hitting it into a net or a screen five or 10 feet in front of you isn't enough anymore for consumers. That's where we clawed back. The club companies have put so much time and effort into getting customers fitted, they want their stuff to perform properly. If a person is hitting a longer, straighter driver, the likelihood of them getting a 3-wood probably goes up if they're fit properly and the driver is performing like it should." •



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TAYLORMADE'S M3 & M4 TWIST FACE DRIVERS

NORTH BATTLEFORD GOLF AND COUNTRY CLUB North Battleford, SK

Asked about what his shop stocks, director of golf Dana Johnson said: "We have pretty much everything. Our two biggest suppliers are Callaway and TaylorMade. We do bits and pieces from Ping, Titleist and pretty much everybody else."

"Business has been great. We're a little shop. We'd be lucky to be 1,000 square feet with the pro shop. For us, in a little shop in a smaller city, we still do \$100,000 in hard goods. That's pretty good for a little shop."

And about the equipment, he said: "Rogue is still leading in the woods; the M4 is a close second. There's still a big following with the Odyssey O-Works putters. When Tiger Woods started using the Ardmore putter, then the TaylorMade putters took off. We still did fairly well with Epic Star. The driver's \$1,000, but we had a pretty good run on them - like six drivers for us from one model, that's huge. The Mac Daddy 4 wedge has been strong; the TaylorMade TP Milled has been strong. Third would be the Vokey SM7."

Fitting is important for them. Said Johnson: "Fitting is huge. I've been in the business since

1990. The biggest thing we tell people is we can show you an improvement on a fitted set of golf clubs over what you're currently playing. I tell people 'we're not going to sell you a set of clubs just because I've got some clubs on the rack. If it's not right for you, we'll just order it in.' The biggest advantage we have over some of the discount shops is you're hitting in simulators there. We're outside; you can see how far the ball flies. Fitting is so important, even with putters."

As for golf balls, Johnson said: "One of the latest crazes has been the AVX ball, the new ChromeSoft ball has been great, the TP5 has still been strong. Pro V1 is always strong."

"Believe it or not, the sought-after golf balls for us are the coloured golf balls - the Noodles, the neons, and the Callaway Bolds. I jumped on board with Volvik last year and couldn't keep the balls in stock. I know a lot of pros maybe missed the boat and didn't bring in the coloured balls because I gave up some of my inventory to other pros. Recreational golfers are just finding it easier to see."

In men's clothing, Travis Mathew does well, then there's adidas and Callaway. In women's clothing, Dexim is the No. 1 seller by far. Then there's some adidas and Nike.

In outerwear, it's Levelwear and Sunice.

In shoes, it's Nike, PUMA and ECCO.

As for hats, Johnson said: "We've done New Era with our logo which has been spectacular. A lot of people are loyal to their brand of club they play."

In gloves, it's Callaway and TaylorMade.

In bags, it's mostly Callaway, with some TaylorMade and Under Armour.

And the shop is thinking outside the box. How about this from Johnson:

"This might sound funny, but we have a lady ankle ball marker (from One Putt Designs). We started selling them in 2017 and we're sold out of the product again. We like to find things that nobody else has. Everybody's got a Bushnell range finder, but this is something different. It's something that's really neat, maybe for a Mother's Day present." •

If you would like your Pro Shop to be featured in *Hot Products*, please contact Tim Baines at tbaines5157@rogers.com

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Four sole grinds deliver enough versatility to execute every short game shot imaginable. The Full, Mid, Low, and even a new Xlow bounce, offers the ultimate in versatility.

Tour-driven compact shaping uses less offset than RTX-3 to provide more workability and confidence at address. You will also notice that the lower lofts are more compact with a straighter leading edge, allowing them to blend better with your short irons. The higher lofts have a traditional shape for pitch and chip shots around the green.

The next generation in Feel Balancing Technology is optimized by loft, and that gives you even more short game control.

Tour-Authentic components means that each RTX-4 wedge comes standard with the #1 wedge shaft (Dynamic Gold Tour Issue S-400) and the #1 wedge grip (Golf Pride Tour Velvet) on the PGA Tour.

Chris Risto, vice-president of sales and marketing for Cleveland Golf Canada, says, "no company focuses on the short game like us. We create innovative solutions to improve your short game."

Two-time U.S. Open champion Ernie Els, a Cleveland staffer, agrees. He says having great wedges in your bag allows players to hit those delicate shots that keep a round going and leads to low scoring. Adds Els: "For me, these new RTX-4 wedges scream classic."

If you want wedges that look good, provide great feel and spin, the next generation of Cleveland wedges "are built for a new generation of golfers," says Risto.

For more information please visit clevelandgolf.ca



Ending Slow Play Is A Marketing Plan



There isn't a person involved in the golf industry in any capacity who hasn't heard about the doom and gloom regarding the future of the game. Among the complaints are: it takes too long to play, it costs too much, there are too many courses, it's too expensive, and it's too difficult. All of these observations have one thing in common: they are not insurmountable!

Regardless of how often they are repeated, not one of them is the sole reason for the negative thoughts about the future. It might be that it takes five+ hours to play, golf balls cost \$5.00 each, and the average player still can't break 90, even though they have just purchased the latest custom fitted driver for \$800.00.

However, not every course is struggling, not every retail outlet is bankrupt and not every golfer is unhappy. Some courses are extremely busy, and while there might not be lengthy waiting lists, some courses are very healthy financially. The immediate question is why? Why the negativity and how do we address the complaints?

Where would a club's management start if they could do anything to guarantee an improved bottom line?

Slow play is the one big problem. Strangely, the answer is not "play faster". It's not a race! It is a wonderful, outdoor experience that is to be savoured and enjoyed, each moment being absorbed into a golfer's memory of pleasant experiences. It is not a time for excessive deliberation, disorganization and delay.

So how do you enjoy yourself in an

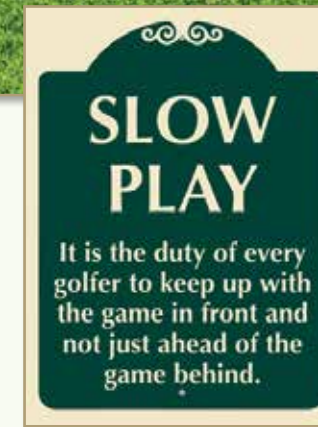


acceptable time frame and not feel like you are being hurried?

Change requires desire, effort and information. Effort flows from management to staff and to individual players. Management has to create an atmosphere by providing methods of teaching staff what to tell players and how to behave on the course in certain situations, all oriented toward a reduction in time to play. Once this is coordinated, staff can begin delivering the message to the players. In turn, the players have to 'buy-in'. Some will understand that if they play more efficiently, they will shoot a lower score. Some will appreciate having more time to discuss business after the round, or time to simply enjoy social-



izing, and some will recognize playing in an abbreviated time means walking at a slightly brisker pace, which in itself provides health benefits.



If the answer is not 'play faster', what is it?

In my opinion, the amount of time consumed to play 18 holes is directly related to two things: the misuse of power cars and green speeds. Before the advent of cars, 50 years ago, an 18 hole round could be played in four hours or less. With the average person walking at a rate of about four mph and a cart running at seven mph, why does it take longer to play? The answer is because people don't know how to use them!

Rule #1: When there are two riders, there shouldn't be a designated driver; each should drive the cart. The player who hits the longer drive (Player #2) should drive to the shorter tee shot and drop off the Player #1 with enough clubs to play, the driver then goes to his/her ball and prepares to play when it is his/her turn. After Player #1 has 'hit', he/she WALKS to the cart as player #2 hits and they repeat the process until the green is reached.

Rule #2: When arriving near the front of the green drop-off, the passenger/rider with the clubs required to pitch AND PUTT, continues on driving the cart to the back of the green for easy exit and prepares to putt. A lot of time is saved by sharing the driving responsibilities.

At the same time golf cars became popular, so did the competition to produce green speeds stimping above 12.

Rule #3: Course owners MUST reduce them from +12 to between 10 and 10.5. The average player is not skilled enough to putt on excessively fast greens and therefore takes longer with each putt and takes more putts in total.

Most people understand there is a need for cooperation from everyone, but they haven't bought into being part of the solution, mostly because they don't know what to do. If each player reduced their playing time by one second per shot, that would equate to one and a half minutes per player, or about 100 minutes per day - easily giving us the much desired four hour round.

What better marketing plan could a course owner offer than faster play and lower scores? **PS**

Michael Schurman is a Life Member with the PGA of Canada. In 1988, he became the youngest person to attain the category of Master Professional and served on national and regional PGA boards. He's a Past President of the PGA of Ontario and recipient of the Club Professional of the Year Award. Michael played on a variety of golf tours and tournaments during his career and held the Head Golf Professional position at numerous golf clubs. Michael has been involved in golf at every level and just about every capacity for over 50 years.

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Most golfers can't generate the swing speed of a touring pro, but they love the look, feel and productivity of a tour-calibre ball.

Srixon, the leader in golf ball technology and innovation has produced that kind of ball for them.

The Q-Star TOUR 2 was officially launched in North America in September. Jeff Brunski, vice-president of research and development for Srixon says, "the Q-STAR TOUR golf ball is a tour-calibre, urethane cover golf ball priced lower than some of our competitors' two-piece offerings."

Designed specifically for skilled players with moderate swing speeds who demand the performance and feel of a tour golf ball, the second-generation Q-STAR TOUR 2 offers all-around performance.

It features a tour urethane cover, three-piece construction, and lower-compression core to provide maximum distance, feel, and tour-level greenside control. Some of the new technologies include a third-generation Spin Skin Coating. The soft, elastic coating creates more greenside spin and better approach spin from any lie, especially from the rough.

The advanced core construction of the Energetic Gradient Growth Core promotes seamless energy transfer to maximize distance and optimize ball performance on every shot. The aerodynamic 338 Speed Dimple Pattern reduces drag and increases lift for maximum distance and a more stable, penetrating ball flight in any wind conditions.

"This new Q-STAR TOUR 2 features our low-drag, tour dimple pattern for more distance and a next-generation spin skin coating for more greenside spin," explains Brunski.

Chris Risto, vice-president of sales & marketing for Cleveland/Srixon Golf Canada, says there's an "extraordinary amount of performance packed into a ball that's engineered to perform best for golfers who don't swing at tour player speeds."

Srixon worked with Golf Laboratories to conduct independent, outdoor robot testing of the new Q-STAR TOUR 2 golf ball against key competitors. The results show how Q-STAR TOUR provides optimal tee-to-green performance at an incredible value.

The Q-STAR TOUR 2, compared to the tour balls tested against it, produced better distance control and a tighter overall dispersion area for precise iron play.

The Q-STAR TOUR 2 delivers the same tour-level control as substantially more expensive golf balls due to Srixon's proprietary Spin Skin technology.

For more information please visit clevelandgolf.ca

What's IN for 2019?



The golf world is abuzz at the time of this column.

The Ryder Cup is imminent. Tiger is roaring again. And Bryson DeChambeau recently won another victory for everyone who believes golf is as much science as art.

Speaking of that science, we're bound to see more of it in equipment for 2019. As companies file their ball-flight plans for the coming season, they're collectively looking to help us hit the ball higher, straighter and longer than ever before.

A maxed out mantra? Well, let's take a peek at what's ahead and see what some of the top manufacturers have up their sleeves.

Ah, looks like **Cobra** continues its enLIGHTened approach in its latest line of drivers, metalwoods and irons. **TaylorMade** is filling a set gap with its GPR family, **Cleveland** is promising more scoring opportunities with the latest iteration of its **RX wedges**, and **Srixon** introduces the next generation of its **Z series** woods and irons.

Balls? You might just hear 'soft' and 'feel' mentioned once or twice.

Feeling a little light in the head is a good thing if you're talking about golf clubs. And the lights are shining even brighter at **Cobra Golf**. The new **F-MAX Superlite** line takes the already light and extremely forgiving F-MAX family to a new level.

Lighter shafts and lighter grips make for lighter clubs. And that translates to higher swing speed and more distance. Cobra's most forgiving driver weighs in at only 287 grams and promises to deliver unrivaled distance and accuracy for moderate swing speeds.

Their Superlite shafts deliver the perfect blend of launch and distance for golfers with moderate swing speeds. A re-engineered profile is 5 grams lighter, allowing for an easier, more balanced swing and more consistent contact.

Many players don't pay enough attention to the grips they choose. Cobra's larger midsize grip will appeal to golfers looking for more comfort and control, while weighing 7 grams lighter. Less grip weight means more feel in the head.

F-MAX Superlite metalwoods and irons have reduced weight in the clubhead, grip and shaft. For golfers with smooth tempos the reduced overall weight helps them swing easier, generate more club speed and maximize distance.

TaylorMade's trio of **GAPR** clubs addresses the highs, lows and in-betweens of filling a gap between the 3-wood and shorter irons. With its iron-like shape, **GAPR Lo** will appeal to players with faster swing speeds who want a mid-to-low trajectory and like to work the ball.

GAPR Mid has a similar iron face profile and will appeal to a wider range of players looking for maximum distance and a bit higher trajectory. **GAPR Hi** (and mighty!) has the largest head and a more traditional hybrid look. It produces a high, penetrating flight. All three are available in a variety of lofts.

When Jason Day won The Players in 2016 using the **Spider Tour** putter, TaylorMade had the competition seeing red. Consumer demand went through the roof, and the company has since gone a step further in meeting that

demand with the **Spider Mini**, various models of the **Tour**, and the **Spider Interactive Powered by Blast**.

The Mini's 15 per cent smaller head, more forward CG positioning, weight changes and T-sightline make it a fine complement to the bigger Tour. The latter's expanded lineup offers something for everyone: five different models that feature a combination of sightlines, toe hangs and hosels for a wide array of alignments to fit any stroke. The **Spider Interactive Powered by Blast**, another stroke of innovation from the company, automatically captures valuable stroke metrics in a seamless, non-intrusive design built into the top of the putter's grip.

Cleveland, a name synonymous with high performance wedges for 40 years, continues to build on that reputation with the **RTX 4**. The fourth generation RTX features sharper grooves to promote more spin, and a more compact blade with less offset, giving it a classic look. It's available in various lofts and grinds and three different finishes.

Srixon irons, fairways and hybrids are finding homes in lots of bags these days. And that's likely to grow with the company's new **Z Series**. The **Z 785 driver** promotes lower spin and a penetrating trajectory; the **Z 585 driver** promotes higher, straighter drives and additional forgiveness on off-centre strikes. Both have lightweight crowns and plenty of adjustability. The **Z F85 fairway woods** and **Z H85 hybrids** feature similar technology.

The forged **Z 785** and **Z 585** irons have it all: soft feel, classic look, forgiveness and updated sole to promote even cleaner contact. The **Z 785 irons** feature a tour cavity, providing additional mass behind the impact location for increased shot-shaping ability and versatility. The **Z 585 irons** feature an added speed groove, which allows for more face-flex, enhancing ball speed and distance. The new **Z U85 Utility Iron** features a hollow, forged construction for a high-launch trajectory, soft feel, and unmatched distance.

Hugely popular in Asia, **XXIO** (pronounced zek-si-oh) is catching on here in a big way. The name means excellence, and their focus is on extremely light, draw-biased men's and women's clubs for players with moderate swing speeds. The company manufactures its own shafts and designs the head, shaft, and grip for each club as a cohesive unit. Their innovative use of different grip weights is one of the ways that separates XXIO from the competition.

Evnroll is going where no other putter has gone before. The critically acclaimed line has its roots in **Guerin Rife of Rife putters**. Their message is clear: "Every putter has a sweet spot. Only Evnroll has a sweet face." They deliver on that promise through a unique face milling pattern that imparts progressively more energy transfer on off-centre hits. Translation: The ball rolls a consistent distance regardless of where it's struck on the face. Do I hear fewer three putts? Their putters are available in a variety of blade, mallet and other models, and can be customized for lie, loft, length and grip.

Nancy Lopez Golf continues to be an industry leader for offering

continued on pg. 20

THE SNELL GOLF STORY



The founder of Snell Golf is Dean Snell, who is widely recognized in the industry worldwide as one of the top design engineers in the manufacturing of golf balls. He holds a degree in plastics engineering and has 38 patents in his name alone. His first job in golf was at Titleist, where he stayed for seven years. During this period, Snell worked in close collaboration with many Tour Pros when he was developing various technologies and processes. His team invented the original Pro VI, as well as the Professional, HP2 Tour and HP2 Distance models.

Dean Snell was subsequently recruited by TaylorMade where he served as Vice President Golf Ball Research and Development for 18 years. During those years he created the TP models Red & Black, Penta (first five piece ball ever), Lethal and all the TOUR Preferred models who helped Sergio Garcia, Dustin Johnson, Jason Day, Justin Rose and others to win many tournaments. On top of his astonishing record, the Noodle, Burner, RocketBallz and Project (a) balls targeted for average golfers were also his creations.

In late 2004 Dean decided to go on his own which was something he always wanted to do. It was then that he formed Snell Golf. Dean's goal was to give back to the average golfer by providing a top quality product at prices that are substantially below that of similar quality balls.

In 2018 Snell released two new models of Tour balls, revamping the Original My Tour Ball and creating the MTB (My Tour Ball) BLACK and MTB RED. The Black is a cast urethane cover with a slightly reduced Core compression which provides a bit more ball speed on Driver tee shots. The MTB RED is a 4 piece urethane ball that is a bit firmer, but spins more. It's between the distance of 150 yards and in that golfers will see the most benefit. Better short game performance, regardless of the golfers handicap, equals better scores.

For more information and exciting Spring 2019 Booking Programs, please contact Shinebox Lifestyle Brands, the exclusive distributor for Snell in Canada.

ryan@shinebox.ca 1-855-761-4641

**Snell
GOLF**

www.snellgolf.com

Audubon Canada List

Certified Audubon Co-operative Sanctuary Program for Golf Members in Canada

| | | | |
|---|--|--|--|
| Beacon Hall Golf Club, Ontario | Gleneagles Golf Course, British Columbia | Olds Central Highlands Golf Course, Alberta | Stewart Creek Golf & Country Club, Alberta |
| Beaconsfield Golf Club, Quebec | Granite Golf Club, Ontario | Oslerbrook Golf and Country Club, Ontario | Stonebridge Golf Club, Ontario |
| Bigwin Island Golf Club, Ontario | Greensmere Golf and Country Club, Ontario | Ottawa Hunt and Golf Club, Limited, Ontario | Summerlea Golf and Country Club, Quebec |
| Cabot Cliffs, Nova Scotia | Hamilton Golf and Country Club, Ontario | Paradise Canyon Golf Resort, Alberta | Sunningdale Golf and Country Club, Ontario |
| Cabot Links, Nova Scotia | Highland Pacific Golf, British Columbia | Petawawa Golf Club, Ontario | The Glencoe Golf and Country Club, Alberta |
| Calgary Golf and Country Club, Alberta | Highwood Golf and Country Club, Alberta | Pheasant Run Golf Club, Ontario | The Ridge at Manitou Golf Club, Ontario |
| Canmore Golf & Curling Club, Alberta | Hillsdale Golf and Country Club, Quebec | Point Grey Golf and Country Club, British Columbia | The Rock Golf Club, Ontario |
| Capilano Golf and Country Club, British Columbia | Innisfail Golf Club, Alberta | Priddis Greens Golf and Country Club, Alberta | The Royal Montreal Golf Club, Quebec |
| Cardinal Golf Club, Ontario | King's Riding Golf Club, Ontario | RiverBend Golf Club – Community, Ontario | The Toronto Golf Club, Ontario |
| Cedar Brae Golf and Country Club, Ontario | Ladies' Golf Club of Toronto, Ontario | Rivermead Club de Golf, Quebec | The Winston Golf Club, Alberta |
| Cordova Bay Golf Course, British Columbia | Lake Joseph Golf Club, Ontario | Rocky Crest Golf Club, Ontario | Thornhill Country Club, Ontario |
| Country Hills Golf Club, Alberta | Legends on the Niagara, Ontario | Royal Mayfair Golf Club, Alberta | Turner Valley Golf and Country Club, Alberta |
| D'Arcy Ranch Golf Club, Alberta | Lethbridge Country Club, Alberta | Royal Ottawa Golf Club, Quebec | Uplands Golf Club, British Columbia |
| Donalda Club, Ontario | Links at Crowbush Cove Golf Course, Prince Edward Island | Salmon Arm Golf Club, British Columbia | Vancouver Parks Board - Langara Golf, British Columbia |
| Earl Grey Golf Club, Alberta | Loyalist Country Club, Ontario | Scarboro Golf and Country Club, Ontario | Westview Golf Club, Ontario |
| Fairmont Banff Springs Golf Course, Alberta | Markham Green Golf Club, Ontario | Silvertip Resort, Alberta | Whistler Golf Club, British Columbia |
| Fairmont Chateau Whistler Golf Club, British Columbia | Markland Wood Golf Club, Ontario | Springfield Golf and Country Club, Ontario | Whitevale Golf Club, Ontario |
| Fairmont Jasper Park Lodge Golf Club, Alberta | McCleery Golf Club, British Columbia | St. Charles Country Club, Manitoba | Whitlock Golf and Country Club, Quebec |
| Fairmont Le Château Montebello Golf Club, Quebec | Mississauga Golf and Country Club, Ontario | St. George's Golf and Country Club, Ontario | Willow Park Golf and Country Club, Alberta |
| Fraserview Golf Course, British Columbia | Mount Bruno Country Club, Quebec | St. Thomas Golf and Country Club, Ontario | Wooden Sticks Golf Club, Ontario |
| Glen Abbey Golf Club, Ontario | Oakdale Golf and Country Club, Ontario | Station Creek Golf Club, Ontario | York Downs Golf and Country Club, Ontario |



continued from pg 21

the process of getting certification for their Whirlpool Course.

As a result of improving the wildlife habitat at Legends, Newton says they regularly see deer, wild turkey, foxes, coyotes,

drop somewhere else in the trap.

"I'm passionate myself about doing the right thing for the environment," said Newton.

So, if you're a golf course owner or general manager why should you be thinking about talking to your superintendent about Audubon Sanctuary Certification?

"The main benefit is doing the right thing," says Kane. "From a business perspective there are certainly marketing and positioning benefits to be realized. We encourage courses to use this in their marketing to set themselves apart from their competition."

"We hear that in private clubs it instills a sense of ownership among the members and a sense of camaraderie among the employees."

Audubon provides logos to certified member clubs that can even be incorporated into club merchandise.

Kane also provides this food for thought.

"The next generation of golfers, the millennials and the Gen Zs are going to expect this," she says. "They're going to expect that everyone should be doing their part for the environment."

"Very soon we're going to reach the point where if your golf course is not doing this then you're going to stick out and that's a big change. I think this is going to be a big wake up call for a lot of owners."

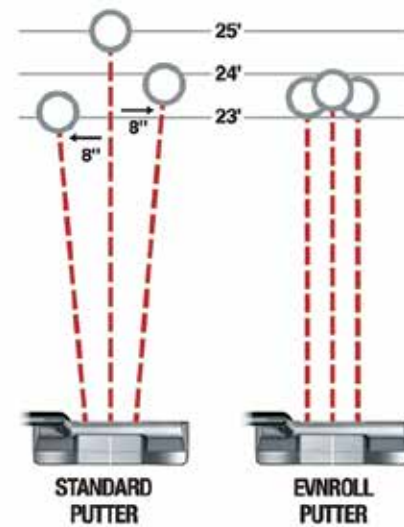
For more on the Audubon Co-operative Sanctuary Program for Golf, you can visit their website at: <https://www.auduboninternational.org/acspgolf> PS



Cabot Cliffs, Nova Scotia

SWEET FACE TECHNOLOGY

Introducing Evnroll. Precise face milling imparts progressively more energy transfer on off-centre hits to roll the ball a consistent distance with every stroke. This unique milling pattern also gears the ball back to the centre. So you can roll your putts the same distance to the same spot.



The result is that the same ball rolls virtually the same distance from the centre and off-centre hits, meaning that Evnroll Putters deliver unprecedented accuracy.

For more information visit www.evnroll.ca or call Golf Supply House at 800-268-7934



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travis Mathew

SPRING SUMMER 2019 COLLECTION

www.gandg.ca

G&G GOLF COMPANY



The Ultimate Communication Solution Push Notifications

Have you ever had a member drive a number of miles to an event that you had cancelled or delayed? How impressed were they? You then had the "fun" of dealing with an unhappy member who most likely then complained to anyone who would listen to them for the next six months!

Of course, we are ignoring the fact that you would have emailed them to let them know of the change, but they didn't see it. It could be because they simply didn't check their emails that morning, or had checked their email five minutes before you hit send. Either way, you now have an unhappy member.

However, there is a solution, and it's one that is right in their hands, one that they never leave the house without - their phone. And on that phone is your club's app.

Your club's app can do

something your more traditional methods of communication cannot; it can send a push notification that will put your message right across the front of their phone - and there's no missing that!

Getting Your Strategy Right

Push notifications are a direct path of communication with your golfers; they don't get caught in spam filters, or forgotten in an inbox. Clubs should treat the ability to communicate with users via push notifications as a privilege, not a right, which means your club must provide value to your members and visitors. If you optimize your push notification strategy correctly, your club will be able to communicate at a whole new level.

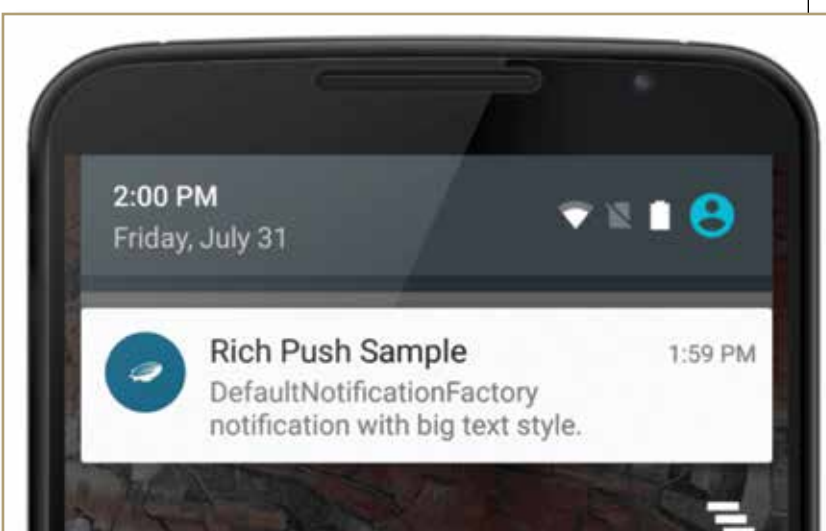
Permission is key. Push notifications are permissive; this means

the very first thing you will need to do is to get your members to agree to let you send them push notifications. While many golfers will allow you to send notifications without even thinking about it, it is a good idea when introducing your app to members, to remind them that they need to agree to you sending notifications to keep them up to date with current events, course conditions and any last-minute changes.

Unlike other businesses, club apps are an anomaly when it comes to push notifications. In other industries the general rule

is don't send too many - maybe once or twice a month, otherwise people will ignore them or even delete your app. However, golf clubs buck the trend, and our statistics show the more push notifications a club sends, the

higher the engagement with their app, and the better the feedback to the club. This does not mean you should bombard members, but provide timely notifications that are relevant.



Professional, Reliable & Cost-Effective Communication Services

Printed and Digital Magazines, Club and Corporate Newsletters, Online and Social Media Services, Press Releases, Reports, Design, Photography, Video Services and Much More.

If you require an effective communication and marketing program we're here to provide you with a reliable and cost-effective solution customized to fit your business. From start to finish we offer copywriting along with complete design and production services. Our talented team of award-winners will communicate and promote your message to your members, customers or specific target markets.



For more information please contact Randy McDonald
Links Marketing Group Inc.
905 636 1400 • randy@linksmarketing.ca

PRO SHOP Magazine

THE BUSINESS OF GOLF OPERATIONS

golf industry EXPO

WELCOME TO THE GOLF INDUSTRY EXPO!
NETWORKING & MERCHANDISING
THE BUSINESS OF GOLF

WIN
UP TO
\$1,000.00
Buy at the EXPO and you could win up to \$1,000.00 cash every two hours!



EXPO HIGHLIGHTS

BRINGING MEMBERS AND INDUSTRY PARTNERS TOGETHER IN ONE EVENT!

BUY, SELL, LEARN AND NETWORK

The Golf Industry EXPO has been created and developed for one main golf industry event attracting golf professionals, course owners, course superintendents, club managers, food and beverage managers, buying groups, retailers and the overall golf industry.

FEATURING

PGA OF ONTARIO AWARDS NIGHT

Tuesday October 23rd - 6:30 PM - 8:00 PM
Join with PGA of Ontario members and industry representatives to celebrate the significant achievements and contributions to golf throughout the year.

MINI PUTT TOURNAMENT

During the cocktail reception, get your team together and show-off your putting skills \$1,500 Purse and more prizes!!
"A great night of fun and networking"

FREE HOTEL NIGHT

Be one of the first 100 unique facilities and buy at the Expo. You will receive a Free Hotel night. (standard room)

TOWN HALL - EDUCATIONAL SEMINAR

Enhance your career and knowledge about the golf industry and learn from industry leaders. Attend the FREE Town Hall on Wednesday October 23rd.
Presented by PGA of Ontario and Pro Shop magazine.

EXPO LOCATION & DATES

**Nottawasaga Inn
Resort & Conference Centre**
6015 Highway 89, Alliston ON L9R1A4
Tel: 705 - 435 - 5501
Toll Free: 800 - 669 - 5501

Tuesday October 23
Show Opens - 2:00 PM - 6:00 PM
Awards Night - 6:30 - 8:00 PM
Wednesday October 24
Town Hall - 8:00 AM - 10:00 AM
Show Opens - 10:00 AM - 6:00 PM
Reception and Mini Putt event - 6:30 PM - 8:30 PM
Thursday October 25
Show Opens - 10:00 AM - 2:00 PM

PGA of Canada - Ontario Zone Members and Industry Partners':

PGA of Canada - Ontario Zone is pleased to welcome you back to the 2018 GOLF INDUSTRY EXPO "NETWORKING & MERCHANDISING THE BUSINESS OF GOLF"! The EXPO will once again be held at the beautiful Nottawasaga Inn Resort & Conference Centre on October 23rd - 25th, 2018.

NEW IN 2018 - AWARDS NIGHT

The Board of Directors is very proud to announce that we will introduce an awards night on Tuesday October 23rd, 6:00-8:00 pm to recognize our members' accomplishments in their respective categories. The ceremony will reflect similarly to the PGA of Canada night that is held in Orlando at the annual PGA Merchandise Show. All members are encouraged to join us for a great night of camaraderie, fellowship and to recognize and congratulate our industry leaders.

Since making its return in 2012, the GOLF INDUSTRY EXPO has featured industry exhibitors showcasing an array of products, including equipment, apparel, carts, accessories, golf balls, footwear, training aids, software, sunglasses, signage, and breweries, to name a few. The EXPO serves as a one-stop-shop for all facilities in Ontario.

Attending the EXPO is an important investment in your business! While at the show be sure to take advantage of all the show has to offer from the discovery of new products, to the writing of orders to catching up and networking with your old and new colleagues. This year's EXPO will see the addition of a Viewing and Networking Reception and the return of the Education Opportunities and a fun evening of Mini Putt.

We are confident that all GOLF INDUSTRY EXPO attendees will have the opportunity to see the latest trends and products available for your shops and business, as well as gain valuable ideas and information that can be put to use at your facilities, while keeping the focus on the most important aspect of the event; networking and merchandising the business of golf!

Be sure to mark the dates in your calendar to attend! The Ontario Zone believes there is great value in bringing members and industry partners together.

We look forward to seeing all PGA of Canada - Ontario Zone Members and Industry Partners at the 2018 GOLF INDUSTRY EXPO.

Sincerely,
Ontario Zone Board of Directors
PGA of Canada - Ontario Zone



REGISTER NOW AND GET READY TO BUY AT THE EXPO!!

To register go to the web site
www.golfindustryexpo.com

You may WIN CASH PRIZES up to \$1,000!
Draws every few hours throughout the EXPO
(you must buy and be in attendance to win)

Take Advantage of the Golf Industry EXPO Town Hall "State Of The Golf Industry"

PRESENTED BY:



Plan To Attend and Stay Informed

Wednesday October 24
8:00 am – 10:00am

Nottawasaga Resort Meeting Rooms - Lower Level #10

Visit: www.golfindustryexpo.com to register

In an effort to better inform PGA members and golf industry representatives of the changing Canadian golf landscape, plan to attend the Golf Industry Expo Town Hall. This is a MUST ATTEND EVENT for those who want to stay informed about the golf industry, trends, changes and much more.

Admission to The Town Hall is compliments of the PGA of Ontario and Pro Shop Magazine. Bring your questions and participate in a lively debate.

The following golf industry executives have confirmed to be on the panel at press time. Additional executives may be added. Please visit www.golfindustryexpo.com for further information and to register for the Town Hall.

Moderator: Rob Roxborough – Executive Director National Golf Club

- Ian Leggatt Director of Golf & General Manager at the Summit Golf Club,
- Mike Kelly Executive Director of Golf Association of Ontario
- Ian Scott of Ian Scott Consulting
- Laurence Applebaum – Chief Executive Officer – Golf Canada
- Greg Seemann – General Manager and Managing Partner -Wooden Sticks Golf Club
- Kevin Purcell – Executive Director PGA Ontario
- Brent Miller Clublink - Vice President of Corporate Operations and Member Services
- Lesley Hawkins – General Manager adidas Canada
- Gerard Waslen – Owner of Timber Ridge Golf Club and Markham Golf Dome
- Dave Bradley – President of TaylorMade Golf Canada and Latin America

If you would like to attend the Town Hall, please visit www.golfindustryexpo.com to register and reserve your spot.

PGA of Ontario Awards Reception

Tuesday October 22, 2018
6:30 PM – 8:30 PM
Nottawasaga Resort – Meeting Rooms Lower Level -#10

Join us to honour the 2018 Ontario Zone Awards winners and celebrate at our annual celebration of the people who have made significant achievements and contributions to the sport throughout the year.

Open to all members and exhibitors at the Golf Industry EXPO

2018 Award Categories:
Club Professional of the Year
Executive Professional of the Year
Teacher of the Year
Junior Leader of the Year
Retailer of the Year
Candidate for Membership of the Year
Player of the Year
Coach of the Year
Professional Development Award
Class "A" Professional of the Year

Please visit www.golfindustryexpo.com to register

The educational seminars are presented by the PGA of Ontario and Pro Shop Magazine / golfindustrynetwork.ca

2017 Winners

- Retailer of the Year
Justin O'Leary - Cedar Brae Golf Club
- Candidate for Membership of the Year
Cameron Cox - Hamilton Golf & Country Club
- Junior Leader of the Year
Ryan Starr - Geared to Golf Performance Center
- Teacher of the Year
Jon Roy - Golf Performance Coaches
- Golf Professional of the Year
Jeremy Broom - Cherry Hill Club
- Coach of the Year
Gareth Raflewski - RiverBend Golf Community
- Professional Development Award
Bradlee Ryall - Bradlee Ryall Golf/Kanef Academies
- Class "A" Professional of the Year
Jacklynn Miller - Muskoka Bay Club
- Player of the Year
Bill Walsh Jr. - Modern Golf

The *Golf Industry Expo* would like to acknowledge and thank the management and staff at **NOTTAWASAGA INN RESORT & CONFERENCE CENTRE**. We would also like to thank the many students and volunteers for assisting with this event.

The *Golf Industry Expo* is a partnership between the PGA of Ontario and Links Marketing Group Inc.



PGA of Canada / Ontario Zone
President : Curtis Pitre
Executive Director : Kevin Purcell
Member Services : Stacey Hewett
Administration : Kristine Schmidt



Links Marketing Group Inc.
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Senior Writer : Rick Drennan
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Working With Your Customers At The EXPO

How to reach customers, promote your products and secure sales now and into the future...



By Shayne Dysart

IT DOESN'T MATTER WHAT business you are in or what you sell, customer relations and engagement needs to be meaningful, memorable and serve a purpose.

Vendors help golf pros and the golf pros help vendors; vendors provide the pro, and ultimately the pro's customer, with much needed products and services which in turn builds a positive relationship for all.

We understand and appreciate customer loyalty on all fronts and we are aware that there are a great many customers who you are not selling to. That said, a wise man once said: "It is easier to keep and service your existing customers than it is to find new ones".

A question you should ask yourself before contacting a customer is "what will my products and services do to fix my customer's problem?" If you can answer that question honestly and objectively then you are ready to help your customer. Remember, people

like people who are genuine, honest and who are not after the immediate sale.

The securing of a sale is not easy. The process, from first telephone call, to first appointment, to no transaction, to some transaction, to regular transactions, takes many years of hard work and trust to develop.

You need to be in the right place at the right time and you need to be ready to connect in a soft manner in order to create a good first impression. Establish your place in the sales process, and maximize opportunities as some sales will come easier than others.

A product line must meet specific needs, like profitability, uniqueness, price point, style, quality and functionality, and the list goes on. While buyers might like you, your products may not be the right fit for their customers so they can't in good conscience buy, and if they do buy, they won't be buying from you in the future.

Be smart and don't oversell

any customer as you won't like the end results. Work your lines and your customer smartly; it's a partnership. Underselling and allowing for an O.T.B. (open to buy) opportunity is better in the long run.

A few things to keep in mind prior to the EXPO

- Call and confirm appointments with all current, old, and no-business accounts
- Print all programs, price lists, business cards and product sell sheets to have on hand and for handout
- All samples must be on hand and ready for display. You don't want to look like an empty store
- Make sure accounts are cleaned up and all issues have been addressed prior to your meetings
- Prepare your demo and fitting day calendar for the upcoming season
- Define your show goals and objectives, whether it's sales

or opening new accounts

A few things to keep in mind during the EXPO

- Know your lines, your prices and programs completely. BE PREPARED
 - Have a show SPECIAL and promote it
- Appointments are booked and confirmed prior to the Expo, but if spots are available, approach new accounts and work the floor
 - Dress and setup; you need to be professional at all times, work space provided at the Expo and be organized
 - Keep to schedule. If appointments are booked, they have priority
 - Review current year business and detail positive trends and missed opportunities
 - Provide all accounts with

as much information for coming year – programs/ pricelists/ sell sheets/ invoice comps/ demo day events/ fitting initiatives, and last year's purchases

- Promote show specials
- Be energetic, DON'T SIT DOWN, and connect with as many customers as you can
- Be honest, fair and genuine with customers
- Set up follow up appointments if needed
- Be prepared to fix a problem
- Free items always go over well even if it is just Halloween candy
- Say "thank you" to all who come to your booth

Be committed to the golf industry as a true professional by attending the *Golf Industry EXPO*.

All my best,
Shayne Dysart

GOLF INDUSTRY EXPO 2018 SCHEDULE OF EVENTS

| | | |
|----------------------|---|--------------------|
| Monday October 22 | Exhibit booth set up | 2:00 PM – 7:00 PM |
| Tuesday October 23 | Exhibit booth set up | 9:00 AM – 1:00 PM |
| Tuesday October 23 | Show Open | 2:00 PM – 6:30 PM |
| Wednesday October 24 | Town Hall Seminar | 8:00 AM – 10:00AM |
| Wednesday October 24 | Show Open | 10:00 AM – 6:00 PM |
| Wednesday October 24 | Reception /Mini Putt Event | 6:30 PM – 8:30 PM |
| | Mini Putt has \$1,500 Purse so get your team together | |
| Thursday October 25 | Show Open | 10:00 AM – 2:00 PM |
| | Move Out from | 2:00 PM – 6:00 PM. |

THANK YOU STUDENTS!

The *Golf Industry Expo* and exhibitors would like to thank the Golf Management Students from Georgian and Durham College. Students will help exhibitors move in and out of the show plus provide services during the show.



For more information visit GOLFINDUSTRYEXPO.COM



The 2018 Golf Industry EXPO would like to THANK the following Exhibitors for their support.

| | | |
|----------------------------|-------------------------------------|--|
| 6 Joe's Software Inc | Dexim Golfwear | Merit travel Golf Vacations |
| adidas Canada | DWC Prints | Miller Golf of London |
| Ahead | Ecco Shoes Canada | Mint Green Group (Greg Norman) |
| Alphi Apparel | Foresight Sports Canada | Mizuno Canada |
| Altered Collection | G & G GOLF | Mkrak |
| Antigua Apparel | GC Duke Equipment Ltd | Nancy Lopez Golf |
| Beau's All Natural Brewing | GDF Leisure Sports | New Era Cap Canada |
| Bonnell Golf Distribution | Golf In | Nivo/Sligo/Cracked Wheat/Swing Control |
| Bridgestone Golf | Golf Industry Network.ca | OCS - Columbia Sportswear |
| Brigitte Mausser Sales | Golf Supply House / EvmRoll Putters | Open Court |
| Bushnell Outdoor Products | Golf Trends Inc. | PGA of Canada |
| Callaway Apparel | Golfing Buddies Inc | PGA of Ontario |
| Callaway Golf | GolfWorks Canada | PLYR Golf |
| Cleveland Golf | (Top-Flite Maxfli Canada) | Poly Concept North America |
| Club Car | Hathway Stewart | Pro Shop Magazine |
| Cobra Puma Golf | Howie Wark Sales | Pukka Inc |
| Critter Club Covers | JLC Golf | Salute by Levelwear |
| Custom Leather Canada | Levelwear | Srixon & XXIO Canada |
| Cutler Sports Corp | Lucky in Love | Sue Klopp Sales |
| Cutter & Buck / Clique | Maui Jim | Sun Dog |



| |
|-----------------------------------|
| Sunlce / Bobby Jones |
| TaylorMade Golf Canada |
| Tee-On Golf Systems |
| TK Golf Enterprises |
| Triple Bogey Brewery |
| Turf Care Products Canada |
| Two Way Radio |
| Vari Pro Innovations (Roll Ready) |
| Westport Company Ltd |

This list of Exhibitors committed their EXPO space before the the magazine printing deadline. Additional companies will be exhibiting at The 2018 GOLF INDUSTRY EXPO.

Canadian Golf Supplier & Industry Directory

2018 - 2019

2018 - 2019

Canadian Golf Supplier & Industry Directory

6Joos Software Inc

1505 Barrington Street #100
Halifax, NS., B3T 3K6
Email: jess@6joos.com
Web: 6joos.com

Management: Jessica Gaudet
Product: Fantasy golf game for amateurs

34 Heritage

1b-160 Tycos Drive
Toronto, Ontario M6B 1W8
Tel: 1-844-500-3434
Email: canada@34heritage.com
Web: ca.34heritage.com
Management: Darren Tessler
Products: 34 Heritage was created for today's gentlemen

ACI Brands Inc.

2616 Sheridan Garden Drive
Oakville, ON., L6J 7Z2
Tel: 905-829-1566
Toll Free: 800-668-5593

Management: VP Sports & Fitness- Eric Chamberland, Director of Sales – Bill Simpson, Director of Golf – Brooke Bauer

Products: Antigua Golf Apparel, Nancy Lopez Golf Apparel and Equipment, Bridgestone Golf

Sales Reps:

British Columbia - Clay Atkinson - 250-870-2572; Southern Alberta & East Kootenays - Kim Carrington - 403-804-5464 and Tanya Carrington-Forbes - 403-251-3637, Manitoba/Sask./Lakehead - Barry Hobday, Sandra Hobday & Brent Hobday - 204-444-3909

Central/Eastern Ontario – Scott Payne – 519-497-9580, Southwestern Ontario) - Deanna Egers – 519-635-4175,

Quebec & Ottawa Valley - Tim Malek - 514-952-6488

Atlantic Canada – Dave Lamont – 902-719-5952

Acushnet Canada Inc

500 Harry Walker Parkway North
East Gwillimbury, ON L9N 0M9

adidas Golf

8100 Highway 27
Woodbridge, ON L4H 3N2

Ahead

270 Samuel Barnet Blvd.
New Bedford, MA USA 02745
Toll Free: 800-282-2246
Web: www.aheadweb.com
Email: chris.tamas@aheadsales.net

Management: Sales Manager - Chris Tamas

Products: Headwear and accessories

Alphi Apparel Group / Viyella /Sotto Sopra

4334 Garand
Montreal, Quebec H4R 2A3
Tel: 514-733-4466
Toll Free: 1-800-663-5449
Web: www.alphiapparel.com
Email: ryan@alphiaparel.com

Management: Sales Mgr. Ivy Steinberg,
Sales Rep –Jason Nadeau

Products: Men's apparel, woven shirts and sweaters

Altered Collection
65 Admiral Drive, RR#2
Cameron, ON., K0M 1G9
Email: luke@alteredcollection.com
Management: Luke Manley

Antigua Apparel

c/o ACI Brands
2616 Sheridan Garden Drive
Oakville, ON., L6J 7Z2
Tel: 905-829-1566
Toll Free: 800-668-5593

Management: VP Sports & Fitness- Eric Chamberland, Director of Sales – Bill Simpson, Director of Golf – Brooke Bauer

Products: Antigua apparel

Sales Reps: See ACI Brands for list of sales representatives

Au Noir Apparel

1625 Rue Chabanel Street West #103,
Montréal, QC H4N 2S7
Tel: 1-855-955-2098
Email: info@mensdressshirts.ca
Web: http://www.aunoir.com
Products: Men's Dress Shirts

BPG Buying Group

652 Boul Guimond,
Longueuil, QC, J4P 1G8
Tel: 450-465-0757
Toll Free: 800-463-3114

Fax: 450-465-0759
Web: www.boutiquesprogolf.com
Email: info@boutiquesprogolf.com

Management: General Manager – Martin Boucher; Exec Assistant - Monique Bernier; Member Services - Dominik Boucher

Products: Buying group for PGA of Canada members

Beau's All Natural Brewing Co.

10 Terry Fox Drive
Vankleek Hill, ON K0B 1R0
Tel: 855-585-BEER
Web: beaus.ca
Email: ohyeah@beaus.ca

Management: Founder - Steve Beauchesne; Brewmaster -Matt O'Hara;
Director of Sales - Jamie Kaufman

Bonnell Golf Distribution

1901 -12th Avenue SW
Calgary, AB. T3C 0R9
Email: bonnelldistribution@gmail.com
Management: Michael Bonnell
Products: Copper Tech Golf Gloves

Bridgestone Golf

c/o ACI Brands
2616 Sheridan Garden Drive
Oakville, ON., L6J 7Z2
Tel: 905-829-1566
Toll Free: 800-668-5593

Management: VP Sports & Fitness- Eric Chamberland, Director of Sales – Bill Simpson, Director of Golf – Brooke Bauer

Products: Bridgestone Golf balls

Sales Reps: See ACI Brands for list of sales representatives

Brigitte Mausser Sales

21 Tanager Cres.
Wasaga Beach, Ontario L9Z 0B3
Tel: 519-575-0628
Email: bmausser@sympatico.ca
Web: www.lifeadventuregear.com

Management: Brigitte Mausser

Products: Sales agent for Wallaroo hats, CC Headwear (Toques), Pure-Hydration, Woodway.

Product: CGTF is an all-inclusive group of properly trained golf teaching professionals with a common goal of growing golf through proper golf instruction

Bushnell Canada

140 Great Gulf Drive, Unit B
Vaughan, ON L4K 5W1
Tel: 905-771-2980
Toll Free: 800-361-5702
Fax: 905-771-2984
Web: www.bushnellgolf.com
Email: rgerber@bushnell.com

Management: National Sales Managers – Jim Cerant, Steve Clouthier; Director International Sales - Steve Corlett

Products: Laser Range Finders, golf watches, golf GPS; Bolle Sunglasses and Serengeti Sunglasses.

Callaway Apparel

2 Berkeley Street, # 402
Toronto, ON M5A 4J5
cobragolf.ca/pumagolf
Email: customerservice-ca@cobragolf.com

Management: General Manager - Adam Cox, Marketing Manager – Joanne Pattullo, Director of Merchandising - Caroline Daudelin

Products: Cobra: clubs, golf bags, headwear & accessories: Puma Golf: footwear, apparel & accessories

Callaway Golf Canada

280 Hillmount Road, Unit 1&2
Markham, ON., L6C 3A1

Canadian Golf Superintendent Association

5399 Eglinton Ave. West, #201
Etobicoke, ON. M9C 5K6

Canadian Junior Golf Association

170 West Beaver Creek Rd., Unit 6
Richmond Hill, Ontario, Canada
L4B 1L6
Telephone: 905-731-6388
Toll Free: 1-877-508-1069

Email: info@cjga.com
Management: Executive Director - Earl Fritz
Products: Junior golf programs

CGTF (Canadian Golf Teachers Federation)

Box 1318
Trenton, ON K8V 5R9
Tel: 905-849-7254
Email: golf@cgtf.com

Management: Marc Ray

Product: CGTF is an all-inclusive group of properly trained golf teaching professionals with a common goal of growing golf through proper golf instruction

Club Car

51 Worcester Road
Etobicoke, ON. M9W 4K2
Tel: 519-242-8704
Toll Free: 800-461-3322
Web: www.clubcar.com
Email: bob.pozzebon@irco.com

Management: Territory Manager - Bob Pozzebon

Products: Club Car golf vehicles

Cobra Puma Golf

6900 Aut.Transcanadienne
Point-Claire, QC H9R 1C2
Tel: 866-688-6468
Web: www.cobragolf.ca, www.cobragolf.ca/pumagolf
Email: customerservice-ca@cobragolf.com

Management: General Manager - Adam Cox, Marketing Manager – Joanne Pattullo, Director of Merchandising - Caroline Daudelin

Products: Cobra: clubs, golf bags, headwear & accessories: Puma Golf: footwear, apparel & accessories

Sales Reps:

British Columbia - Mark Lindsay - 250-826-7218 and Jon Kadin - 250-491-4755; Alberta South - Rick Lea - 403-680-7724; Manitoba - Ryan Sommerfeld – 204-390-1951
Western Ontario - Ron Murray – 905-869-7625; Eastern Ontario - Chris Burling – 416-230-2278; Eastern Ontario - Raegan Wilkie - 613 - 371-6078

Quebec West (Cobra Only) - Owen Doucette - 514-501-2085; Quebec West (Puma Golf)- Stephanie Paquet - 514-910-6068; Quebec East - Marie-Eve Dion – 418-324-4682

Maritimes - Brad Ross - 902-237-7478,

Columbia Golf – Stitched Apparel

48 Woodslee Avenue Unit 1
Paris ON., N3L 3N6
Tel: 519-761-8774
Toll Free: 866-288-5070
Web Site: www.ocsapparel.com
Email: srossi@ocsapparel.com

Management: President - Executive VP- Jeff Knapp, Business Director – Scott Rossi

Products: Polo's, Outerwear, Rain Gear

Critter Club Covers Golf

2-643 Railroad Street
Mt. Brydges, Ontario N0L 1W0
Tel: 519-264-1837
Toll Free: 1-800-721-0240
Email: footfash@execulink.com

Management: VP Operations - Scott Beech; Sales Mgr. - Brian Armitage

Products: Animal Head covers, Canada head covers, STD ball, retrievers, Icicle golf ball, Chill skin towels, cotton towels, tee's, pencils, umbrellas.

Custom Leather Canada

460 Bingham Centre Drive
Kitchener, Ontario N2B 3X9
Tel: 519-741-2070 Ext 207
Toll Free: 1-800-265-4504
Web: www.glenayregolf.com; custom-leather.com

Management: President - Ken Ingram, VP Sales - Dave Clark, Sales Manager - Jim Bowie

Products: men's, women's and children's fashion belts including custom logo buckles and leather golf accessories.

Cutler Sports

3505 Laird Road, Unit 12
Mississauga, ON., L5L 5Y7
Email: sarah@cutlersports.com
Web: www.cutlersports.com

Management: Owner – Cliff Harding, Brand Mgr. Sarah Gereaux
Products: Women's and Men's IIBKUL, Women's daily sports, Women's GG Blue Lux Sport, Cutler Gags

Cutter & Buck / Clique

175 Westcreek Blvd. Unit 2
Brampton, ON., L6T 5S6
Tel: 877-877-7840
Web: cbcorporate.ca
Email: canada@cutterbuck.com

Management: General Manager – Shane Brett, Operations Mgr. - Mark Alexander

Products: Cutter & Buck, CBUK, Annika, Clique

DWC Prints

23 Sandringham Drive
Barrie, ON L4N 0J9
Tel: 705-739-1334
Web: dwcprints.com
Email: dwislon@dwcprints.com

Management: President – David Wilson, Sales Mgr. Greg Wilson
Products: Printing and direct mail services

David Astley & Co. Inc.

30154 Township Road 250
Calgary, Alberta T3Z 1L5
Tel: 403-288-3667, Fax: 403-247-2997
Toll Free: 1-800-690-9998
Web: www.sunandsnow.ca
Email: dastley@telusplanet.net

Management: President - David Astley, Office Mgr. - Susanne Smith

Products: Pro Shop necessities, Sun & Snow, Hotshots, Advil, Kleenex, Spider tech, Epsomgel, Band-Aid, Ben's Insect Repellent, Natrapel, After Bite

Dexim Golfwear

250 boul Industrial #200
Chateauguay, Quebec J6J 4Z2
Tel: 450-699-0075
Web: www.deximgolfwear.com

Management: Pierre Doyon

Products: Golf apparel for women

Duke & CO

1115 Sherbrooke Street West #2302
Montreal, QC., H3A 1H3
Tel: 514-737-3388
Toll Free: 800-837-5358
Web: www.dukeandco.ca
Email: catherine@dukeandcompany.ca

Management: Catherine Bastien
Products: Tail, QED Style, Physician Endorsed, Golphino

Ecco Shoes

10 Whitehall Drive
Markham, On., L3R 5Z7

Fish Farm Supply Company Inc.

116 Bonnie Crescent
Elmira, Ontario N3B 3J8
Tel: 519-669-1096
Toll Free: 1-877-669-1096
Email: info@fishfarmsupply.ca
Web: www.fishfarmsupply.ca

Management: Customer Care Manager - Julia Webber, Customer Care Service – Jason Duskoey
Product: Pond/Lake supplies, Muck Digesting Pellets, Beneficial bacteria, Pond Consultation, Pond Dye, Algicides.

Foresight Sports Canada

4-120 Oriole Parkway
Elmira, ON., N3B 1C5
Email: ahardy@foresightsports.ca

Management: Aaron Hardy
Products: Golf simulators

Gallaugher Graphics Inc.

Web: www.galagraph.com
Email: john@galagraph.com

Creative Director: John Gallagher

Products: Complete creative services including art direction, graphic design, advertising programs, catalogues, branding/logo/identity creative, magazines & book designs, packaging, photography, photo retouching & repairs, posters, website creative & print production management services.

G C Duke Equipment Ltd

1184 Plains Rd East
Burlington, ON L7S 1W6
Tel: 905-637-5216
Toll Free: 800-883-0761
Web: www.gcduke.com
Email: nduke@gcduke.com; sales@gcduke.com

Management: President – Nolan Duke, VP – Neil Beech
Products: E-Z-GO Golf Cars and utility vehicles. Jacobsen mowers, Smithco, trap rakes and sprayers, Turfco top dressers, Steiner tractors, Foley grinders and Verti-Drain aerators.

G.D.F Leisure Sports

1333 Boundary Rd, Unit 5
Oshawa, ON L1J 6Z7
Tel: 905-723-3336
Toll Free: 800-833-6283
Web: www.gdfleisurespots.com
Email: sales@gdfleisuresports.com

Management: President - Dennis Woods, VP, - Delia Woods, CFO - Kevin Woods
Products: Tee Mate golf accessories, Pride /Champ golf products, 4 yards more tees, Wedge Tees, Truline golf accessories, Sharpie Markers, EZ Trak golf carts

Sales Reps: B.C.- Stan Tamre - 604-250-8411; B.C. Interior - Bill Stevenson - 240-488-0494; Vancouver Island - Grant Skellern - 250-954-9194; Alberta - Mike Coupland - 705-940-3009; Eastern Ont. - Dennis Woods - 905-723-3336; S.W.

Ontario - John Popham - 519-588-4654; Quebec - Francois Ducharme – 514-233-2354; Maritimes - Duane McGregor - 902-629-9912.

G&G Golf Company

5525 272nd Street, Suite A115
Langley, B.C., V4W 1P1
Tel: 604-857-4969
Toll Free: 1-800-661-0045
Web: www.gandg.ca
Email: sales@gandg.ca

Management: President - Brad German; VP Jess German; Director Sales and Marketing – Scott Masse
Brady Stoddard

Products: Barrington Gifts, Travis Mathew, New Balance, Prodigy headwear and apparel, Gogie Girl, Imperial headwear, Bermuda Sands apparel, Big Max, Daphne's headcovers, Glove It, K Bell socks, Lil Wiz speakers, MXM Golf, SlideBelts, Evolve Tees, EcoVessel, Mosquito Shield, NX-G, Scoreband.

Sales Reps:
G&G Golf:
British Columbia – Deanna Ruby – 604-816-9401:
Alberta – Kim Carrington – 403-251-3637,
Prairies – Corey Braaksma – 204-299-7553, GTA and Norther Ontario – Laura Ouellette – 416-804-1115, Quebec and Ottawa Valley – Stephanie Paquet – 514-910-6068

G&G Golf and New Balance Golf:
Southern Ontario – Wendy Shackleton – 519-808-6086

**G&G Golf, New Balance Golf
Travis Mathew:**
Maritimes - Jaret Connick – 902-401-7551

Travis Mathew:
Southern Ontario – Jason Nadeau – 519-282-7213

Travis Mathew and New Balance Golf:
British Columbia – Chris James – 604-306-3313 and Brady Stoddard – 604-603-5539, Alberta (North) – Wayne Greiner – 780-481-6434, Alberta (South) - Darcy McIlwain – 403-253-4150, Prairies – Drew McQuat – 204-254-1310, Southern Ontario – Jason Nadeau – 519-282-7213, GTA & Norther Ontario – Dan Jedrzejek – 416-277-6912, Quebec – Michel Mathieu – 450-701-7676

Products: EvnRoll Putters, Golf Pride, Superstroke Grips, Lamkin Grips, Iomic Grips, Super Stroke, Winn Grips, Pride Sports, Easy Picker Range Equipment Night Golf, SoftSpikes, Eagle One, netting, mats, mini golf, turf flags, cups, Fusion Cast, Markers, Furniture, course and pro shop supplies, retail accessories and more.

Golf Canada

1333 Dorval Drive #1
Oakville, ON., L6M 4X7
Phone: 905.849.9700
Toll-Free 1.800.263.0009

Web: www.golfcanada.ca

Management: CEO - Laurence Applebaum

Products: Golf Canada is the National Sports Organization and governing body for golf in Canada

Golf Clearance Warehouse

692 Denison Street
Markham, ON L3R 1C1
Toll-Free: 1-877-344-6535
Email: Customerservice@golclearance-warehouse.com
Web: golclearancewarehouse.com
Product: Golf retailer

Golf In

3960 boulevard Dionne
Saint-Georges, QC G5Y 8M3
Tel: 877 228-5533
Web: www.golfinsim.com
Email: info@golfinsim.com

Management: Sales Director – Carl Fortin

Products: Golf In is a manufacturer of high-end golf simulators for the residential as well as the commercial market. Test your game on over 85 of the world's most beautiful golf courses and compete against your friends in a remarkably beautiful professional-looking environment.

Golf Supply House

355 Admiral Blvd. Unit 2
Mississauga, Ontario L5T 2N1
Tel: 905-624-6978
Toll Free: 800-268-7934
Email: sales@gshcanada.com
Web Site: www.gshcanada.com

Management: President - Dan Harrison, GM - Rod Halsall

Products: EvnRoll Putters, Golf Pride, Superstroke Grips, Lamkin Grips, Iomic Grips, Super Stroke, Winn Grips, Pride Sports, Easy Picker Range Equipment Night Golf, SoftSpikes, Eagle One, netting, mats, mini golf, turf flags, cups, Fusion Cast, Markers, Furniture, course and pro shop supplies, retail accessories and more.

Canadian Golf Supplier & Industry Directory

2018 - 2019

Sales Reps:
 Alberta – Clive Grant – 403-830-4240;
 Northern Alberta/Sask./Manitoba and
 Lakehead – Frank Mymryk – 306-536-
 0531; Ontario GTA – Nathan Brooks
 – 905-334-0930; Ontario Central – Peter
 Yates – 905-999-1634; Southwestern
 Ontario – Bruce Paterson – 226-658-
 5858; Quebec – Jean-Guy Poirier Golf
 – 800-363-2060; Atlantic – Tim Smith –
 902-354-2047.

GolfStar Canada

10202 McDonald Park Road,
 Sidney, B.C., Canada V8L 5X7
 Tel: 250-656-7027
 Toll Free: 1-800-668-6332

Products: Creative Covers, Golf Pride,
 Martini Tees plus additional grips, shafts
 and accessories

Golf Town

302-610 Applewood Crescent, Concord,
 ON L4K 0E3
 Tel: (905) 479-0343

Email: gtecommerce@cloud.golftown.
 com

Web: golftown.com

Product: Canadian golf retailer

Golf Trends Inc.

300 Ambassador Dr
 Mississauga, ON L5T 2J3

Golf Works Canada

855 Industrial Avenue, Unit 13
 Ottawa, ON K1G 4L4
 Tel: 613-727-1721

Toll Free: 800-387-5331

Email: support@golfworkscanada.com

Web: www.golfworks.ca

Management: General Manager - Jon
 O'Coin, Trade Account Mgr. Jon Lovagi,
 Customer Service - John Brady

Products: Tommy Armour, Top-Flite,
 Maxfli, Club Making Supplies, Golf Pride,
 True Temper, Lamkin, Winn, UST, Aldila

Golfing Buddies

87 Combe Avenue

Toronto, Ontario M3H 4S6

Tel: 647-495-7769

Web: www.golfingbuddies.ca

Email: info@golfingbuddies.ca

Management: President – Paul
 Greenglass; Administration - Karen
 Greenglass; Warehouse - Steve
 Kennedy

Products: Swing Caddie, Voice Caddy,
 Golfing buddies, accessories, Arctic

Blaze, Namaka flasks, Champagne tees,
 Fix-It, Putt it Straight, Tour Sticks, Stay-
 Put, Wedge tees.

Goliath Golf Group Inc

60Weybright Court Unit 2

Toronto, On., M1S 4E4

Tel: 416-321-9222

Toll Free: 800-363-3505

Web: www.clicgear.com

Email: goliathgolf@icloud.com

Management: President – Jim Annesley

Products; Clicgear carts, bags and
 accessories, Alphard Ewheels, True
 Linswear footwear.

Hathway Stewart Ltd

59 Browns Crescent

Halton Hill, ON L7J 3A4

Tel: 647-529-2297

Web: www.hathway-stewart.com

Email: info@hathway-stewart.com

Management: President - David Stewart

Products: Jones golf bags and gear, Golf
 Nutz health snacks, Storm towels

JLC Int'l Canada Inc

32-705 Progress Avenue

Toronto, ON., M1H 2X1

Tel: 416-298-6265

Toll Free: 1-866-446-5383

Email: frank@jlc.com

Management: Manager – Frank Lee

Levelwear

66 West Beaver Creek Rd

Richmond Hill, ON L4B 1G5

Tel: (416) 465-7211

Toll Free: 866-423-5071

Fax: 866-423-5074

Web: levelwear.com

Email: sales@levelwear.com

Management: President - Hilton Ngo,
 Brand Manager - Brett Saunders,

Products: Polo's, mid-layer, outerwear,
 tees, fleece, headwear and accessories

Links Marketing Group Inc.

1371 Marshall Crescent

Milton, ON L9T 6N4

Tel: 905-636-1400, Fax: 289-878-3925

Web: www.golfindustrynetwork.ca

Management: President -

Randy McDonald

Products: Full service golf marketing and
 communication company. Publishers
 of Pro Shop Magazine, www.golfindus-

trynetwork.ca, The Golf Industry Expo,
 Golf Club communication publications,
 Corporate publication and marketing
 services.

Lucky in Love

1029 Cutter Ct.

Mississauga, ON., L5H 4L9

Email: suegallagher@gmail.com

Sales Representative: Sue Gallagher

Product: Lucky in Love apparel for
 women

Maui Jim and Zeal Optics Canada

2380 Argentia Road

Mississauga, ON L5N 8G4

Email: angela@spellboundssales.com

Web: spellboundssales.com

Management: Angela Moffat

Product: Maui Jim sunglasses and Zeal
 Optic sunglasses

ML Golf

36 Neal Avenue

St. Thomas, ON N5R 6B5

Tel: 519-631-4112 / Cell - 519-871-0503

Email: mlgolf@rogers.com

Management: President – Mike Langley

Products: Alpha Broder clothing (Ash
 City) Critters Golf, Axlgo Golf, Hathway-
 Stewart

Merit Travel Golf Vacations

111 Peter Street, Suite 200

Toronto, Ontario M5V 2H1

Toll Free: 800-268-5940

Web: www.meritravel.com/golf

Management: Director of Sales - Rob
 Coulter; Golf Vacation Specialist -
 Jeremy Hall

Products: Golf vacations and packages
 for groups and individuals

Miller Golf of London

1568 Woodcock Street

London, ON N6H 5M1

Tel: 519-473-2876

Toll Free: 1-866-226-3994

Fax: 1-800-303-3636

Web: www.millergolfflondon.com

Email: mail@millergolfflondon.com

Management: President – Jamie
 Windsor, Vice President – Tom Windsor

Products: Bag tags, towels, tees,
 pencils, hats, etched and imprinted
 glasses, awards golf accessories, tour-
 nament gifts, leather bags, trophies, ball
 markers, divot tools, umbrellas, Flags,
 Fleece, Water Bottles, Chrystal trophies

Mint Green Group

6900 Trans Canada Highway

Point Claire, QC H9R 1C2

Toll Free: 866-999-6468

Web: mintgreen.com

Management: President - Bob Cote;
 Brand Manager - Eddie John

Products: Greg Norman Collection,
 Cleveland Golf, Srixon, XXIO golf equip-
 ment and accessories

Sales Reps: British Columbia - Mark
 Lindsay and Jon Kadin, Alberta
 Saskatchewan, Manitoba – Jody
 Longman and Shannon Niemi,
 Southwestern ONT. & GTA - Ron Murray,
 Northern and Eastern On. (to Kingston) -
 Paul Kraus, Quebec West/Ottawa region
 - Owen Doucette, Quebec East – Patrick
 Labrie Maritimes - Sandy Watling -
 902-295-0456

Mizuno

5206 Timberlea Blvd

Mississauga, ON L4W 2S5

Tel: 905-629-0500, Fax: 905-629-0505

Toll Free: 800-263-6256

Web: www.mizunocda.com

Email: corporate@mizunocda.com

Management: President - John Stacey,
 Director Sales & Marketing – Mark
 Hansen

Products: Mizuno clubs,
 accessories & apparel

Mkrak Management Inc.

8076 Trans Canada

St. Laurent, QC H4S 1M5

Tel: 514-341-1300

Toll Free: 877-267-8200 Fax: 514-341-9200

Web: www.mkrak.ca

Email: info@mkrak.ca

Management: President - Mark
 Krakower, V.P.- Stephen Krakower, Sales
 Operations Mgr. - Stacey Prince

Products: Nikon, Garmin, NexBelt,
 Umbrella, Shedrain Champ/Pride,
 Navaka, Swell, Volvik, Lorente, Asbri,
 Tempcraft, Glenmuir, Sunderland,
 Hudson, Sutler, Toggs, Doktor Doom,
 Stance

Sales Reps: British Columbia. –Jon

Kadin and Mark Lindsay - 250-876-7218;
 Alberta North – Felix Stark – 780-445-
 0881; Prairies – Shawn Woods – 204
 – 841-8272; Ontario - Gabe Rapini –
 416-209-4898; Quebec - Brett Fletcher
 - 514-824-6899.

Nancy Lopez Golf

c/o ACI Brands

2616 Sheridan Garden Drive

Oakville, ON., L6J 7Z2

Tel: 905-829-1566

Toll Free: 800-668-5593

Management: VP Sports & Fitness-
 Eric Chamberland, Director of Sales –
 Bill Simpson,
 Director of Golf – Brooke Bauer

Products: Nancy Lopez Golf Equipment,
 Apparel and Accessories

Sales Reps: See ACI Brands for list of
 sales representatives

New Era Cap Company

6205A Airport Road, #102

Mississauga, ON. L4V 1E1

Tel: 416-240-9991

Fax: 905-673-9002

Web: www.neweracap.com

Email: ken.haqq@neweracap.com

Management: Managing Director -
 Rick Baetz, Sales Director - Ken Haqq

Products: Headwear

Oakley Canada

2660 Rue Diab St-Laurent, QC H4S 1E8

Tel: (877) 322-1065

Email: infocanada@oakley.com

Web: ca.oakley.com

Management: Victor Grassi

Products: Men's & Women's Sunglasses,
 Goggles & Apparel

Open Court

169 Beechwood Avenue

Toronto, ON., M2L1J9

Tel: 416-722-0600

Web: www.shopopencourt.com

Management: CEO – Karen Weisz,
 Co-founder – Rachel Kent

Products: Golf and tennis fashion for
 ladies, shoes, fashion forward apparel
 and accessories.

PGA of Canada

13450 Dublin Line

Acton, ON., L7J 2W7

Toll Free: 800-782-5764

Web: www.pgaofcanada.com

2018 - 2019

Ping Canada

2790 Brighton Rd

Oakville, ON L6H 5T4

Poly Concept North America

30 Staples Avenue

Richmond Hill, On., L4B 4W3

Email: rocky@trimarksportsweat.com

Management: Rocky Dundas

Products: global supplier of promotional
 products

Pro Shop Magazine

1371 Marshall Crescent

Milton, Ontario L9T 6N4

Tel: 905-636-1400 - Fax: 289-878-3925

Web: www.golfindustrynetwork.ca

Management: Publisher/Editor -
 Randy McDonald

Products: Publishers of Pro Shop
 Magazine, Canada's #1 golf trade
 magazine. We also produce www.golfin-
 dustrynetwork.ca and help manage and
 run the Golf Industry Expo trade show
 in Ontario. Pro Shop offers full-service
 marketing communication programs for
 individual golf clubs publications (print/
 digital), email programs and marketing/
 PR services.

Pukka Inc.

337 South Main St

Findlay, Ohio 45840

Tel: 877-345-5110

Web: www.pukkainc.com

Email: rnzol@pukkainc.com

Management: Ryan Nolz

Products: Hats, Toques, Scarves

Rampion Enterprises Ltd.

1555 Cliveden Ave.

Delta, BC V3M 6P7

Tel: 604-395-8219

Web: www.rampionent.com

Email: charalson@rampion.com

Management: Sales - Chad Haralson

Shinebox Lifestyle Brands

181 Ridgedale Cres.

Winnipeg, Manitoba R3R 0B4

Tel: 204-390-1951 Toll Free: 1-855-761-4641

Web: www.shinebox.ca

Email: ryan@shinebox.ca

Management: President - Ryan
 Sommerfeld

Canadian Golf Supplier & Industry Directory

2018 - 2019

Products: Club Glove, AM&E, Legendary
 Head wear, Sterling cut glass

Skechers Go Golf

5055 Satellite Drive, Unit #6

Mississauga, ON. L4W 5K7

Tel: 905-238-7121

Toll Free: 877-644-4414

Web: www.skechers.com

Management: National Director- David
 Beecroft; Sales – Nick Resch

Products: Skechers Go Golf Footwear /
 Apparel

Snell Golf Canada, Inc.

100 Binnacle View Drive

Gananoque, ON K7G 2V5

Email: service@snellgolfcanada.com

Web: snellgolfcanada.com

Management: Owner - Dean Snell

Products: Snell Golf Balls

Sue Klopp Sales

350 Doon Valley Drive, Unit 9C

Kitchener, ON., N2P 2M9

Tel: 519-572-5209

Email: klopper@rogers.com

Management: Susan Klopp

GET MORE SPIN VERSATILITY FEEL



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Get more spin with the sharpest Tour Zip Grooves we've ever made. Get more versatility with more grinds and less bounce. Get more feel with a compact shape, built for tour. Get more from your short game with the all-new RTX 4 wedge. From Cleveland Golf.



What Should You Send?

You might feel that using push notifications to forewarn of course closure or delay in playing is the only thing you should be sending members. While this is valuable information, and certainly appreciated by the golfer, your club would be missing out on its potential to drive engagement, interaction and even revenues.

Statistics* of click-through rates from promotional push notifications can be as high as 78 per cent, making this is an area your club cannot afford to ignore.

Below is a selection of real-life examples of notifications sent out by clubs that will give you a base to build your own unique strategy upon:

Personal:

- Wishing members happy birthday
- Congratulating the winning player/team
- Informing members when to check out photos of the latest event

Improving member experience:

- Reminder of upcoming fixtures and social events
- Last minute openings in an event
- Notification of today's closed tees and times due to a fixture
- Cancellation of event... but the club house is still open/the meal is still on!

Pro Shop:

- Club fitting and demo days
- Seasonal sales and new arrivals
- The start of a new coaching course(s)
- Installation and deals on golf simulators

Promoting Products or Offers To Increase Sales:

- Reminder to book tickets to golfing events

- Promotion of non-golfing events e.g. live music or family fun day
- Promotion of non-golfing facilities e.g. tennis, or the spa, or even function rooms
- The latest food and/or drink promotion

They can even be used for reminders to pay subscriptions and to direct your members to other marketing channels, such as social networks.

Summary

Push notifications cannot be underestimated; they can be a vital part of the whole club dynamics. They place your message directly in front of your members, giving you an incredible communication tool that can give updated information, encourage engagement at a club level, increase numbers at events, and improve retention.

The technology is here and it is simple to use and implement. Don't be afraid to move to a modern way of thinking because mobile phones and apps are commonplace in all our lives, no matter our age. We all like to do things quicker, easier, better. Your members are no different, so give your team the tools to communicate and engage on a whole new level. **PS**

**Statistics from tracking analytics in CourseMate Golf Club Apps September '17 to August '18*

Jenni Biggs is the co-founder of "CourseMate Golf Club" app. Along with her team, Jenni assists golf courses across Canada with communication and marketing programs to further engage their members and visitors alike. For more information please visit www.coursemateapp or email her at admin@coursemateapp.co.uk for a FREE consultation.

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golf

Minimus Tour

Striker

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GOLF COMPANY

What's *New* for Next Season? *Plenty.*

New spring lines will be colourful, sometimes outlandish, but at the same time, sophisticated. Next season will be determined, celebrating individuality and style with a multitude of trends that are dying to be worn.

Many apparel manufacturers on the market will be offering innovative and fashionable clothing for your pro shops in 2019. Therefore, it's important you're well aware of trends, know what your customers want, what sold last year, and how to effectively sell and merchandise each brand.

2019 golf apparel is about dazzling new colours, how it fits, feels,

and moves. The tired old bromide, "what happens in Vegas, stays in Vegas," might be true on a few different levels, but not when it comes to looking for the latest trends in the golf apparel business.

The annual PGA Fashion & Demo Experience held in mid-August in 2018 at the Nevada vacation and entertainment spot, is the place to be for the newest

fashion trends in the golf business. It welcomes thousands of PGA pros, industry leaders and lifestyle specialty retailers from most of the U.S. states and 20 other countries, including Canada. It's a jam-packed three days and gives us a sneak peek at what golfers will be wearing on the first tee to start the 2019 season.

SCARLET RED

GREEN APPLE

TURQUOISE

SUN YELLOW

PURPLE

ORANGE

For this upcoming season, it's all about the "functionality" of golf wear – how it fits, how it moves, and how it makes you feel when you take back the club and try and hit a shot.

Sylvi Gagnon, the fashion specialist with the BPG Buying Group in Canada says the new spring lines are colourful, sometimes outlandish, but at the same time, sophisticated.

The dazzling new colours

include scarlet red, green apple, turquoise, sun yellow, purple and orange. She thinks pink (soft or hot) will be one of the pillar colours next season.

"There are so many apparel manufacturers on the market offering innovative and fashionable clothing," she told Pro Shop Magazine. But she also had a

warning to buyers: "Whether you like it or not, keep in mind you are not buying for yourself. You must understand and define your customer. Look at your current customer base. Check out your competition. Analyze your products. What sold and what didn't. Evaluate how your customers can benefit from products you will be buying. Defining your customer will get you a better return on your investment."

In 2019, Gagnon says prints and graphics will be undeniably hot at sales and a wide selection of silhouettes that have already taken over street styles will also be very popular. There will be several colour trends for spring/summer collections, too and will be used for impact and livening up the golf wardrobe.

Golfers will be wearing bright pinks, neon greens and luminous yellows, she says. As a strong complement to all bright, white is a truly staple colour and is always flattering. For the more conservative players, sage, cobalt and Egyptian blue are easy and wearable shades.

Apricot, tangerine and shades of red are also popular. Black is making a storming comeback touching nearly every upcoming



trend for the season, she notes, and next year, she predicts it will be all about the contrast between dark and light colours. That means feminine pinks, purples and baby blues appear in women's collections. Gold and silver glitters and fantasy sequins adorn certain pieces for a glamorous look.

She notes that stripes are still in but checks and plaid patterns are taking over as the "IT" print.

She also says greater focus for both men and women is being put on tailoring, structure and fabrics. Expect more tight fitted garments, slimmer pants, shorts and skirts with stripes along out-seams. Look for clean, sleek silhouettes for a better fit.

And yes, multifunctional yarns will dominate. The focus will be on materials that last longer, perform better and have a sense of natural protection. Key functions include: cool touch technology, moisture

management and UV protection. Power stretch and comfort are important to this sector. Green fabrics and organic inspired knits born from special technological processes will also be popular. Basic sports fabrics are jazzed up with glossy and shiny effects.

Gagnon says Ricky Fowler's association with Puma Golf is another example that wearing the right outfit correlates with playing top level golf. "They (Puma) have taken the brand to a new fashionable direction by pushing style boundaries," she says.

While Vegas is on the cutting edge of change in the industry, Canada's top golf apparel manufacturers and distributors are always

looking to leapfrog into the next golf season. Some have joined with Pro Shop Magazine to give readers a preview of what's hot in the golf wear business next year.

continued on pg 28



2019 FASHION inspiration

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A lower ambient temperature and comfort no matter the conditions.

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TRAVISMATHEW

There are five fashion deliveries for the spring/summer season. The buyer is going to notice a lot more colour in the collection than from previous years. TM has always produced collections in various blues and greys over the years, and although that is still present in the spring/summer 2019 line, there is a lot more colour. Each 2019 delivery features a bright pop of colour: Even more exciting, is that each delivery showcases a floral print, all of which are tastefully done and will be key in tying a delivery together when it comes to merchandising the collection. Distributed in Canada by G & G Golf.

LEVELWEAR

The Levelwear Verve Collection is an elevated transitional activewear collection for women. The line features an array of items that are primarily designed to be worn away from the course but a "must have" for many clubs selling quality apparel.



GLENMUIR

Glenmuir, the renowned Scottish golf clothing brand, reveals its Spring/Summer collection for 2019 with products continuing to drive outstanding performance delivered in fresh colour palettes Aqua, Fuchsia and Garnet. Glenmuir introduces three new double mercerised cotton polos this season. The technical process behind the fabric removes stray fibers from the cotton yarn and fabric resulting in lustrous silk like handle, luxurious drape and incredible colour retention. The men's g.Crieff, g.Oban, g.Hamish are available in 3 colours. Distributed in Canada by Mkrak Management.



ANTIGUA

Antigua polos for women features moisture wicking in their jersey knits, and the Atlantis line is 95 per cent polyester and 5 per cent spandex. The polo and skort are all about mixing and matching. This "relaxed" relationship between polos and skorts is driven by prints in fresh patterns that are matched off with solids in colours. The men's line of polos and bottoms, runs the gamut, from Inspire, a 100 per cent Desert Dry moisture wicking interlock knit, diamond pattern, embossed short sleeve polo with 3-button placket. The women lines include cool prints featuring tropical patterns, like palm trees. choices. With Antigua, the '19 line says leisure, but the look oh so fashionable. It's all about dressing up or down. It's easy wear that is easy to care for, too. For more, visit antiguaapparel.ca. Distributed in Canada by ACI Brands.



CHASE 54

Channeling the past, present and future of golf, the Fall 2018 collection features nostalgic, current and futuristic styles designed with the proprietary fabric technologies that set the brand apart. **Men's Outdoor Games** - displays a symbol of golf today and boasts an athletic influence of modern style. **Women's Power Style** - offers mesh insert and cutaway details combined with bold, color-block designs. Visit Chase54.com for more information.

NANCY LOPEZ GOLF

Nancy Lopez's name became synonymous with winning - and doing so with a feminine touch. When Lopez retired for good in 2008, she brought that same winning quality to her line of golf wear. Nancy Lopez Golf is all about "defining the women's game and enhancing the golf experience." That Lopez touch is all there in the different styles offered for 2019. The apparel lines have been broken down into two categories: World Traveller and Miss Robot. World Traveller tees off with Fiery Red/Flamingo that, like its title, features a colourful collection of red polos, skorts, and a full native dress that is all about rich reds in a variety of patterns. The Miss Robot line is much the same, featuring Twilight/Aquarius; Aquarius/Daffodil and Black/White. And don't forget: Lopez has a Plus Size Collection that never compromises style, colour, or wearability for those larger sized players. Visit tournament-sports.com to see the entire line of Lopez wear.





GREG NORMAN COLLECTION

If you want variety and high-quality products with big-name recognition, then your pro shop might want to work with Mint Green Group, and its Greg Norman line. Designed with a combination of performance, luxury and style, Greg Norman Collection is a leading world-wide marketer of golf-inspired sportswear for men and women. The product offerings encompass state-of-the-art fabric innovations, plus an extensive fashion range which includes tops, bottoms, outerwear and accessories. The Norman Women's Collection is elegant and versatile, especially its performance polos in a multitude of colours. The Microlux Zip Racer is a special top. For more visit gregnormancollection.com.

SUNDERLAND OF SCOTLAND

Sunderland of Scotland, the world renowned technical golfwear brand reveals its collection for Spring Summer 2019. Combining quality, playability and reliability the collection captures the essence of Sunderland of Scotland's 'Never Weather Beaten' mission. The collection is built from high performance garments to protect from rain wind and the cold.



CALLAWAY APPAREL

You can always get an early start or expend your season with the Callaway Apparel lines and its Weather Series. Start with the Heather Waffle Fleece 1/4 zip mid layer, and continue on with the Outlast Premium 1/4 zip mid layer. The Outlast fabric regulates the body temperature of the wearer. Outlast was originally designed for NASA, and utilizes phase change material that absorb, store and release heat. It retains a constant microclimate. Add wind jackets, waterproof jackets, and dual action pullover and vest, and you're ready to play whatever the weather. The Dual-Action Water Repellent keeps you warm and dry. And the Chevron-quilted vest is beautiful and functional. A series of apparel for any kind of weather.



BERMUDA SANDS

The price point is way down and Bermuda Sands brings quality and styling at an entry level price point. Both the men's and women's collections are environmentally friendly as well. It is one of the first golf apparel lines in the market to be a part of the Repeve Initiative, which turns recycled plastic bottles into yarn to make approximately 85 per cent of the Bermuda Sands line-up. Cool technology and consumers are going to see the REPEVE hang tag on a lot more of their mainstream garment purchases. The Ladies line-up is the strongest it has been in years, showcasing three very distinctive deliveries. There is something for everybody; a vibrant geometric print collection, a lively animal print collection, and a beautiful floral collection. Distributed in Canada by G & G Golf.

PUMA

For the 2019 Spring golf season, PUMA Golf continues to work on innovative products, covering basics, sports lifestyle, and the ultimate in performance through fabrics and technologies. PUMA Golf is where performance meets extraordinary and feeds the consumer demand for versatility; merging performance technologies and lifestyle influences with attitude. For 2019 ALTERKNIT: Textured fabrics that showcase expressive style through functionally breathable designs, EVOKNIT: Seamless breathability and engineered stretch panels that provide unrivaled ventilation and premium comfort and FUSIONYARN FLEX: A crafted blend of performance and natural fibers for the perfect fusion of everyday comfort and on-course performance.



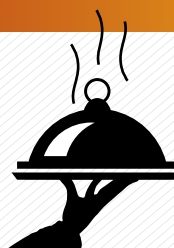
PRODIGY APPAREL

There are several new styles for the spring/summer 2019 season. The standard Hoody and Crewneck sweatshirt have been given an update. Four styles, Powell, MacKenzie, Keefer, and Dundas, are all done in a combed and ring spun cotton/poly fleece blend, and lend to giving these pieces a super soft hand. From a great ladies' piece, the MacKenzie, to a classic 1/4 Zip casual business look in the Dundas, Prodigy has all the casual t-shirt and sweatshirt, and a ton of decoration in-house decoration options, and competitive pricing. Distributed in Canada by G & G Golf.

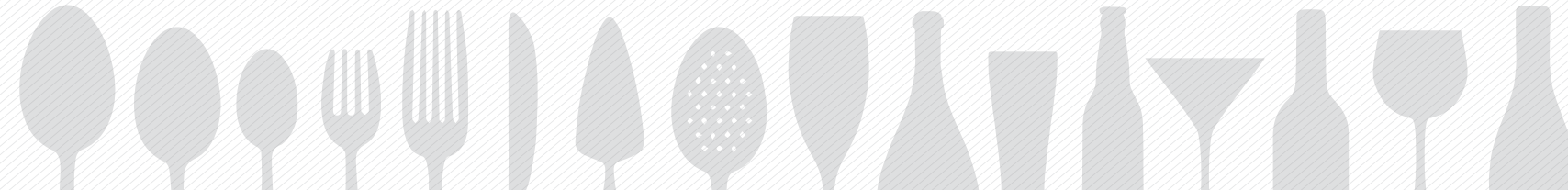




By Glenn Phillips
Director of Operations
Greystone Golf Club
Milton, Ontario
Email: gphillips@clublink.ca



FOOD & BEVERAGE



CHEF SPOTLIGHT

CHEF:

François St-Aubin

CLUB:

Islesmere Golf Club

YEARS AS CHEF:

20+ years

HISTORY

Since as far back as I can remember, when people asked me what I wanted to be in life, my answer was always: "I want to be a chef".

My grandfather was a farmer and I remember the first time he took me out to the fields. I pulled out a fresh carrot right from the earth. I wiped it down and could not hold back from taking a bite. This was when I first discovered and appreciated the wonderful taste of farm fresh produce.

I started my career in a small Italian restaurant, with excellent home recipes. I worked with a very experienced chef from northern Italy, where fresh ingredients were a must. He shared his knowledge and taught me all he knew for three years. This is when he told me that I was ready to be a chef.

In 2004, I wanted to increase my knowledge, so I took a position as first line cook at *Derrière Les Fagots*, with Chef Gilles Herzog. This is when I really started to understand the art of harmonizing different flavours and textures in a dish. What a great eye-opening experience it was for me.

In 2006 I opened my own restaurant "Ô Chalet" and I would still be there today, if not for a fire that destroyed it six years into a great place. This is when in 2012 I first joined Clublink at Islesmere Golf Club as sous-chef, while also doing some consulting for other restaurants.

In 2014 I was awarded the position of executive chef and still today my mission is to



offer a great culinary experience to all our guests and pass on my passion to all my staff.

Q. What is your favourite dish and why?

A. Sweetbreads. I discovered this dish in my first years as a cook, in one of Quebec City's finest restaurants. After one bite I was in bliss. I quickly got interested in this item because of its complexity. It is tough to prepare but when done just right, with the proper garnishes and sauce, it becomes a great true culinary delight.

Q. Who was your greatest professional influence?

A. Each chef and executive chef I have worked with or for has brought me different knowledge and culinary techniques that I use today. I was lucky to have worked with passionate, knowledgeable chefs that were willing to share their experiences with me, and now I try surrounding myself with passionate people that want to learn so I can help continue the cycle.

I can help continue the cycle.

Q. What is your favourite kitchen equipment and why?

A. If we are talking about technical equipment, I would have to say the thermal-circulator. I have been using it for the last three years and it is just simply incredible for vacuum sealed cooking at low temperature. It is tremendous for holding in all the flavours, along with enhancing the texture of the food.

But if you ask my staff the same question, they would all say: "his spatula and tongs." They have been with me for almost 20 years now and I always keep them close by. I would say they are an integral part of me.

Q. What is your favourite ingredient to use?

A. I would say good old salt and pepper. Pretty simple, but for me it is the foundation of spicing a meal. My values in the kitchen are centred on the product; I want a protein or produce to taste the way it was meant to taste. The salt enhances the flavour and the pepper completes it.

Q. What is your favourite thing to do, when not in the kitchen?

A. I would say winter sports, all winter sports. May it be skiing, skating, or just tubing down a hill. This is one of the great things about working at a golf club; it allows me some free time in the winter to do them.

Q. What is your greatest fear for the future of the business?

A. The growing lack of manpower. Every year, it becomes harder and harder to recruit qualified personnel. Early in my career, people came knocking on the door looking for a job. Today we have to recruit aggressively and offer all kinds of advantages or incentives, just to entice them to work for us. We need to address this issue as an industry and look at equalizing the compensation and gratuities distribution between the front of the house and back of the house.

Q. What is the strangest food you have eaten?

A. I attended a food fair once where I tasted sautéed chocolate covered grasshoppers. I would say that after tasting them, I was not inspired to add them to my menu!

Q. Who is your favourite chef?

A. Jean Souldard. I remember when I was just a child I would watch his T.V. show. He would create simple, yet wonderful dishes based on fresh, regional products and his work has always inspired me.

Q. After training an employee, what is the last piece of advice you give them?

A. Trends in food are always changing; stay as interested as possible, surround yourself with good and passionate people and always have confidence in your abilities. •

FOOD FOR THOUGHT



CLUB EVENTS: ARE THEY WORTH ALL THE WORK?

The answer simply, is yes, and there are many reasons why.

Social and golf events at a private club play a large role in the club's success, and vibrant club events create engaged members, and subsequently can drive new business, increase revenue and profits, create excitement and stimulate membership.

While events can help add value to the membership and create revenue, the most important thing that club events do is improve the club's culture. It doesn't matter if it is a Nine and Dine, lobsterfest, pig roast, or black-tie gala, they all bring the membership together in a new and unique social environment.

These social events, if done well, will encourage your membership to spend more time at the club and in turn, more money. These events offer a different way for your members to interact with others outside of their usual circle. They provide an environment for people who may not normally be social outside of their group to strike up conversations in a relaxed and enjoyable environment.

These events allow new friendships to develop, business contacts to be made, or at the very least, someone new to call when looking for a partner to sneak in a last minute round. They will also offer the opportunity for your members to bring guests to the club for an event that could potentially wow them, versus just for dinner to use up their minimum spend. A well put together event could have those friends wondering why they don't have a membership at your club.

Club memberships are a very competitive market. People who are looking for a club to join are not only looking for the quality of golf that they will be getting, but the added value and the overall experience they will have when they choose a club.

Many members look at the club as their second home during the golf season. They spend many hours a week there, playing golf, doing business, socializing and hosting friends and family. They look at the club as an extension of their home and it needs to represent them well.

I have always thought that this was important to the membership but didn't realize how much it influenced a member's decision on where they would call "home" until recently. Just the other day, I was touring a prospective member who was being transferred to the area from the United States. He wasn't so concerned

about where his house would be located but was determined to find a great club to join. He wanted to know about what kind of social calendar the club provided, and what opportunities there were for him and his wife to meet new people and socialize. He made it very clear that the club he would choose would be one that both he and his wife would feel at "home" at, as previously in the States their club was a very large part of their lives.

So, now that we have sold you on the importance of events and how they benefit the club, let's break down the steps to organizing successful events. The real key is knowing your audience. With that being said, you also have to remember that you cannot please all of the people all of the time. So, when developing your event calendar take a good look at your membership and do your best to ensure that everyone has at least one event that is geared towards them.

You will always have some members who are strictly there to golf, but if you plan well you will also have those members that come to every event. As mentioned earlier, the events don't all have to be galas, nor should they be. I don't care how social you are, you can only take so many of those all-night affairs.

Consider some ways to have smaller less lengthy social events such as the Nine and Dine. This kind of event may allow members who can't commit to a full 18 on a weekday, the added opportunity to play a round and grab a bite to eat. This style of event also enables the member who is an avid golfer, who has a spouse who is not as keen on the game, to show that spouse in a social environment why they enjoy spending time at the club.

Another smaller way to provide an event is by beefing up your weekly member nights. Add a

theme to your men's and ladies' night programs by creating a theme for the weekly meal that is provided.

Things like "Whole Beast" BBQ's, Italian night with station food, a Marché concept with interactive stations, are all ways you can make that weekly game of golf into something special and worth bragging about.

With this kind of event you are not recreating the wheel; you are simply enhancing what you already have. This also allows you to show off the culinary diversi-

ty to your men's and ladies' planning, organization and creativity to the next level.

Events that are the most memorable are those that include all aspects of a great party - themed food, beverage and décor. For these types of events it is best not to tackle them alone, so draw on your resources.

To host events that will have the best attendance, reach out to your membership to find out what events they would like to see. To make sure you deliver on their suggestions, have a brainstorming session with your team to come up with ideas on how to bring the vision to life, including the transformation of the space that the event will be held in. This may include employing the expertise of a décor company. It will cost you but in the long run it will be worth it.

Reach out to suppliers you use to enhance what you are offering; this could be a food supplier to help offset

costs, or a beverage provider to either provide product or expertise. Your suppliers are a great asset, and most love having the opportunity to showcase their products, so ask them. Whether it's a flight of wines being paired with your Italian themed night, with an introduction from the wine maker as to why it pairs best with the course they are about to eat, or a keg of 25 year old rum being sampled at your Caribbean themed night, these are unique offerings that your guests will be thrilled you gave them the opportunity to experience.

So, don't underestimate the importance of having a healthy event and social calendar at the club. Events can take a lot of work to develop, market, sell and execute, but the payoff is not just a healthy profit but a healthy membership.

Whether private or public, having a strong event and social calendar is integral to having a successful club. •



THE 19TH HOLE with Triple Bogey



Triple Bogey
Brewing & Golf Co.

Geoff Tait
President

#BETTERHITANOTHER

Over the last few months we have talked about price, variety and wages. Don't worry as we've saved the best for the last of this season: the almighty Cart Girl/Guy. How often have you said: "where the heck is that beer cart?" Probably more often than saying, "I wish that pesky beer cart would leave us alone!"

Many will argue that the beer cart is a disruption or pain in the arse, saying it costs too much to run all the time, or it's not worth putting it out there today. Well, we strongly disagree!

If that is the case and that's the way you are thinking, I think it's time to get a little creative and make it a money maker. Yes, the traditional beer cart was all about cracking cold ones but why not fill it with a variety of good stuff as well? Freshly made muffins, donuts or even breakfast wraps, along with fresh hot coffee in the am for the early birds, and then a variety of bevies and sandwiches and snacks in the afternoon, but get creative!

Think about what you would want to snack on while playing your favourite game and those items might just get people pumped to wave down that wagon. There are so many convenient drinks available these days from canned Caesars, vodka sodas, beer, of course, but also things like the all new Triple Bogey canned wine. Ladies night never tasted so good. A little something for everyone can go a long way and help raise those sales.

If you think about how much time the average golfer spends on the course compared to the clubhouse, it is crazy. Here you have a captive audience to sell things to for four to five hours while they are out on the course and some courses can't be bothered to do that!

Everyone always gripes about people bringing their own beer, snacks or ever water onto the course, and

some might argue that it's because it's just easier and more convenient than trying to find the beer cart.

We need to change that mentality and it all starts with having the right person - girl or guy - on the cart who is keen and eager to sell. Don't forget the person should be well-trained as they are part of the overall club marketing program and represent your facility.

We find at the clubs that love the beer cart and realize it's a money maker, that they have their best employee on the job. You as club owners and managers should have the best of the best on the beer cart, whether it's a guy or girl, young or old, they should be able to sell. After all, you are paying them and it's not just to look cute and snaphat in the bushes. Get someone that cares out there, someone who wants to make money and who can make the cart profitable.

Other fun incentives for the beer cart crew could also include staff contests, fun staff uniforms, and we can even deal the beer carts if you like so they look really, really rad! What's cooler than cruising in a Triple Bogey Beer cart?

Lastly, if you don't want to run the beer cart all the time, get an app. There are lots of great apps out there for your smartphone and they allow your members and guests to order when they want, and then you have a staff member bring out the food and drinks to them.

We aren't completely sold on the idea quite yet as you will have to have staff on hand to do the running as everyone is usually pretty busy doing other jobs in the clubhouse. We have heard of some great success stories including a new app based out of London called Fore Order, and even Pine Knot in Dorchester has their own. Check them out; maybe that is something you could consider.



www.triplebogey.com





Better Management of Your Turf

In college I was taught how the cool season grasses we have in Canada grow. This growth habit was drilled into our heads and is found all over the internet: the classic spring growth surge, followed by a decrease in growth in the hot summer months, with another big surge in the fall.

While this (See Chart #1) is how unirrigated turf grows in Canada, it isn't how grass on a golf course grows under normal conditions. This wasn't a huge surprise to me because I had been measuring growth rates since 2011. Even though I knew in the back of my head that grass didn't grow this way, I was still managing my course as if it grew based on the classic cool season growth model.

It wasn't until 2012 when I came across the growth potential model from Pace Turf that it became clear to me how I should better manage my turf. Originally developed to better time overseeding in the South, the growth potential model can help turfgrass managers make better decisions about all maintenance practices and how we time them. (See Chart #2)

While it might seem a little complicated at first, it basically just takes our temperatures and spits out a percentage of optimal growth for your climate and time of year where 1 is optimal and 0 is no growth. When put into a spreadsheet all you need to do is add the temperatures and it does the complicated math for you.

For the most part, growth rates are dictated by the air temperature. Turf managers can massage the growth rates either higher or lower with tools like fertilizer, growth regulators and water, but for the most part, temperature is the boss. Think of it like this: if it's freezing out, nothing you do will make the grass grow except increased temperatures. The same is true for when it gets too hot. When it's too hot the plant cannot make enough energy and bad things can happen if the turf is pushed too hard. This is often why we see issues with dead grass in the summer months. It simply gets too hot for our grass.

All of a sudden we have the tools to manage the turf in our specific climate and not on one big

CHART #1: The blue line represents the classic cool season growth rate that everyone is taught. In Canada our grass doesn't grow like this.

Equation for calculating growth potential

The optimum temperature for cool season turf is 67.5F, and for warm season turf is 87.5F. The variance is set to 10 for cool season turfgrasses and 12 for warm season turfgrasses.

$$100 \times e^{\left(-\frac{1}{10} \left(\frac{\text{average temperature} - \text{optimum growth temperature}}{\text{variance}} \right)^2 \right)}$$

CHART #2: Don't let the math scare you away. You can download a free spreadsheet from Paceturf.org to do the heavy lifting for you. Image credit Paceturf.org

CHART #3: This is how grass grows in most parts of Canada.

CHART #5: Comparing growth potential year to year can help you communicate some of the issues you are having and allow you to make the right decisions when it comes to winter damage recovery.

IMAGE #4: Dollar spot disease is worse where the green collar doesn't receive overlap fertilizer from the green. More nitrogen in the Canadian summer means less of this disease.

general idea of how grass grows in one specific part of the world. Every golf course is different so we should manage them differently to get optimal conditions. (See Chart #3)

One of the first ways I used growth potential was to schedule fertilizer applications. I used to make big applications in the spring and fall and would back off in the summer months. This resulted in okay conditions but left us to deal with excessive clippings in the spring and fall and disease and traffic prone grass at all times of the year. Growing grass without taking the growth potential into account was a costly endeavour. We were mowing like crazy where we now hardly have to dust off our mowers in the spring or fall.

For me, one of the most interesting things about matching my fertilizer rates was the impact it had on turfgrass disease. One of my missions since our threat of a pesticide ban in 2010 was to try and find ways of managing my turf with less pesticide use because if they were banned, I still have grass to maintain!

When I was applying high amounts of fertilizer in the spring and fall it would make diseases like Microdochium nivale much worse. Generally, this disease is worse on lush, actively growing grass and much less pervasive on lean, slower growing grass. Of course, there are exceptions.

The same thing was true for diseases like Dollar Spot. Applying low amounts of nitrogen in the

summer months can make this disease much worse and this was exactly what I was doing before adopting the growth potential model for fertilizer scheduling. (See Image #4)

The winter of 2016/2017 saw a lot of winterkill on the West Coast and I again went to the growth potential formula to help me make better decisions for recovery of our damaged greens. I compared our actual growth potential to the average growth potential in my climate and found that the weather was much cooler and less ideal for growing in new greens. This helped me focus on trying to heat up the greens instead of only relying on fertilizer to grow the grass faster. This also helped me explain to the golfers why we were having

such a challenging time recovering from the damage. I never thought growth potential would be such a valuable communication tool for my membership. (See Chart #5)

This summer we were again faced with some challenging weather, namely, heat waves that are not common on the West Coast. I again went to my growth potential model to help me manage my turfgrass with more certainty and consistency. As the temperature goes above 20C the growth potential goes down and this is when we as turf managers need to be careful of pushing our turf to the point of catastrophic failure.

By knowing when this happens I could confidently raise heights, back off on mowing and rolling, and put more resources into ensuring the grass was adequately watered. The result is that we lost very little grass this summer and the greens are in fantastic shape going into the fall golf season.

Again, it was also helpful for me to use this data to communicate to the golfers why the greens might be a little slower than normal while we transition through the periods of extreme heat and turfgrass stress.

If you haven't already, I highly recommend checking out the growth potential model to see if it can help you explain some of the issues you have managing the turf in your specific climate. I talk a lot about the growth potential and how I use it on my blog Turfhacker.com. PS

Jason Haines is the golf course superintendent at Pender Harbour Golf Club in British Columbia, Canada. He is a passionate turfgrass manager with a love for the outdoors and enjoys trying new things and pushing his personal boundaries. Haines achieved a diploma in turfgrass management technology from NAIT (Fairview College). He also received an award from Golf Course Industry magazine in 2014 for Best Blog/Savvy Social Media and was a Merit International Winner for the 2017 Environmental Leaders in Golf Awards. He is an active user of social media (@pendersuper) and has been sharing his ideas about green-keeping on his blog www.turfhacker.com since 2011.



By Randy McDonald



New Balance

New Balance Golf is rolling out its 2019 footwear line led by its new flagship shoe the NB Tour. The athletic designed shoe is built on a foundation to provide the ultimate in fit, comfort and performance. The NB Tour gives golfers a wider forefoot with a shallow toe box depth and a lower instep height for better ground feel. The waterproof microfiber leather upper has skeletally engineered, ultralight FantomFit support and a welded form-fitted tongue construction. The REVlite midsole, originally designed to provide lightweight cushioning to runners, provides maximum comfort for golfers while walking the course. Distributed in Canada by G & G Golf.



Srixon Q-Star

SRIXON, a global leader in golf ball technology and innovation has introduced launch the second-generation Q-STAR TOUR golf ball. "The Q-STAR TOUR golf ball is a tour-caliber, urethane cover golf ball priced lower than some of our competitor's two-piece offerings," said Jeff Brunski, Vice President of Research and Development. Designed specifically for skilled players with moderate swing speeds who demand the performance and feel of a tour golf ball. The new Q-STAR TOUR is tour on the outside, soft on the inside. Available in Pure White and Tour Yellow.



Bushnell Phantom

Distance Made Simple. It has become synonymous with Bushnell Golf GPS products, and the Phantom is no exception. This pocket-sized GPS device is small, extremely easy to use, and Bushnell has taken "convenience" to the next level by integrating a Bite Magnetic Mount into the back of the unit. This allows you to easily mount your device right on your golf cart or any metal surface. The Phantom is ready to use right out of the box, as it comes preloaded with more than 36,000 worldwide golf courses and is Bluetooth enabled to allow you to automatically update courses via the Bushnell Golf App. Available in 4 colour options (Black; Red; Blue; Neon Green).



Nikon Cool Shot Pro Rangefinder

The new COOLSHOT PRO STABILIZED provides a major advantage for golfers who rely on accurate distance measurements before taking a shot: Unshakable confidence. Through technology that stabilizes the slight hand movements that occur while ranging, COOLSHOT PRO STABILIZED enables you to acquire small objects such as flagsticks faster and then direct the laser onto the target more confidently. Measurement range 8-1200 yards. Incredible Accuracy: Accurate to 3/4 of a yard, inside of 700 yards, 1.25 yards beyond 700 yards.



TaylorMade P790 Black Irons

UNPRECEDENTED DISTANCE IN A FORGED IRON

P790 Black irons pack powerful performance into a clean, classic design to deliver unprecedented distance in a player's iron. Through a combination of forged construction and our revolutionary new SpeedFoam Technology, golfers will experience feel, forgiveness, and workability unlike any iron of this caliber. With P790, TaylorMade's engineers have answered the challenge of creating a forged iron that delivers remarkable distance as well as enhanced playability and feel—all in a refined shape preferred by discerning players.

Cleveland RTX 4

Cleveland Golf RTX 4, the most tour-authentic wedge Cleveland Golf has ever made. Cleveland Golf remains at the forefront of wedge design, producing short game innovations and technologies since 1979. With the RTX4, Cleveland Golf held nothing back during development, creating a made-for-tour wedge in its purest form. Utilizing the latest face technologies, tour-preferred shaping, expanded grind offerings, and the most popular components used by Tour professionals, the RTX 4 is the most tour-authentic wedge of all time.





Glove It

Glove It is the leading manufacturer for Women's golf accessories and its products are carried by top golf courses, country clubs and golf specialty stores nationwide. Their collection includes quality leather golf gloves, visors, club covers, shoe bags, headbands, Golf bags, towels, tote bags, sport totes, and backpacks. Setting Glove It apart from other golf manufacturers is their well-coordinated product line in fun prints and styles from traditional argyles to animal prints that all merchandise together perfectly in 8 different collections for the 2019 season. Distributed in Canada by G & G Golf.

Big Max - Dri-Lite Hybrid

Available in 7 colours, the new DRI LITE Hybrid is an ultra-lightweight stand bag (only 4.4 lbs.) that also works well on a cart and features waterproof fabric to keep all but the heaviest of downpours at bay. A 14-way organizer top with individual dividers leads the practical features of this fantastic stand bag for a fully equipped golfer who wants to carry or take a cart. Distributed in Canada by G & G Golf.



Garmin Approach Z80

See the game differently with Approach Z80 laser range finder with GPS. Laser ranges are accurate to within 10", so you can take dead aim at the flag. See a full-color course view and Green View overlay in 2-D, showing distances to the front and back of the green plus hazards on more than 41,000 courses worldwide. Image stabilization makes it easier to find and range the flag. Distributed in Canada by Mkrak Management.



Garsen Grips

Tour proven designs with 16 wins including the 2016 Open Championship and 9 in the past year alone Garsen grips have a unique shape featuring an angled, rather than the traditionally flat, front section designed so the thumbs naturally oppose each other and the wrists are angled in a way that encourages your elbows to turn in towards your body and your shoulders to be set back. This promotes a smoother outward stroke through better shoulder rotation, relieves arm and shoulder tension and inhibits wrist action, taking the hands out of the putting stroke. Distributed in Canada by Golf Supply House.



TaylorMade Golf Spider Mini Putters

Spider Mini, a wingless design to deliver the performance characteristics of the original Spider Tour putters in a more streamlined, minimalistic design. Overall, the construction of the Spider Mini has a 15% reduction in head size compared to Spider Tour while still delivering the stability and high MOI properties as its bigger sibling still with a 355g head weight. The smaller head size results in a movement forward in CG from 37mm to 30mm away from the leading edge; enabling the release of the putter head easier through the hitting area of the stroke - more similar to that of a blade putter.



Bushnell Hybrid

Bushnell Golf has been the leading innovator in Golf Measuring Devices for over 20 years and is now bringing Laser and GPS technologies together like never before with the Hybrid. This is the world's first Laser Rangefinder/GPS combo unit with a fully integrated display featuring both Laser and GPS yardages. Over 97% of PGA Tour players choose to use a Bushnell Laser Rangefinder due to their unrivaled precision. Bushnell has now combined this unrivaled laser precision with GPS-provided "Front" and "Back" distances in the LCD to further remove the guesswork from your game.

Srixon Z series Woods and Irons

The new Z Series Woods present a revolution in woods performance, delivering the most powerful suite of offerings from Srixon. The full line of Z Series Woods features advanced materials to help amplify your long game. "The new Z Series Woods are pretty easy to explain: they're long," said Marketing Director Brian Schielke. "Longer than our past woods, and longer than the competition. Our stronger, faster titanium, combined with cup face construction is totally unique, totally different from everything out there, and it really shows up both on a launch monitor and on the course." Building upon the success of our previous generation, the new Z Series Irons offer tour-validated designs with a soft forged feel. Cutting-edge technologies that help enhance distance, workability and feel, the new Z Series Irons are built to perform.



From the West coast of Canada, MXM Golf is proud to design and manufacture value-driven forged metal golf accessories that offer the ultimate balance of affordability and quality. With our Stamp, Mallet & Anvil Kit you can bring the workshop into the golf shop to create a one-of-a-kind forged coin for your guests which are perfect for every day play, or the next corporate outing or charity event that your club is hosting. Distributed in Canada by G & G Golf.

MXM Forged Metal



Easygreen 1300 Laser Rangefinder

Get the most accurate distance, with the EASYGREEN 1300 laser rangefinder. Tour certified to give you the confidence to select the right club and get the best result. The device is accurate to within 1- yard of distance, with a range of 5 - 1,300 yards, 400 yards to a flag. Plus, features Slope Compensation Technology which compensates distance based on inclines and declines for a more accurate reading, which can be switched off for use in competition. The device is rubber armored, with a splashproof (IPX4) ergonomic housing. Distributed in Canada by Golf Supply House.



Snell Golf

In 2018 Snell released two new models of Tour balls, revamping the Original My Tour Ball and creating the MTB (My Tour Ball) BLACK and MTB RED. The Black is a cast urethane cover with a slightly reduced Core compression which provides a bit more ball speed on Driver tee shots. The MTB RED is a 4-piece urethane ball that is a bit firmer, but spins more. It's between the distance of 150 yards and in that golfers will see the most benefit. Better short game performance, regardless of the golfers' handicap, equals better scores. Distributed in Canada by Shinebox. Contact Ryan Sommerfeld at ryan@shinebox.ca or call 1-855-761-4641.



MXM Vintage Headcovers

Simply and uniquely designed, the MXM Vintage Collection Headcovers are made of quality materials such as vegan leather and canvas and are designed with a profound sense of style. With six varieties to choose from including optional logo applications, each collection offers six different covers to protect and secure either your Driver, Fairway Metal, Hybrid, Blade, or Mallet. They offer a pouch to keep your precious valuables safe and easily accessible when needed. Distributed in Canada by G & G Golf.



PuttOut Pressure Putt Trainer

Having PuttOut available on your putting greens leads to customers spending more time there trying out your inventory resulting in increased putter sales. With scientifically shaped parabolic ramp, each putt is returned to the player the same distance it would have gone past the hole had it missed, anything else is a miss Perfect Putt - Only a ball that is rolled on the perfect line and with the perfect pace (18 inches past the hole had it missed) will stick in the PuttOut micro-target. PuttOut Putting Mat Available in two colours (green and grey) and printed with markings up to 6-feet, alignment lines and pace targets. Distributed in Canada by Golf Supply House.



Golf is My Business



The Putting Enigma is in Our Mind

Putting is so enigmatic. Putting is confusing to so many, some of whom are even considered experts. Why do some golfers show proficiency in putting when others struggle so much? Firstly, the putting stroke is a completely different animal than the full golf swing. Full golf swing fundamentals can vary in wide range from person to person. But the ability required to make a 6-foot putt shouldn't be as big a problem as it is for golfers—but it is.

Which leads to more questions on the subject. The first being, why do most golf instructors default to mechanics when teaching their students to putt? After establishing basic putting fundamentals, the ability to putt well is not based on the golfer's stroke mechanics. Putting dexterity is based on each golfer's Logical-Spatial Attentional Bias ("L-SAB").

Putting isn't difficult. Our conventional perspective and perception toward putting makes putting difficult.

It is widely understood that the left hemisphere of the brain predominantly controls logical and verbal train of thought. In the 1960s, Dr. Roger Sperry with students Michael Gazzaniga and Jerry Levy began their historical split-brain experiments. In their experiments they surgically separated halves of the human brain. They discovered that each hemisphere had its own separate sequence of conscious thought and function. Most importantly, they found the left-brain thinks independently in words and the right-brain thinks specifically in sensory images (spatial thought). After hundreds of experiments the blueprint of thought became clear. Our corpus callosum, the part of our brain that attaches our two hemispheres, has 300-million axonal fibres allowing our two hemispheres to communicate with each other.

Affective putters allow their spatial ability to help them feel the roll of the golf ball, to sense the friction



of the surface of the grass and the effects the surface has on the ball as it rolls to the hole. Reading the green effectively requires a spatial perspective. Spatial bias golfers feel or sense the pace of the putt first, and then they set the alignment of the putt after they feel the pace of any given putt.

Two of the great golfers in the history of the game—Moe Norman and George Knudson—were celebrated as remarkable ball-strikers, but at the same time, they were renowned poor putters. They loathed putting for the most part. When Jack Nicklaus was asked about Knudson's golf game, Nicklaus candidly stated: "He had a million-dollar golf swing and a 10-cent putter."

Evidence of Moe Norman's contempt for putting came out in a Golf Digest article: "I hated putting, and so did George Knudson. We played against each other in many betting games where putting didn't count. If you missed a fairway, you owed the other guy \$20. If you missed a green, you owed \$20. If you hit the flagstick, you won \$100. When we got to the green we just picked up our balls and went to the next hole."

Using the best players in the

world as models, why is it that those who are great ball-strikers are often the ones who struggle the most with their putting? Conversely, some of the best putters in the world seem to lack structure in their golf swing. Even though there may not be any empirical data proving one way or another, there is plenty of evidence to support this hypothesis.

In the great ball-striker and weak putter camp are: Moe Norman, George Knudson, Ben Hogan, Johnny Miller, Tom Watson (in the second half of his career) and Bernhard Langer, to name a few. Sure these players putted well from time to time, but it was widely accepted their putting skill suffered, generally speaking.

In contrast, there are examples of those who had unorthodox golf swings who were great putters: Billy Casper, Arnold Palmer, Ben Crenshaw, Seve Ballesteros, Brad Faxon and Jim Furyk are a few perfect examples.

The theory that addresses some of these questions revolves around each golfer's L-SAB. In other words, what type of "thought-domination" do they have? Are they logical dominant thinkers or are they spatial dominant thinkers?

How do you tell what your L-SAB is when you putt? You need only look, and answer, where your attention is as it relates to the two key variables of a putt when you putt. These two key variables are alignment and pace of the ball. These two key variables will be placed in order of priority based on your L-SAB.

While over the ball, preparing to strike the putt, the logical bias golfer places alignment of the putt as their first priority. Once the logical bias golfer feels comfortable with the alignment then they shift their attention to how hard to strike the putt—the pace of the putt. The logical bias golfer prioritizes alignment as the more important key variable of the putt and pace of the putt takes second priority.

The best putters in the world have a spatial bias. Spatial dominant putters prioritize these two key variables opposite to that of a logical bias golfer. Their ability to read, sense or feel the putt with a pace of speed perception and perspective is predominant. They stand over a putt with their primary attention on the feel of the pace of the putt, then they set their direction line of the putt.

Great putters feel the putt with the maximum break of the putt. They feel that if any part of the ball hits any part of the hole the ball will fall in the cup.

The ability to putt well, like throwing a ball well, requires spatial thought. When the golfer's logical attention takes over the act of putting, unknowingly, the golfer starts to move down the rabbit hole that can lead to the "Yips". The medical science community calls the Yips a form of Focal Dystonia. The logical mind cannot comprehend spatial tasks.

The Yips occur when your spatial mind (where your intuition resides) recognizes the technique the logical mind is employing is not going to work. Panic sets in and sounds the alarm. A fight for control ends up with two conflicting messages. The two minds are meant to work together, not oppose each other. The Yips are a result of when our two distinct personalities send conflicting neurotransmitted messages to the parts of our body (our hands) in the act of executing the putt. These conflicting messages result in involuntary muscle reactions, which will not end well on short putts.

In order to access the proper mindset you must activate spatial stimulation. Listening to music stimulates the spatial mind; it served me well in my rookie year on the PGA Tour. Rolling a golf ball to the hole using your hand develops feel for the green wonderfully. More importantly, you will need to endeavour to stifle any overriding logical stimulation, such as projecting forward to results before striking the putt, or using a line on your golf ball to line up your putts.

Also, I'd like to suggest you follow Lee Trevino's method for gaining more feel when you putt. Using only one ball, putt to specific spots on the green with your full attention on pace. Because there is no hole involved, your attention is diverted from results. **PS**

THE DIFFERENCE BETWEEN GUESSING AND KNOWING.



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AT THE CANADIAN OPEN

Once again Glen Abbey welcomed the golf world to the RBC Canadian Open in Oakville. It was another special year as we welcomed several new members to the Canadian Golf Hall of Fame during the opening ceremonies. Many current HoF members were in attendance, including Sandra Post and Dick Zokol.

Pro Shop's award-winning art director and photographer John Gallagher was keeping up with all the activities, players and stories throughout the week, so lets have a closer look at the action through the lens with him.



(Top) Hall of Fame member Dick Zokol with Golf Canada's CEO Laurence Applebaum.

Lee Trevino had the crowd in stitches with his non stop stories



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(Top) Hometown favourite Mackenzie Hughes in on the "Hockey Hole".
The "Team RBC" Bags
First-timers Tommy Fleetwood and Brook Koepka
Los Angeles Kings Allstar Drew Doughty with the RBC Canadian Open Cup (above)





Masters Champion Sergio Garcia

2-time defending champion Jhonathan Vegas - could be a 3-time winner?



(Opposite) Dustin Johnson seemed to enjoy Gen Abbey



Bubba Watson planning his next shot

Tony Finau made his first appearance in Canada



Top - 2017 runner-up Charlie Hoffman out of the bunker

Left - Fan favourite Adam Hadwin

Above - Sam Saunders, perhaps thinking about "Grampa" Arnold Palmer



Team RBC Member Nick Taylor (above)

Canadian Cory Connors hit some big drives

"ouch, that really hurt" ... fans playing up getting hit by Dustin Johnson's drive at 9.



Canadian rookie Chris Crisologo from Vancouver looking very "Tiger-ish"



Ian Poulter
Brandt Snedeker



Dustin Johnson
Ricky Barnes



Mackenzie Hughes
Keegan Bradley



Mackenzie Hughes at the "Hockey Hole"



Mackenzie Hughes with the Rivermead Trophy for Top Canadian with Chris Crisologo as the top amateur



Some great memories around Glen Abbey

Shane Lowrey out of the bunker on 18



Dustin Johnson reading the green on number 6



(opposite) Even the Ladies pounded the boards at the "Rink"
Mackenzie Hughes with Golf Canada CEO Laurence Applebaum and the Rivermead Trophy for top Canadian
Huge crowd followed Dustin everywhere, especially the "Rink" hole.
Canadian Mike Weir on 18.

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