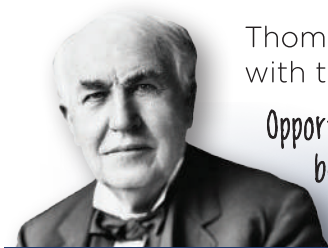


OPPORTUNITY TO CONNECT IN NEW WAYS!

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Thomas Edison is credited with the phrase...

Opportunity is missed by most people because it is dressed in overalls and looks like work.

Clearly, this is a time of frustration, confusion and fear for the PGA Professional. With many private clubs being forced to close, the ability to perform their normal and consistent duties has been stifled.

Most PGA Professionals are, like their members, home right now and wondering about their future. The future of the PGA Professional will be much more successful if they use this crisis as a way to demonstrate their value to the club and their desire to inform and entertain their membership as much as possible.

It is my opinion that most PGA Professionals are optimists. If you put them in a room full of manure they are convinced that if they look hard enough they can find a pony or two. This human nature characteristic of optimism has served most PGA Professionals very well. However, the current circumstances facing the private club industry are, without question, uncharted waters and, for many, the manure has hit the fan!

Private club leaders are desperately looking for staff members to step up and assist their private club to be as successful and relevant as possible during their period of shutdown.

Del Ponchock is the Director of Instruction at Hudson National Golf Club in New York. Hudson National Golf Club is one of the most elite private clubs in the U.S. Del recently took the time to produce informative videos for his membership. The videos were on **posture, impact drills, backswing** and **stretches** specifically for golfers.

These videos were included in an email blast to his membership and were offered as YouTube links in the body of the email communication. The videos were under three minutes in duration and filmed from his own home. Del took the time to be relevant and helpful to his membership. I am confident the membership enjoyed hearing from their well liked and respected professional and appreciated his efforts to give them some things to work on at their "living room driving range."

I strongly suggest that all PGA Professionals buy a tripod for their iPhones and begin taping instructional videos for their membership. Be creative. Make videos with recommendations for each golfer at your club. Women, children, low handicap golfers, high handicap golfers.....you get it. You've got the time and the expertise.....use it to your advantage and to the pleasure of your membership.

Is it easier to sit at home and take it easy? Certainly it is. However, I would strongly suggest you look at the opportunity that has been presented to you. I can assure you that your efforts, or lack thereof, on behalf of your club and your membership will be recognized and evaluated once "opening day" actually arrives.