

NWO GOLF LINKS



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TOLEDO GOLF SHOW

EVANS SCHOLARS PROVIDES
SCHOLARSHIPS TO CADDIES

TIPS FOR HANDLING
UNSOLICITED ADVICE

8th Annual

Toledo Golf Show

February 19th - 21st

presented by: **BWgolf**

• Sylvania Tam-O-Shanter



February Issue Loaded with Great Information



FRED ALTVATER



**IF YOU THINK
IT'S HARD TO
MEET NEW
PEOPLE, TRY
PICKING UP THE
WRONG GOLF
BALL**

JACK LEMMON

We were able to spend some time at the PGA Merchandise Show in Orlando last month. If there is a downturn in the Golf economy it is difficult to see as you walk the '10 miles of aisles' filled with every golf contraption known to modern man. Every vendor I talked with is bullish on the new year and with the exploits of Jordan Spieth, Rory McIlroy, Jason Day and Rickie Fowler, a younger audience is being drawn to golf.

We hope you enjoy the February issue as once again NWO Golf Links offers a diverse mix of golf stories and information for practicing "Golfaholics."

We share information about The Evans Scholars Foundation which is a wonderful organization that rewards ex-caddies from golf clubs around the country with full tuition, as well as, room and board to college. I urge all of our readers to donate to this great organization and next time you go play, take a young caddy. You'll enjoy the game more and help teach a young person valuable skills, such as, work ethic, communications skills and discipline.

Also in this issue, contributing writer, Bryan Renius gives his humorous take on "Unsolicited Advice" on the golf course. Golf ball manufacturers are all touting the benefits of a softer ball for slower swing speeds, so Matt Saturnus gives us his take on Callaway's Chrome, one of the best new balls available. New contributors, Kyle Rowland talks about golf in Arizona and David Rallis says it's OK to be an average golfer.

Thanks for reading our February Issue and I will catch you on the Back 9.

You Know You are a Golfaholic if: You have watched the European Tour, LPGA, Champions Tour and the PGA Tour all on the same day.

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Treetops Resort Has Always Been a Huge Supporter of the Toledo Golf Show

Treetops Resort and Spa has long been a strong participant at the Toledo Golf Show and will be one of the main exhibitors again this year, when the Toledo Golf Show opens its doors February 19.

Andrew Brown from the Toledo Golf Show said,

“Treetops is one of the first Michigan golf resorts to support our show and is always a favorite of the attendees. Our golfing group always looks forward to a fantastic week of golf, when we make our pilgrimage ‘Up North’ for our buddies golf trip each year.”

Treetops always has a noticeable presence at the show and offers discounts for booking golf trips and family getaways during the Toledo Golf Show.

Treetops has a rich history that began when Harry Melling, who owned a successful automotive parts manufacturing business in Jackson, Michigan, purchased the property in 1983. He loved northern Michigan and

was looking for a new challenge, when he purchased a dilapidated ski hill with just a couple of T-Bars located on 179 acres near Gaylord.

Harry found out it was a challenge for sure. It didn't take long for him to realize, if he wanted to keep his dream alive, he needed to add summer activities to create additional income for the down months.

Golf crazy Chrysler, GM and Ford auto workers from Detroit and lower Michigan were looking for summer getaways and Northern Michigan had a lot to offer.

Because other nearby resort owners wanted to extend their season and fill empty rooms during the beautiful Michigan summer months, golf courses sprang up in Traverse City, Boyne Mountain and Shanty Creek.

Melling immediately realized the potential income a golf course could provide and contracted Robert Trent Jones Sr. to build the first course at Treetops, The Masterpiece.



This story also has a Toledo connection. Melling understood the need for a competent golf professional for the resort and hired a little-known, 23-year-old teaching professional from Perrysburg, Ohio, Rick Smith.

Smith is now an annual fixture on Golf Digest's Top-50 Golf Teachers List and has been the "swing guru" for Phil Mickelson, Lee Janzen, Rocco Mediate, David Duval, as well as, both Jack and Gary Nicklaus. Back then no one knew the brash young professional, but he helped Melling develop Treetops into one of the premier golf destinations in the Midwest.

A second course, designed by Tom Fazio, called the Premier, opened for play in 1992, along with the popular par-3 course, Threetops. Smith brought the idea of adding a par-3 course to Melling, after returning from a trip to the Masters in 1990. Melling gave the project his blessing and today Threetops is one of the must-play courses at the resort.



Smith added two more courses to Treetops, the Signature opened for play in 1993. The Tradition, which opened to the public in 1996, was built for the golfer who appreciated the value of walking a golf course. It was built on the principle of returning golf to a more relaxing attitude and stresses the use of a caddy as golf was played in the beginning.

With four championship golf courses, the par-3 Threetops and the Treetops Teaching Academy, Treetops developed into a year-round resort offering skiing and snow activities for the winter and a complete golf experience during the summer.





If you are feeling a little achy from a day on the slopes or the golf course and need some TLC. Treetops has a world-class spa that offers a wide range of Massage Therapies, Body Treatments, Skin Care, Facials, Manicures and Pedicures. All are designed to soothe, pamper, relax, and de-stress your body, mind and spirit. Spa clients may also feel free to enjoy the use the nautilus fitness room, hot tub, steam room and sauna during their visit.

With the surrounding tree-covered hills and quaint lodges, Treetops also offers an excellent setting to plan a romantic wedding. The resort offers assistance and urges future brides to contact them to help them plan their special day.

Treetops has never stopped growing and continues to provide the best resort experience. Northern Michigan has several other resorts, but Treetops is the “**Most Spectacular**” of all.

In summary, in addition to the outstanding skiing and snowmobiling in the winter, Treetops offers 81 holes of golf, a world-renowned par-3 course, world-class instruction, as well as, provides the perfect setting for fairytale weddings and family reunions, or your next corporate meeting.

Roundup your favorite foursome or family members and book a getaway to a resort that is perfect for any season and offers something for everyone in your group.

Stop by their booth at the Toledo Golf Show and book your next golf trip to Northern Michigan.



For more information and to book your stay at Treetops, call **866-348-5249** or visit: <http://treetops.com/>

For the floor plan and complete vendor list, see page 37.

8th Annual

Toledo Golf Show

February 19th - 21st

presented by: BWgolf

• Sylvania Tam-O-Shanter



2016 Show Details:

Hours:

Friday, February 19, 2015 5:00 PM - 8:00 PM

Saturday, February 20, 2015 9:00 AM - 6:00 PM

Sunday, February 21, 2015 10:00 AM - 4:00 PM

Admission (Public):

Adults \$6.00 at the Door, \$5.00 in advance

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Parking: FREE



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What you need to do is this...

BY: **BRIAN RENIUS**

One of my biggest pet peeves on the golf course is the guy, you know him, every group has one, that guy, who cannot help but offer **UNSOLICITED ADVICE**.

I am standing on the first tee, with my trusty weapon of mass destruction (WMD) firmly in my grasp, happily picturing a beautiful high, soft, fade that lands at about the 240-yard mark and rolls out to a respectable 275 yards. I confidently settle into the address position, take a long backswing and unleash a violent attack upon that poor helpless golf ball. The result is far from the high left to right trajectory I had envisioned. Instead, I have created a Hellish duck hook.

It was as if the devil himself had possessed the ball and steered it two fairways astray. As I stand there shocked and contemplating, what could have gone wrong with my swing, it happens. From behind me on the tee box, I hear those words. Words that make me react like nails scraping down a chalkboard. Words that cut to the bone.

“What you need to do is this...”

You know immediately how this round is going unveil and at this point, you have only two options.

The first of these being the more humane,

depending on just how close a personal friend this guy really is. Even if they are only a casual acquaintance, you can politely listen, assume a thoughtful gaze on your face, as if you are really considering what they are saying, but completely rip the guy to shreds in your mind.

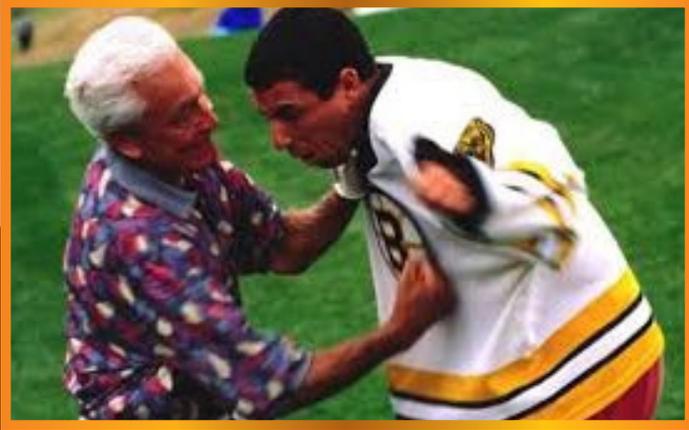
In most circumstances, you envision a scene from Mortal Combat, with you holding a weapon so deadly, you will extinguish this annoyance forever.

If you choose to take this high road and not address the **Unsolicited Advice Giver** directly, additional consequences must be considered. You will be forced to listen to this person for 17 more holes.

Since I am a rather large mammal and have a better than average command of the Queen’s English, the second choice is my personal favorite. This choice takes careful consideration, as well as, timing, and must be delivered with a certain air of authority.

The first time you hear those words, the retort must be clear, concise, and followed quickly with jovial laughter or the opening of an adult beverage. So here it is - immediately upon hearing those words, turn to the person that said them and quote this verbatim.

“Dude, Shut the Hell UP!”



Once said, laugh about the swing and tee up a "breakfast ball." Confidently strut back to the cart, because by choosing this option, you have retaken control of your surroundings and have silenced the **Unsolicited Advice Giver** for the remainder of the round.

Whichever you choose, at least you will be able to identify, react and resume control of the next four hours of your life.

There is one problem, however, if you cannot spot the **UNSOLICITED ADVICE GIVER** in your group, it may be **YOU!**

If that is indeed the case then, **"Dude, Shut the Hell UP!"**



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2016 PGA Merchandise Show

Proves Golf is ON the Rebound



If you took a lap around the floor of the 2016 PGA Merchandise Show in Orlando last month, you wouldn't know there was a downturn in the golf business.

Over 40,000 golf professionals attended the largest sports convention in the world asking questions, trying out the newest equipment and viewing the latest fashion trends from the many vendors that distributed their wares at the show.

In addition, over 1,000 media representatives from 23 countries wrote, blogged, and tweeted about the show to golf fans back home. The Golf Channel even broadcasted live from a mobile studio on the show floor each day. Gary Williams, Damon Hack, Charlie Rymer, Matt Ginella and the crew brought the show into every golfer's living room.

If you have a product to sell and want it distributed throughout the golf world, it is mandatory

that you make an appearance at the PGA Merchandise Show, where every retailer can, "see it, feel it and touch it."

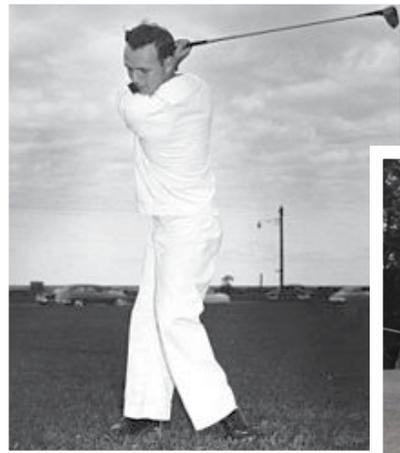
The first PGA Merchandise show was held in 1954 and was simply a small gathering of golf vendors prior to the start of the "Grapefruit Tour," which today is known as the "Florida Swing." By 1963 it progressed to a circus tent set up in a parking lot, but has blossomed to become a huge mixture of education, training, sales and networking that brings the golf world together each January.

The PGA of America, 100 years old this year, is the governing body for the 28,000 golf professionals that bring the game to the average golfer at every country club, resort and many track in the land.

The PGA Merchandise Show brings golf industry leaders together every year to promote and help grow the game. The large attendance and active participation of vendors at this year's show is an indication that the health of Golf world-wide is rebounding and looking for an even brighter future.



2016 OHIO AMATEUR MOVED TO FINDLAY COUNTRY CLUB



Arnold palmer
1953 swing

Arnold palmer
1954 ohio amateur
champ



Arnold palmer
1954 us amateur
champion trophy

Arnold palmer
coast guard
pose



The Ohio Amateur has had some very big names hoist its trophy over its long history. Robert Servis holds the record with five Ohio Amateur victories in the 1930's and 1940's. Ben Curtis, John Cook and Toledo's own, Frank Stranahan, all won two Ohio Amateurs before professional golf beckoned.

But no former winner can match the name, Arnold Palmer.

Back when he was still a paint salesman from Cleveland, after being released from active duty with the Coast Guard, Palmer won the Ohio Amateur in consecutive years, 1953 and 1954. Both wins helped him gain the confidence to also add the 1954 U.S. Amateur Championship to his resume,

before he began one of the most storied professional golf careers of all time.

Did you know there was a Toledo connection? Palmer's 1954 Ohio Amateur win came at Sylvania Country Club.

To commemorate that historic feat and to recognize Sylvania Country Club's 100th anniversary the Ohio Golf Association had reserved the third week in July to bring the 2016 Ohio Amateur back to Sylvania Country Club.

Even though those dates had been reserved several years ago, Sylvania Country Club became aware of a possible conflict last year. To add to the confusion, the 2016 Olympics forced the



Marathon Classic, hosted at nearby Highland Meadows, to be held later in July and ended up being scheduled the same week. In addition, the club also booked an outing for a local corporation that week.

The General Manager of Sylvania Country Club, Greg Hibbard, confirmed that the Ohio Golf Association had reserved the dates for the 2016 Ohio Amateur to be held at Sylvania Country Club several years ago, but said they did not receive the proper confirmation from them last summer. Thus other events were scheduled for those dates.

The Ohio Golf Association was notified of the problem, but when agreement could not be reached on a compromise, the Ohio Golf Association moved the tournament to Findlay Country Club.

Ohio Golf Association Executive Director, Jim Popa said,

“Since a conflict arose with the proposed dates of the 2016 Ohio Amateur to be held at Sylvania Country Club, Findlay Country Club volunteered to host the tournament and preserve the original dates of the event.”

Any changes to the dates of the tournament greatly affect

the amateurs that build their schedules around the summer amateur tournament schedule.

Popa also added,

“It was unfortunate that this year’s Ohio Amateur could not be held at the historic Sylvania Country Club, but it will host future Ohio Golf Association events.”

Holding the 2016 Ohio Amateur at Sylvania Country Club would have been a unique opportunity to add to the rich history of the tournament, as well as, Sylvania Country Club.

Unfortunately that opportunity has now been lost.



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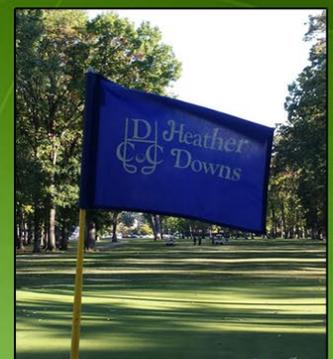
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STROKE AND DISTANCE RULE ON THE PUTTING GREEN

BY: *RICHARD TODD*



**THE PLAYER
IS THE SOLE
JUDGE AS TO
WHETHER
HIS BALL IS
UNPLAYABLE'**

Stroke and Distance is a penalty term normally used when your ball is either lost or goes out of bounds. Upon either of these events, a ball must be placed, as near as possible, to where you last played. Remember to count your original stroke and add a penalty stroke. (see USGA Rules #27-1)

The term '**stroke and distance**' refers to the original swing (stroke) and the length the ball traveled (distance) only counted in your score, not

in advancing your golf ball. Most golfers experience this when hitting from the tee-box as their wayward effort goes out of bounds (OB), never to be seen again.

Did you know this option can also be exercised on the putting green? Let me explain When and Why you might want bring it into play.

Remember the time you had a straight, up-hill chip to the green but skulled it and the ball flew across the short

grass, down the hill, and into a precarious lie? Or the time you had a ten-foot carry to the pin but shanked the ball into the surrounding woods?

Rather than take several strokes to get back to your current situation, you could invoke rule 28, claiming your ball unplayable, and replay from that previous lie. Maybe this time you will have better results and knock it close to the pin.

This is similar to the lost tee shot example, remember to count the stroke you made

before you deemed the ball unplayable and add one penalty stroke. While these two strokes may seem harsh the result may be better than playing the ball as it lies.

If your playing partners state the lie was good enough to play from, remind them the rules state,

'The player is the sole judge as to whether his ball is unplayable'.

Remember, the rules can be our friends. Mirroring that old saying, **"the rules giveth and they taketh away"**.



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CHICK EVANS GREATEST TRIUMPH CAME OFF THE GOLF COURSE

BY: *FRED ALTVATER*



Evans Scholars has provided thousands of scholarships for ex-caddies.

Chick Evans found great success on the golf course and his name is often mentioned along with Francis Ouimet and Bobby Jones in conversations ranking the best amateurs of all time.

Evans won both the U.S. Amateur and U.S. Open Championships in 1916, becoming the first to accomplish such a feat. It would be 14 years until Jones became the second and only other golfer to win both in a single year. Evans added another U.S. Amateur title in 1920, was runner-up on three occasions and was inducted

into the World Golf Hall of Fame in 1975.

In those days, golf was a leisure activity, gentlemen did not play the game for profit. Retaining his amateur status was never an issue as many of the best golfers of the age remained amateurs. Ouimet won the 1912 U.S. Open as an amateur. Jerry Travers won the 1915 U.S. Open, one year prior to Evans' victory and also claimed two U.S. Amateur titles in consecutive years, 1912 and 1913.

Evans had a much larger vision of life than simply golf. His greatest accomplishment was not borne in competitive golf,



but grew in the 1890's, while serving as a caddie, lugging golf bags around Edgewater Golf Club in northern Chicago. He learned the game looping and aspired to attend Northwestern University in Evanston. His parents were not wealthy and after just one year, Evans was forced to drop out of school and earn a living.

When he won the 1916 U.S. Open Championship, he was sought after for book deals and endorsements based on his golfing exploits, but amateur rules prevented him from personally accepting any remuneration from those endeavors. His mother first suggested the idea to establish a trust to put those monies toward college scholarships for needy young people, who had grown up as caddies. She knew how much not being able to complete his university ambitions had meant to her son and these extra funds provided an opportunity to help other deserving young people.

Evans approached the Western Golf Association (WGA) for assistance with this effort and in 1930, two students, Harold Fink and Jim McGinnis, both from the Chicago area, attended Northwestern University as the first Evans Scholars. From that meager beginning nearly 100 years ago, the Evans Scholarship program has grown to over 10,000 caddies receiving degrees.

In the 2015-16 school year alone, 910 young men and

women, caddies all, are receiving full tuition and housing at 19 universities that have partnered with the Western Golf Association. Since 1930, total tuition and housing expenditures exceed \$332 million.



The Evans Scholars program, supported by the WGA, has grown much larger than Chick Evans could have imagined.

It's 14 miles from Blissfield, Michigan to Highland Meadows Golf Club in Sylvania, Ohio. As a young man, Alan Sprunk hitch-hiked from his home in Blissfield to Highland Meadows every summer day to caddie. He credits the Head Professional at the time, Herman Lang, for getting him started as a caddie. He was awarded an Evans Scholarship to attend Michigan State and graduated in 1979. Like many former Evans Scholar Alumni, he stays actively involved in



Chick Evans 1916 U.S. Open and open trophies

the selection process every year and serves as a director in the program.

Sprunk is eternally grateful for his Evans Scholarship and said,

“I have to credit the members of Highland Meadows Golf Club that actively supported the caddie program when I was a youth. Attending Michigan State on an Evans Scholarship helped me throughout my life attain the standard of living necessary for myself and my family.”



Adam Reny grew up looping at Inverness Country Club in Toledo, Ohio and received an Evans Scholarship to attend

Ohio State. Upon graduation, he returned to Inverness to be the Caddie Manager and has helped many Toledo-area caddies earn scholarships. Last year, Reny accepted a new role as the Executive Director of The First Tee of Lake Erie and will be able to pass the benefits of caddying and the Evans Scholars program to an ever-increasing group of young people.



John Kaczowski WGA
Evans Scholars CEO

Reny said of the Evans Scholars program,

“For me, the best part of the Evans Scholars program, other than receiving full tuition and housing to attend college, was living in the Evans Scholars house on campus. Being among former caddies was a huge boost during my college years that provided a

sense of family and support.”

One of the key components of the Evans Scholars Program is a sense of family provided by living in the Evans Scholars houses that have been built at 14 of the 19 partner universities. One of the organization’s big goals over the next five years is to spend over \$40 million in capital expenditures to renovate existing houses and construct new ones to meet the ever growing demands of the foundation.

Students are not forgotten once their studies begin. The program constantly monitors each student’s academic progress and they are expected to maintain certain educational parameters to remain in the program. As a whole, Evans Scholars students carry a 3.2 accumulative average and 95% of the students in the program receive their diplomas.

Good grades in high school are only one criteria for consideration for an Evans Scholarship. Exhibiting leadership qualities and financial need are also high on the list of requirements and prospective applicants must have been a caddie at their local club for two years.

The final piece of the puzzle for these future college students is to attend an interview with the Selection Committee.

The selection committee meeting for Ohio was an eye-opening experience. Twenty-four high school seniors, 17-18 year old caddies, were required to stand in front of 100 Evans

Scholar Alumni, Western Golf Association members and other assorted interested parties to give a brief history of themselves and answer questions explaining why they were worthy of a full-ride to college.

The resumes and backgrounds of these young people were impressive to say the least. Most maintained high school academic scores well over 3.2, while participating in a long list of extra-curricular activities, as well as, involvement in local church or other charitable work, outside of the classroom.

This is a very big day for these young people and their families, the nerves, as well as emotions, are evident. Needless to say with young people of such high character and standards, they impressed the committee and each was selected to receive over \$80,000 in college scholarships to attend either Ohio State or Miami University.

The Evans Scholarship program has witnessed a very successful past, but they are not about to sit on their laurels. The Western Golf Association has a grand plan for the future, which involves having 1,000 students enrolled in colleges around the United States by the year 2020.

John Kaczowski, the president and CEO of the WGA was quoted,

“The annual cost of providing tuition and housing for our students is over \$15 million annually. That cost is growing each year and the WGA is constantly exploring new avenues to grow our funds to reach more worthy caddies from all parts of the country.”

If you ask any caddie, they will be quick to tell you they learned to interact with adults at a very young age. They also learn that hard work and providing the best service earns bigger tips at the end of the round.

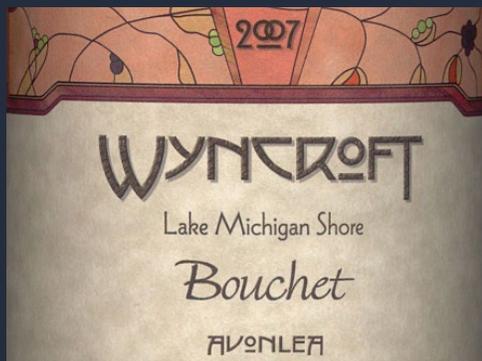
Through interaction with club members, they can see what it takes to excel in the business world, once they have to fend for themselves. Caddies learn a great deal about life while toting a bag full of sticks, plus the Evans Scholars program rewards deserving caddies and helps them achieve success by assisting with college costs for students, who might not otherwise be able to attend college.

It is unfortunate that many clubs have been forced to enact a more lucrative golf cart business to increase revenues for struggling golf clubs. A club must make a financial commitment to keep a caddie program in place and many caddie programs have been lost over the years.

Hopefully the benefits of providing a caddie program at golf clubs across the nation will become more evident and young people will have the opportunity to learn life lessons looping for a chance to earn a college education.

Chick Evans never competed professionally, but he has left a legacy that ranks among the greats of the game.





Wyncroft

Midwest's Hidden Gem
BY: *KURT WIENEKE*



Many years ago I tasted a 2003 Wyncroft Chardonnay on a business trip to Detroit. This was one of those holy grail experiences, where the wine becomes etched in your memory, never to be forgotten and always to be sought after. It was a Chardonnay from Michigan that tasted as good as any Puligny-Montrachet, having power and grace, purity and minerality. During this dinner, my friend waxed poetic about Wyncroft and its winemaker, Jim Lester.

This past year I had an opportunity to visit South Haven, Michigan, meet Jim Lester and taste the entire portfolio of Wyncroft wines.

After a beautiful morning drive into southern Michigan, I reached the gates of Wyncroft.

On the immediate horizon were rolling hills and newly planted vineyards. Lester has long gray locks and a laid-back style. After a quick tour of the property, he ushered us to "the barn," a remodeled garage with a drive-out basement, which has been converted to a winery and tasting room.

He started our tasting session with some of his recent Rieslings. The estate Riesling is made in a crisp Alsatian style that pairs well with an unbelievably good Wisconsin cheese that was brought out by his gracious wife, Dawn.

Once the Chardonnays were brought out, he poured me his most current Chardonnay and the Cuvee Rae Lee, both from Avonlea vineyard. These wines



seem to be cut from the same cloth, fairly lean and taut, but with an effusive pear and apple nose followed by noble depth and complexity.

Remembering my first experience with Wyncroft, our conversation turned to the 2003 vintage, I had tried earlier and what made it so special. "2003 was a real ripe vintage," says Jim, "and the 2011 is going to be very similar to that in style."

Without further ado, he presented a bottle of an unlabeled and unreleased 2011 Chardonnay from the stacks. One taste and I was transported back to Detroit

and central France at the same time. While sipping this golden elixir, I inquired how Michigan's climate can produce such fine wines.

"At the time that I planted the vineyard, people didn't believe that Michigan could make world class wines," says Lester. "Part of the reason was that, historically, Michigan wines had been made out of Concord grapes and other labrusca grapes instead of the European vitis vinifera. The conventional wisdom in the 1980's, when I got started, was that it was impossible to grow vitis vinifera grapes in Michigan. But, I had read about Konstantin Frank from

the Finger Lakes region of New York, and how back in the 50's he had proven that it was possible to grow vitis vinifera grapes there. A quick look at a map convinced me that if they would grow there, they would also grow in Michigan."

As the sun began to sink lower in the sky, I packed up my Chardonnay and other Wyncroft gems, my afternoon with Jim Lester came to a symphonic close. I will not soon forget the wines and the visit. If a trip to southern Michigan is on your radar, a stop at Wyncroft would be well worth the side trip.

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DON'T LET ANTS **RUIN YOUR GOLF GAME**

BY: **GREG LIBERTO**

Have you ever stood over the ball thinking only negative thoughts about hitting a bad shot, and expected to play poorly?

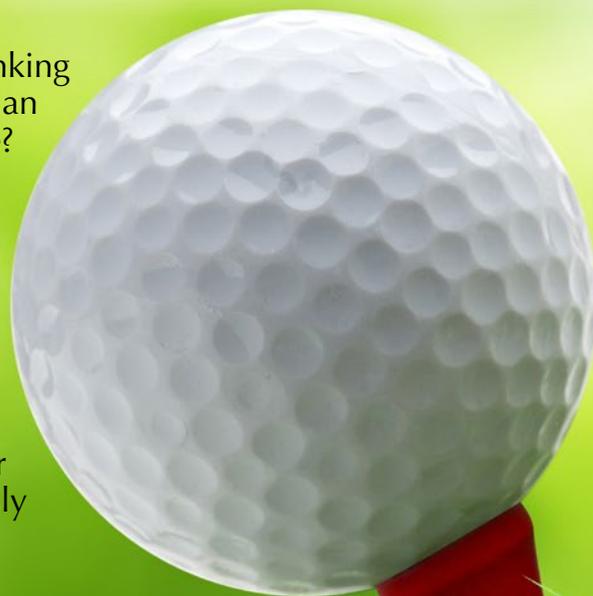
ANTS is an acronym for Automatic Negative Thoughts. It has been statistically proven that nearly 90% of your thought process is negative and occurs automatically. Golf and negative thinking are a bad combination, let's look at where ANTS might exist in your game.

Before Your Round - Do you focus on things out of your control such as your opponent, the weather, how poorly you played this course last time, or how fast the greens are today (and you hate fast greens)?

During Your Round - Do you stand on the first tee thinking about everything except hitting your target? Do you see an out of bounds (OB) sign, and worry about hitting it there? Are you overly concerned with posting a number, and feel you have no control over what you will shoot that day?

After the Round - Is your 19th hole chatter focused on all the shots you left out there, the bad breaks you got, or how you are much better than your opponent, yet the scorecard proves otherwise?

These are all classic examples of the **ANT Trap**. Your negative thoughts and emotions have subconsciously hijacked your golf game.



Overcoming your ANTS will improve your confidence, lower your score and increase your enjoyment of the game.

STOPPING THE ANTS

Now that you better understand these pesky insects, let's figure out how to STOP them with a simple, **3 Step Approach**.



Step 1 - Awareness - To STOP any type of negative energy, you must be aware when it happens. I have my students identify their TOP 10 ANT Traps, both on and off the course. Putting your ANT Traps on high alert makes it much easier to STOP them.

Step 2 - STOP - If you want to STOP this negative energy wave, the best way is to physically STOP moving. By stopping, you create a what is known as a **pattern interrupt** which sends a new message to your brain.

Step 3 - Repeat Your Strategy Aloud - In the January issue we shared the importance of playing golf with a Mental Game Strategy. To reverse your negative energy, simply say your strategy aloud. For example, if your Strategy for the day is Smile, then repeat the word 3 times to yourself and put a big Smile on your face! Since you can only have one thought at a time, it's best to make it a positive one.

Use these three steps to **STOP the ANTS**. Overcoming your ANTS will improve your confidence, lower your score and increase your enjoyment of the game



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GOLF BALL Review

Callaway Chrome

BY: MATT SATERNUS

The choice in golf balls has always been, 'Do you want the best feel or would you rather have a lower spin ball for off the tee?' While there are balls that are decent at both, there has never been one with a soft feel and a low spin rate, until the **Callaway Chrome Soft**. With a compression of just 65, this ball is unbelievably soft, while retaining all the other features you are looking for in a Tour-level golf ball.

The name doesn't lie; Callaway Chrome Soft is the softest tour ball I've ever played. Off the putter, it's absolutely marshmallow-soft, and with a wedge it's so soft it actually feels heavy. That may be a bit of an odd word choice, but it's accurate: the ball feels like it compresses and sits on the club face even on pitch shots.

What surprised me is that the soft, heavy feeling is barely present with the driver. I was a little concerned that the Chrome Soft would feel slow with the driver, but it actually feels as hot and explosive as any other tour ball.

Thanks to its urethane cover, the Callaway Chrome Soft delivers plenty of spin around the greens. At the risk of sounding like a broken record, the spin is right in the middle of the range I would expect from a Tour ball. One thing I found was that, because of the extremely soft feel, I did need a little adjustment time to get my distances dialed in with my wedges and the putter.

If you like the performance of a tour ball, low spin off the tee and high spin around the green, but want softer feel, Callaway Chrome Soft is the answer.

Summary:

The Callaway Chrome Soft golf ball is the softest feeling Tour-caliber ball I've ever played and I found it to be a solid performer. Seniors, women and junior golfers with slower swing speeds will especially love the Callaway Chrome Soft ball for its added control and touch on short shots around the green.

Visit your nearest pro shop or driving range and try Callaway Chrome Soft for yourself.



BROOKS KOEPKA

A NEW STAR IS BORN

BY: MIKE MAY

The 2016 Waste Management Phoenix Open (WMPO) just wrapped up last week, but here is a look back at the last year's winner, Brooks Koepka, who had an amazing year in 2015.

One of the PGA Tour's newest stars, Brooks Koepka nurtured his golfing career in southeastern Florida, but it took root, in Scotland, Kazakhstan, Kenya, Turkey, and finally 'bore fruit' in America's desert southwest. Get ready golf world, Koepka is prepared and equipped for another harvest of first-place finishes, which could include a Green Jacket in April in eastern Georgia!



On Super Bowl Sunday last year, when most sports fan's attention was focused on the Phoenix suburb of Glendale, the golfing world was watching another sporting spectacle unfold at the WMPO, taking place across town in Scottsdale.

Young Koepka was left standing alone at the top of the leaderboard, one stroke clear of the field, which included, two-time Masters Champion Bubba Watson, rising Japanese superstar Hideki Matsuyama, and American phenomena, Jordan Spieth. When Koepka started the final round, he was three shots off the lead held by Scotland's Martin Laird. By day's end, he was second to none after a closing round of 5-under-par 66. Over the weekend, he bested a world-class field that included major champions and two FedEx Cup winners. Simply put, Koepka is the real deal and



the golfers of the world know it.

What was Koepka's response to his inaugural PGA Tour victory? Not much!

"It feels amazing," said Koepka, who won the Turkish Open in November of 2014 for his first victory on the European Tour and qualified for last year's Masters by virtue of a fourth-place finish at the 2014 U.S. Open at Pinehurst, where he was America's highest finisher.

"I have known Brooks since he was in sixth grade," says Deacon Greg Sherman, Brooks' high school golf coach at Cardinal Newman High School in West Palm

Beach. "Watching his victory in Phoenix was exciting and emotional. His success is attributed to his hard work on the practice range and the sacrifices and support of his mother Denise, his father Bob, and his younger brother Chase."

It's worth noting that Koepka's resume has strong roots in the Sunshine State, where he was born and raised. He spent countless hours on the driving range at the Okeeheelee Golf Course in suburban West Palm Beach. He then excelled as a young junior

golfer on the Wellington Christian School golf team and later for Cardinal Newman High School. He earned a scholarship to Florida State University in Tallahassee and was a three-time All-American.

He is soaring up the world rankings and being discussed as a contender to win a major championship. He is also an early candidate to be on the U.S. Ryder Cup Team, as well.

It is worth noting that young Koepka is one of just a handful of golfers to

have made the cut in each of last year's four major championships, with his best finish in a major a fifth-place tie in the PGA Championship at Whistling Straits. Don't be surprised to see him donning a Green Jacket or hoisting a major trophy this year. If he can make the U.S. Olympic Team, he could be the only man alive with an Olympic Gold Medal in golf.

If you are having trouble pronouncing his last name, Brooks, like Jack, Arnie, Lee, Tiger, and Phil, should do just fine.



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LOCAL FIRST TEE COACHES ATTEND TRAINING FOR CHILDREN WITH SPECIAL NEEDS



The First Tee of Lake Erie is involved in teaching young people nine core values through the game of golf. In conjunction with the Toledo Public School system they currently reach over 10,000 students.

They also realize that some children have special needs or limited physical abilities. In an effort to effectively teach these children, The First Tee of Lake Erie sent two of its local coaches, David Sanford, from Crosswinds Golf Club in Perrysburg and Chuck Benes, from Oak Harbor Golf Club, to a First Tee training class for Special Needs Children hosted by First Tee of The Palm Beaches in Florida.

The two-day curriculum included communication skills and stressed thinking outside the box to make the subject fun and easy for students to understand. Drills and teaching techniques were introduced for children with limited motor skills or learning disabilities.

Benes and Sanford were also invited to spend an extra day of training at the Els Center for Excellence in Jupiter Beach, Florida, that

opened its doors in August, 2015. Its mission is to develop and deliver treatment therapies, educational programs, training programs, and sports programs, as well as, residential and independent living programs for autistic children. It was created via funds generated by the Els For Autism Foundation.

Ernie and Liezl Els' son, Ben, was diagnosed with autism in 2009. He is the catalyst for developing this one-of-a-kind educational facility to help autistic children learn to become productive and independent individuals.

Sanford said of the day spent at the Els Center for Excellence, *"Being at the Els Center for Excellence was an awesome experience. We learned so much in a short time, everyone wished we had more time allotted to spend there."*

The First Tee of Lake Erie is continuing to expand its reach in northwest Ohio and southeast Michigan. Its teaching programs are aimed at not only teaching golf to young people, but also passing on the nine core values of life to help our youth become better citizens.

For more information or to make a donation visit: <http://www.thefirstteelakeerie.org/club/scripts/public/public.asp?NS=PUBLIC>



Golf Travel

Phoenix Offers First-Class Golf

BY KYLE ROWLAND

Few golf destinations in the world provide such an abundance of first-class golf courses quite like the Phoenix area.

TPC Scottsdale, Troon North, We-Ko-Pa and Grayhawk are a minute sample size of the more than 200 courses that dot the landscape in the 'Valley of the Sun.' Perfect playing conditions and pristine golf courses are open to play nearly every day of the year.

Former British Open Champion, golf course architect and Ohio State Buckeye Great, Tom Weiskopf said in a Golf.com interview,

"Thirty years ago when you thought about a vacation to the Phoenix/Scottsdale area, you thought about three things: images of the Wild West mountains, cactus and horses, the Grand Canyon up north, and the good weather. Championship courses weren't part of the package. Today we can compete against any market in the country in terms of the quality of the golf courses and golf experiences."

With snowbirds flocking to Arizona during the winter months, January through March are by far the busiest for golf courses in the area. Tee sheets are virtually full, and with high occupancy rates, fares at hotels and resorts will cost a premium. For the traveler looking for value, lower prices come June through October, but the temperatures can reach triple digits nearly every day.

The **Padre Course at Camelback Mountain**, part of the nearby JW Marriott Camelback Resort, carries some local significance, it was designed by Toledo resident Arthur Hills.

The unique parkland course in the desert is laid out in the shadow of Camelback Mountain. It opened for play in 1999 and was redesigned in 2012. The practice facility is one of the area's best, complete with an oversized driving range, putting and chipping greens, as well as, a practice bunker.

The golf course features wide fairways and a plethora of water hazards. Bunkers are strategically placed around many of the greens, but the penal layout, with five sets of tees, is very playable for the average golfer.

Perhaps the most challenging aspect of the course is the trickieration on the greens, many contain severe undulation with false fronts and sides. Accurate iron-play is required.

The sights of palatial homes and views of surrounding mountains are as enchanting as the golf itself. The fairways are lush and as green as any PGA Tour facility.

The finishing stretch offers three spectacular holes -- 16 (par 4), 17 (par 3) and 18 (par 5). Each contains water near the green and a difficult putting situation once you're on the green.



The par-5 fifth is the course's no. 1 handicap. At 553 yards, it features a lake that affects both the layup and approach shots. No. 8 is a par 3 that requires all carry to the green, which has a false front and hill that will let golf balls roll back into the water.

Significant risks and rewards are evident on most holes, except the 19th, where only a reward for a day's work on the course awaits.

The exceptionally designed club house is outfitted with a restaurant, lounge and outdoor grill that provides golfers with a five-star meal and drinks after 4.5 hours of bliss.

Next time you're thinking about a golf getaway, add the golf-rich Phoenix/Scottsdale area to your travel plans.



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AVERAGE GOLF IS OK

BY DAVID RALLIS

I am just an average golfer, but I'm OK with that. I love golf and when I watch, write or even talk about golf, I am having a lot of fun, however, sometimes I think it would be nice to have a lower handicap!

After considerable soul searching, and analysis of my golfing ailments, three issues that confront every amateur golfer, especially those who want to improve, are: **TIME**, **COMMITMENT** and **COST**.

If one is serious about lowering the old handicap, one must first make a conscious decision to attack and conquer each one.

I am a retired teacher, so you would think Time would not be an issue. When you retire, however, there are still many demands on your time. My wife is still employed, so I have become a domestic engineer, plus I help babysit our grandchild.

In my dream retirement, I planned on idle hours spent chasing a little white ball over verdant fairways, but with these other important duties, as well as, our "Golf Is For Everyone" page on Facebook and my blogging efforts, **time** seems to melt away each day.

With everything else that I have going on in my life, I find that my

Commitment to devote the time necessary to practice has definitely waned in the past couple of years.

I think is written down somewhere, "if you don't practice you are not going to improve." I'm not sure who said it, but I'm pretty sure it's true.

The third issue, **Cost**, is a big factor for any retiree. Ex-teachers on a fixed-income pension do not have a lot of extra cash for golf club memberships, green fees or those expensive Titleist ProV's, that could end up in a watery grave.

And then there's the **Cost** of new golf equipment. I am not one to change clubs often, as I have had the same putter for more than ten years, but if you want to lower the handicap, it helps to have the latest and best weapons in the golf bag.

Don't get me wrong, I **LOVE** golf and even though my burning desire to play golf has turned into a slow simmer, I am sure it will return, when life slows down.

For now, however, I know when I do get out to play, I'll be just an average golfer and I'm OK with that.



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DELAIRE
COUNTRY CLUB

Delaire Country Club is a Place for Families



The Head Professional of Delaire Country Club, Joe Jones joined the last episode of Golf Life Navigators' "Guide to Success" and talked about the family atmosphere that exists at the club.

Delaire Country Club is located in DelRay Beach, on the eastern coast of Florida, between Fort Lauderdale and West Palm Beach. It provides easy access to the bright lights and upbeat tempo of South Beach, in Miami, but is far enough north to enjoy a quieter lifestyle if that is what you are looking for.

Delaire Country Club was founded in the 1980's and became a private country club community totally owned and operated by its members. It was designed with only 326 home lots and 27 holes of golf to provide space, security and a golfer's

paradise that allows residents the luxury of walk-on golf.

Delaire Country Club is one of golf course designer Joe Lee's greatest triumphs. It's elevated tees and beautifully shaped greens makes for an enjoyable and challenging golf course.

If you are seeking more than just golf from a golf community, Delaire Country Club also offers tennis, a large family oriented pool, fantastic dining facilities and a spa.

The Spa employs licensed physical therapists, whose services can be covered under most insurance as a physician ordered prescription program.

Delaire Country Club recently completed an extensive rebuilding project, that included a new clubhouse, fitness center, child friendly pool and playground, plus

an extensive renovation of the golf facilities.

Most of all, Delaire Country Club is a place for families to come together. Membership ensures that every immediate family member has access to all club facilities, including the golf course.

Contact Delaire Country Club and ask Joe Jones for a tour.

To view video testimonials and read more information about Delaire Country Club visit their website: <http://www.delaire.org/>



Top 10 Reasons to Attend *the Toledo Golf Show*

It's February, chances are you can't play golf outside, so do the next best thing and visit the Toledo Golf Show, Friday-Sunday, February 19-21 at Tam-O-Shanter in Sylvania.

There are a ton of great reasons to attend this year's show.

Here is a listing of the Top 10 Reasons to Attend.



10. Talk with the Tilted Kilt Hostesses
9. Get Discounted Pricing for Your Next Golf Trip from: Treetops, Evergreen, Lakewood Shores And Garland.
8. Talk with Local Golf Courses and Get Discounted Membership Information
7. Get Great Deals on 2016 Golf Equipment from Maple Hill Golf
6. Get a Tony Packo's Hot Dog
5. Check out Treu House of Munch's Craft Beer Tasting on Friday Evening
4. Let your Junior Golfer try out the interactive Golf Challenge at The First Tee of Lake Erie booth
3. Hit Balls in the Golf Simulators at the About Golf Booth
2. Listen to Mental Game Coach, Greg Liberto
1. Talk with the BEST Golf Instructors in Toledo & Improve Your Game for 2016



Toledo Golf Show Feb 19 - 21st



2016 Vendor Listing and Booth Numbers

101	Blue Skies Fore Ever	131	Sandy Creek Golf Course	160	Tony Packo's
102	Glendarin Hills Golf Club	132	Seagate Roofing & Foundation Services	161	Tony Packo's
103	Zollner Golf Course	133	Treu House of Munch / Monster	162	Tony Packo's
104	Lake James Golf Club	134	Stonebridge Golf Club	163	Arnolds Home Improvements
105	Fore Golfers Indoor Golf Simulators	135	Stonebridge Golf Club	164	Arnolds Home Improvements
106	Fore Golfers Indoor Golf Simulators	136	The Legacy by Arthur Hills	166	First Tee
107	Bedford Hills	137	Rain Wedge	167	First Tee
108	Christopher Workman	138	Earl Brothers	168	First Tee
109	Fairways Pro Golf	139	Toledo Jounior Golf Association	169	First Tee
110	Forestview Lanes	140	Green Hills Golf Course	170	First Tee
111	Marathon Classic LPGA Tournament	141	Green Hills Golf Course	171	First Tee
112	Tilted Kilt	142	Davey Tree Service	172	First Tee
113	Fallen Timbers Golf Club	143	Awesome Booth Photography	173	First Tee
114	Tee Time Golf Pass	144	Deme Acres Golf Course	174	First Tee
115	Juvenile Youth Services	145	Seagate Roofing & Foundation Services	175	Heather Downs Country Club
116	Natural Golf Course @ Beavercreek Resort	146	Lakewood Shores	176	Toledo Traditions of Golf
117	Quarry Ridge Golf Course	147	Costco	177	The Toledo Blade
118	Raisin Valley Golf Course	148	Klean Gutter of Michigan	178	First Tee of Lake Erie
119	Leaf Filter of Toledo	149	Open	179	Whiteford Valley Golf Club
120	Raisin River Golf Course	150	Fairwood Chiropractic & Physical Therapy	180	Tee Town Golf & Spring Meadows Driving Range
121	Flicks Package Liquor	151	Stone Ridge Golf Course	181	Giant Oak Golf Club
122	Oak Harbor Golf Course	152	Open	200	Maple Hill Golf
123	Walnut Creek / I69 Golf Trail	153	Absolute Golf Ball	201	About Golf Simulators
124	Hidden Hills Golf Course	154	Absolute Golf Ball	202	Brondes Ford Dealer
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126	Tamaron Country Club	156	Bath Fitters	204	Golf Pit
127	The Otsego Club	157	The Toledo Walleye / Mudhens	205	Golf Components Plus
128	McGuire's Resort	158	Seagate Roofing & Foundation Services	206	Golf Components Plus
129	Garland Resort	159	Rachel Michaels Gourmet Popcorn	207	Treetops Resort
130	Bright Leaf Golf Resort				

CONTRIBUTORS



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Bryan Renius is a recent convert to golf and tends to put a humorous twist on the game. He resides in Lambertville, Michigan with his wife and three children. <https://www.facebook.com/bryan.renius?fref=ts>



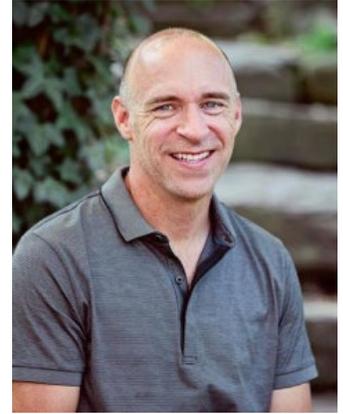
RICHARD E. TODD

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MIKE MAY

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GREG LIBERTO

Greg Liberto developed various mental game training options and has been featured in several publications and on radio and television. He authored "18 Holes," a book with mental game tips. <http://mymentalgamecoach.com/>



MATT SATERNUS

Matt Saternus is a co-founder of PluggedInGolf.com, a golf instructor, club fitter, and writer living in the northwest suburbs of Chicago.



DAVE RALLIS

Dave retired from teaching to pursue a career in freelance writing, photography, videography and web design. An avid golfer living in Merced, California, he co-founded Golf Is For Everyone (<http://golfisforeveryonemd.com>) and can be found on Facebook at: <http://facebook.com/golfisforeveryone>.



KURT WIENEKE

Kurt Wieneke, a freelance wine writer based in Indianapolis. Kurt is an avid wine taster who is focused on sharing his 30 years of experience in collecting and tasting fine wines.



KYLE ROWLAND

Kyle Rowland is a sportswriter and certified golf enthusiast. Learn more about Kyle on Facebook.

VIDEOS

MORE THAN A GAME



Today Golf prides itself on its diversification and acceptance of all ethnicities and economic condition, but that was not always the case. The USGA has this wonderful video posted on their website: USGA.org.

It documents the life of William Powell, a man of color that excelled in golf, but was forced to build his own golf course, when he was refused playing privileges in the 1940's and 1950's.

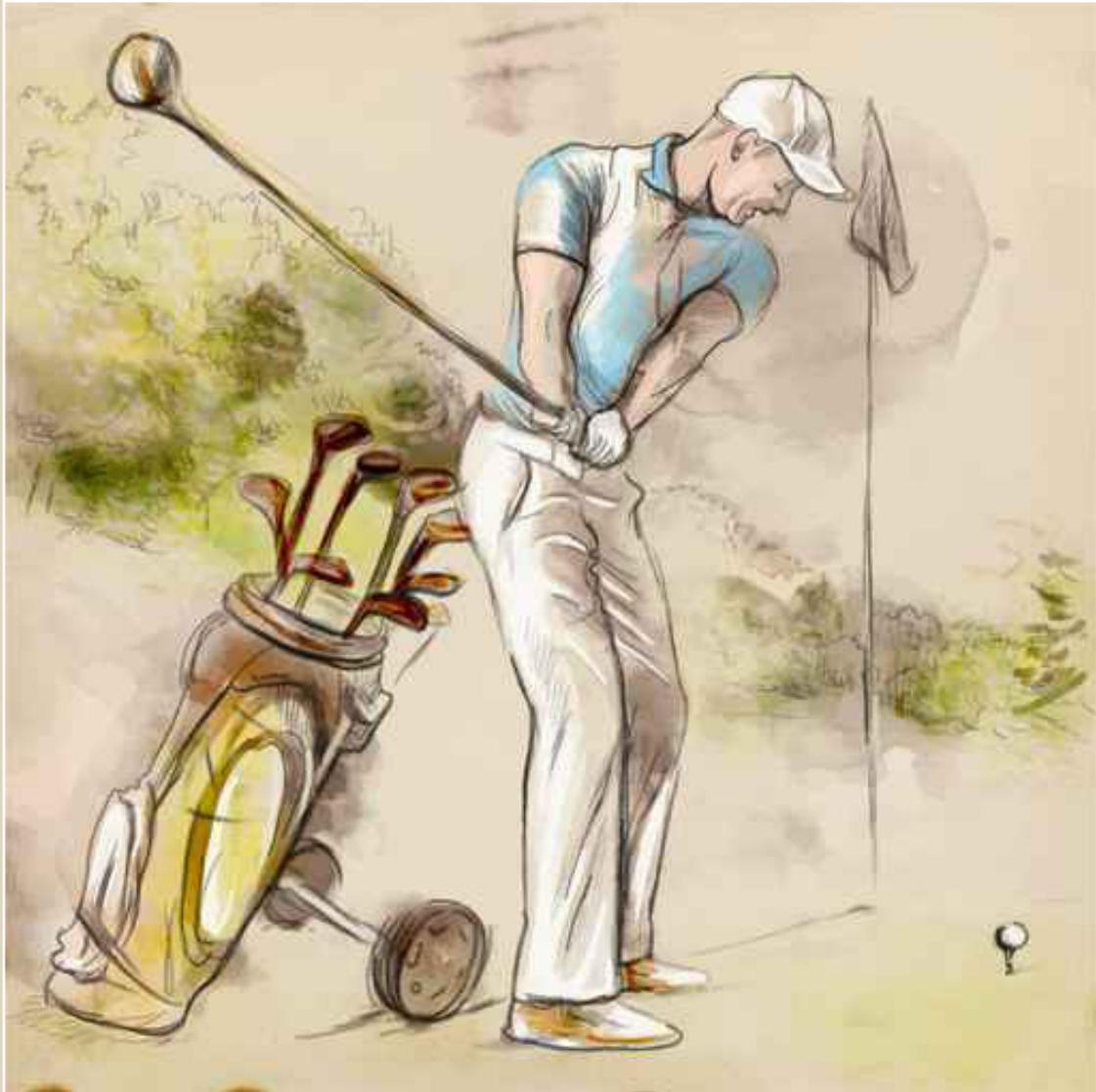
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In this video, "Everybody Loves Raymond" star Ray Romano gives tells a humorous story about his children and compares golf to marriage.

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