



GRAAA

Welcome to the February 2016 issue of digital *Golf Range Magazine*!

Inside this issue, you will find the following features:

- Cover Story: 16 Low Cost Ways to Improve Your Range in 2016 – With the New Year still fresh, *Golf Range Magazine* presents 16 ways to improve your range operation in 2016 – without having to dig too deep into your pockets
- Special Feature: With Hard Good Sales Sliding, Kapalua Shifts Sales Strategy to Include Greater Focus on the Practice Range – Specialized clinics that offer new equipment and instruction is the new model in Maui
- Tour Talk: The Tour of a Lifetime – A former long-drive competitor's once in a lifetime experience: practicing and playing with PGA Tour golfers at the first three tour stops of 2016
- Top 25 Teaching & Training Aid: Orange Peel – Our series on golf's finest training aids continues with an aid designed to help your students develop balance, consistency and power in the golf swing
- Video File: 2016 PGA Show Outdoor Demo Day

Keep it fun and thanks for supporting the GRAA.

Best Regards,

Rick Summers
CEO & Publisher, GRAA
610-745-0862
rsummers@golfrange.org
Golf Ranges: Where the Fun Starts

VIDEO: PGA SHOW DEMO DAY • KAPALUA USES RANGE TO GROW SALES • RANGE NEWS

Golf Range



M A G A Z I N E

Volume 24 No. 2

February 2016

TEACHING • PRACTICE • PLAYER DEVELOPMENT • FITTING/DEMO • OPERATIONS • ENGAGEMENT



**Low Cost Ways to
Improve Your Range in**

2016

TEX-NET

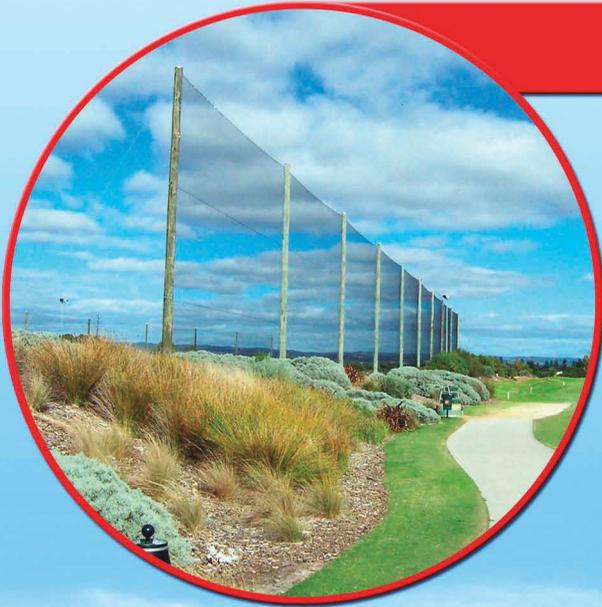
MADE IN THE USA

WWW.TEXNETUSA.COM

1-800-541-1123

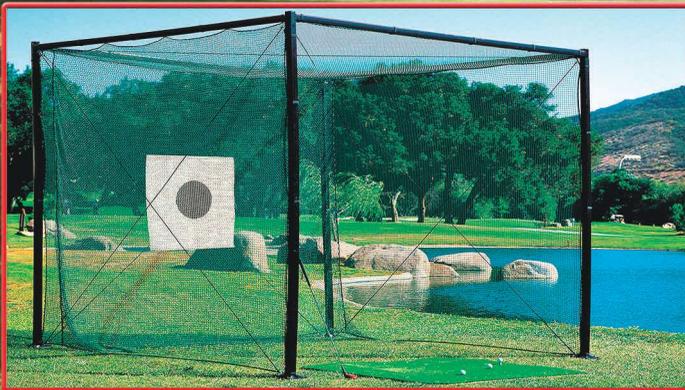
BARRIER NETTING

- DRIVING RANGES & GOLF COURSES
- TURNKEY INSTALLATIONS NATIONWIDE
- RETRACTABLE NETTING SYSTEMS
- WOOD & STEEL POLES
- HARDWARE & CABLE
- ROPE BORDERED NETS
- BULK AND ROLL NETTING



GOLF CAGES

- STOCK & CUSTOM SIZES



TEX-NET

MADE IN THE USA

WWW.TEXNETUSA.COM

1-800-541-1123

THE PRO SHELTER

**NEVER LOSE A LESSON
TO BAD WEATHER AGAIN!**

- PROTECTS YOU AND YOUR STUDENTS FROM THE ELEMENTS
- EASILY MOVEABLE BY ONE PERSON
- HEAVY DUTY ALUMINUM FRAME
- REMOVEABLE CANVAS WALLS



ONLY \$5995





•19

70TH

1.800.869.1800 | WW



46.

YEAR

WWW.WITTEKGOLF.COM

TRADITIONS ARE MADE TO BE BROKEN



UST mamiya

VEN



You don't settle for steel in your woods, so why would you compromise with your irons? UST Mamiya's disruptive Recoil Technology is more efficient than steel and more responsive than old graphite, ensuring better feel, precise control and pin-seeking accuracy. Recoil-changing traditional thinking. • USTMamiya.com


I R O N S H A F T S
It's more than a reaction. It's a revolution.

PGA Members receive 50% PUD discount on all shafts. Please call our customer service team at 800-277-0534 for more details.


quality • performance • feel



RANGE

Golf Range Equipment • Driving



DISPENS



WA

sales@rangeserv

RANGE SERVANT

Driving Range Accessories • Golf Course Supplies

DRIVERS

IRONS

WASHERS



ant.us | (800)878-8050 | www.rangeservant.us

44 Special Feature



golfwebdesign

greatb

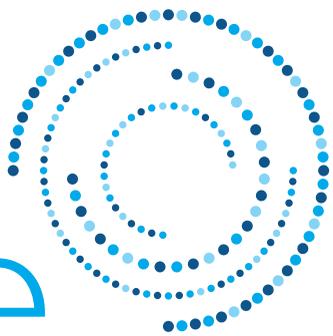
WHAT'S NEXT.

Experts in actionable
Multiple methodologies



hello@greatblueresearch.com
(860) 740-4000

blue



le market research.
es. Diverse industries.



com

GreatBlueResearch.com

Golf Range



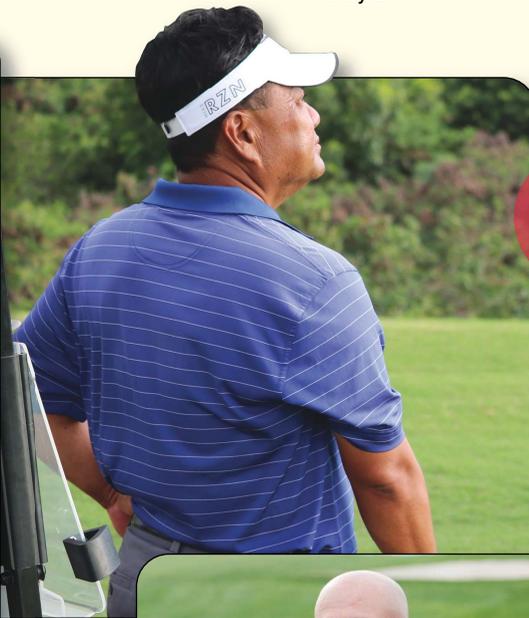
MAGAZINE

Volume 24, Number 2

February 2016



34



44

50



Features

- 34 **16 Low Cost Ways to Improve Your Range in 2016**
With the New Year still fresh, *Golf Range Magazine* presents 16 ways to improve your range operation in 2016 – without having to dig too deep into your pockets.
- 44 **With Hard Good Sales Sliding, Kapalua Shifts Sales Strategy to Include Greater Focus on the Practice Range**
Specialized clinics that offer new equipment and instruction is the new model in Maui.
- 50 **The Tour of a Lifetime**
A former long-drive competitor's once in a lifetime experience: practicing and playing with PGA Tour golfers at the first three tour stops of 2016.
- 54 **Top 25 Teaching & Training Aid: Orange Peel**
Our series on golf's finest training aids continues with an aid designed to help your students develop balance, consistency and power in the golf swing.

Departments

- 10 **Teeing Off**
- 18 **From the CEO**
- 22 **Golf Range News**
- 28 **Video File:** 2016 PGA Show Outdoor Demo Day
- 62 **GRAA Featured Vendors**
- 64 **GRAA Preferred Partners**

SKINTM SUNSCREEN GOLF

- 🌿 OXYBENZONE FREE
- 🌿 BROAD SPECTRUM
- 🌿 ZINC OXIDE
- 🌿 TITANIUM DIOXIDE
- 🌿 ALOE VERA
- 🌿 MANUKA HONEY

For Golfers, By Golfers.TM

SKIN Sunscreen GOLF was formulated specifically for golfers and their environment. Our SPF30+ sunscreen is very water resistant, Broad Spectrum, and delivers UVA/UVB protection.

Protect YoursTM with this non-greasy, sweat resistant formula that won't run into your eyes and is water resistant for up to 80 minutes.



SKINSUNSCREEN.COM | (855) 624-7111 | INFO@SKINSUNSCREEN.COM

MANUFACTURED & DISTRIBUTED BY: SKIN SUNSCREEN, 14175 W. INDIAN SCHOOL RD. SUITE B4494, GOODYEAR, AZ 85395

 MADE IN USA



Introductory Offer
BUY FIVE
 GET ONE *free*

Worldwide Distributor with over
 25 years in the business

carrying thousands of products

J & N

America's Top Wholesaler

Open a Wholesale Account



Same day shipping for orders over \$1000

Competitive pricing

Convenient ordering Online

 (800) 346-7788

 www.jandn.com



Sets Correct Hinge Position

Corrects Face Alignment

www.swingyde.com

Corrects Follow Through Position

Easy Indoor Training

THE ULTIMATE
GOLF
TRAINING SWING GUIDE



Exclusive US Swingyde Distributor!

JANDM GOLF INC

Wholesale Golf Distributor

Components Cleats
Licensed Products Training Aids
Tees Cleats Grips Golf Balls
Customized Products

Open Account TODAY!

Orders placed by 2PM CST

Best Pricing

Online, by Email or by Phone



jandmgolf.com

info@jandmgolf.com

Improve Range Profits in 2016

With the golf season prepared to tee off for much of the country, many facility operators we've spoken to have already laid out the major components of their business plans for the New Year. Ranging from course and practice area renovations to marketing strategies and creative events to enhanced junior programs. These may be major points of emphasis for your facility, as well. But we remind you to pay attention to all the little details and small things you can do in order to improve your profitability – especially as it relates to the practice range.

With that in mind, we're bringing you "16 Low Cost Ways to Improve Your Range in 2016." Each of the ideas highlighted in this month's cover story have been successfully implemented by one of your peers, and they're offering you the chance to share in their success.

We're also highlighting Maui's Kapalua Golf Academy. Despite being ranked the No. 1 course on the island and being the longstanding host of a PGA Tour event, equipment sales at the popular resort destination were on the decline until PGA Director of Instruction Ben Hongo and the Kapalua staff devised a plan to better utilize their 23-acre practice facility for hard good sales.

In addition, we were at Torrey Pines outside of San Diego, California, late last month to capture the unique story of an amateur golfer who had a once in a lifetime opportunity to practice and play with PGA Tour professionals for three consecutive weeks.

As you turn the pages of this month's issue, I encourage you to pay special attention to the cover story. If at any point in the year, you decide to implement one of these ideas please let us know about it! Your feedback is critical to the improvement of *Golf Range Magazine* and the GRAA.

Many thanks,



Rick Summers
CEO, GRAA
610-745-0862
rsummers@golfrange.org
Golf Ranges: Where the Fun Starts

ENHANCED CLUBFITTING LIBRARY

NOW AVAILABLE ON THE PGA MAGAZINE APP

Access, search and compare hundreds of manufacturers' shafts at your fingertips with the PGA Clubfitting Library.



Download the free *PGA Magazine* app through the Apple or Google app stores.

Exclusively available to PGA Professionals



PGA
MAGAZINE.COM

Download on the App Store | ANDROID APP ON Google play

The PGA name, logos, and marks are a trademark of The Professional Golfers' Association of America.

GRAA Advisory Board:
David Beltre, The Golf Club at Chelsea Piers; Mark Caster, PGA, Top Golf; Matt Clay, PGA, Del Mar Golf Center; Darrell Crall, PGA of America; Bob Doria, PGA, Makefield Highlands Golf Club; Patrick Eggeling, PGA, Old Oaks Country Club; Lou Guzzi, PGA, Lou Guzzi Golf Academy; Michael Haywood, PGA, Tucson Country Club; Katherine Jemsek, Jemsek Golf; Rick Kline, PGA, Sittler Golf Center; Patty Kline, Sand Dollar Solutions/Sittler Golf Center; Mike Malaska, PGA, Superstition Mountain Golf & Country Club; Tony Martinez, PGA, Keeton Park Golf Course; Greg Mason, PGA, The Lodge at Spirit Hollow; Del Ratcliffe, PGA, Ratcliffe Golf Services; Susan Roll, PGA, Carlsbad Golf Center; Adam Smith, PGA, Salisbury Country Club; Joel Weitz, PGA, Vitense Golflland; Mike Woods, PGA, Haggin Oaks Golf Complex.

Golf Range Association of America:
2600 Philmont Avenue, Suite 325, Huntingdon Valley, PA 19006; Phone: (215) 914-2071

CEO & Publisher: Richard K. Summers; **COO & Art Director:** Peter J. Sansone; **Executive Vice President:** Brian Folino; **Editorial Director:** Tony Starks; **General Manager, Operations:** Patrick Cherry; **Production/Pre-Press:** Frederick Yantz; **Design:** Jim Gerhard, Matt Hulnick, Steve Higgins; Marina Kohls; **Advertising Production Manager:** Julie Yuen; **General Manager, Digital Operations:** Matt Frey, PGA; **Operations:** Tom Gaus, Katelyn Leer; **Relationship Manager, Ambassador Program:** Kelly Sheehan, PGA; **Relationship Manager, West:** Greg Prudham, PGA; **Relationship Manager, Midwest:** Ryan Holland, PGA; **Relationship Manager, Northeast:** Ryan Gingrow, PGA; **Business Development & Relationship Manager:** Felix Hernandez; **Relationship Consultant, Northeast:** Susan L. Bond, PGA; **Accounting:** George Kotlyar, Mary Beth Bidwell

Allied Association:  **PGA**

All in One Solution

The RangeCart combines several golf amenities in one attractive package – club cleaning, storage and trash disposal – meaning practice areas can finally be free of clutter.

Convenient Storage

The RangeCart allows the PGA Professional to offer golfers everything they need to stay in the game – water, towels, tees, first aid, sunscreen – within easy access of any hitting station.

RANGE CART

Loved by Golfers.
Praised by Grounds Crews.

Made in USA

Each RangeCart is made to order by a dedicated team of craftsmen in Charlotte, North Carolina, at one of the most respected manufacturers of outdoor carts in the United States.

Portable Platform

Oversized wheels with no-slip rubber tires make it easy to maneuver RangeCart around the practice area.



Hand Made From the Finest Wood.

THE TOTAL CLUB CLEANING & AMENITY STORAGE SOLUTION

NEW PRODUCT FROM 2015 PGA SHOW – SPIKEWASH - www.spikewash.com



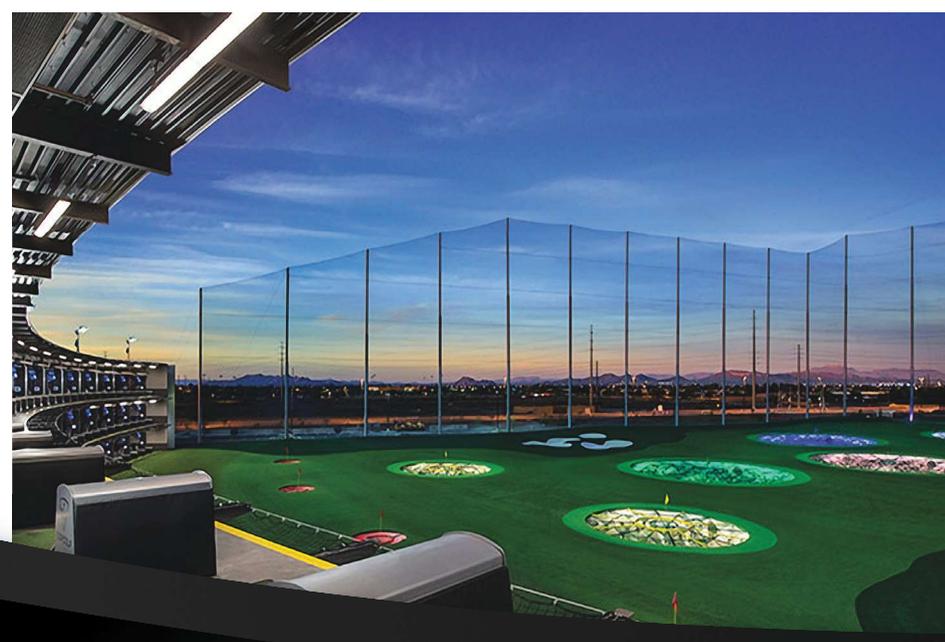
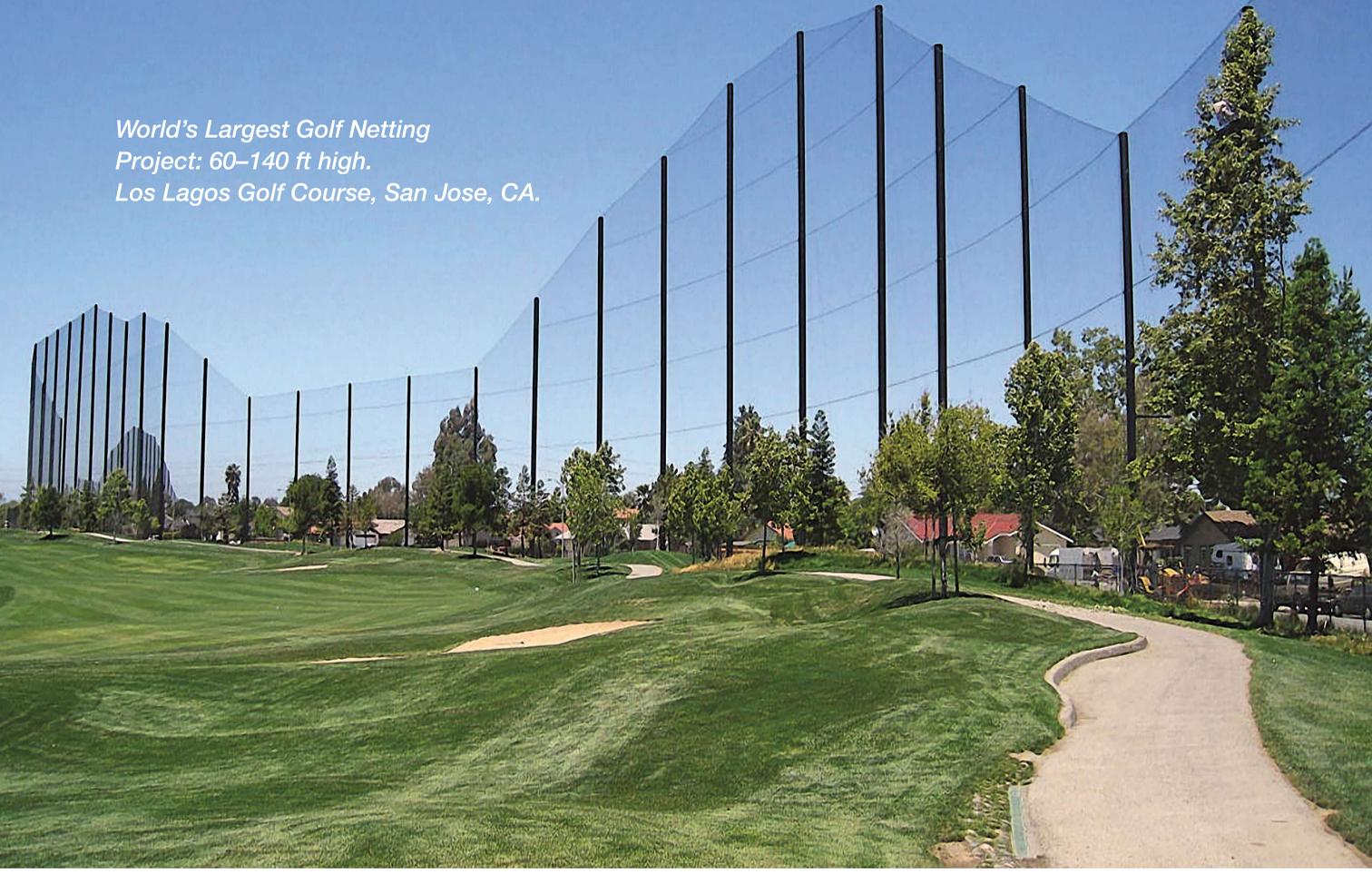
Our SpikeWash combines a Scrusher™ brush and an angled water jet spray. Dislodges heavy mud, grass and hazardous chemicals. Easy set-up to standard garden hose and portable. 2 available versions – expanded metal and Ipe wooden deck. Great for members/guest and superintendent staff.



The AppleCrate is both golf ball dispenser and storage unit. They are constructed with Shoria, one of the hardest and strongest woods that will hold up to the harshest weather and daily use of golfers and grounds crew while adding a classic look to any range. The AppleCrate holds 300 balls compared to the “pyramid pile” which only holds 180 balls reducing the maintenance time required to constantly refill pyramids. Logos can be added to the AppleCrates.



*World's Largest Golf Netting
Project: 60-140 ft high.
Los Lagos Golf Course, San Jose, CA.*





Over 1000 Steel Pole Projects in North America.

Quality Golf Netting, Superior Steel Pole Technology, Design, Manufacturing & Installation

Coastal specializes in design, manufacturing, construction and installation of Golf Netting Systems for all dimensions of the industry: From country settings, to complex urban systems with high exposure and heavy traffic use.

Our success comes from providing each client with exactly what they need. We will plan and engineer a system specifically tailored to your company's individual needs with prompt service, and a business philosophy based on integrity and trust.

Netting Systems are engineered for specific soil conditions and wind load calculations. Steel poles use STRYK 5388 FACS® corrosion retardant coating, the same coating used on the Alaskan Pipeline. Coastal built the highest netting system in North America – 180 ft. And not one Coastal Steel Pole has ever failed.

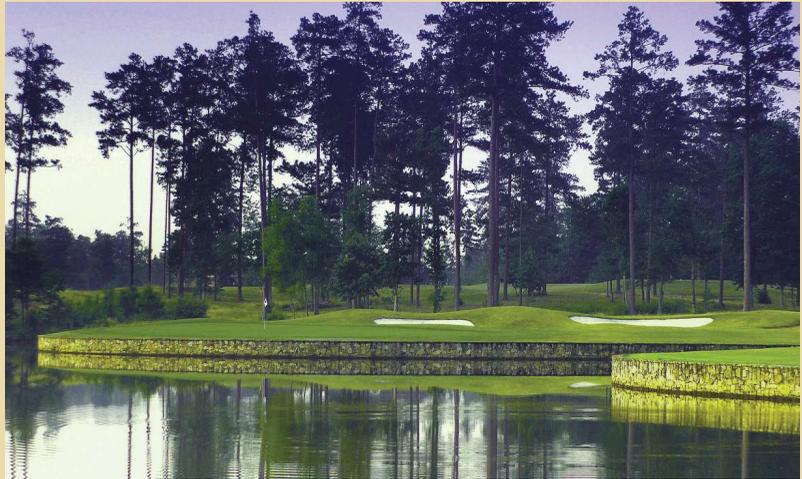


Ask for Ken Jones
www.CoastalNetting.com
2933 16th St, Bakersfield, CA
kjones@coastalnetting.com
800-726-3354



coastal
Netting Systems

The City of Rome (GA) has extended its partnership with Billy Casper Golf to manage **Stonebridge Golf Club**, a Golf Digest “Top 10 Golf Courses in America Under \$55.” BCG’s innovative programs helped increase annual revenues by nearly 20 percent while city-led projects have greatly enhanced course conditions. Unique to the area, Stonebridge’s Player Development Program that features free range balls and discounted rates is drawing new golfers by the thousands.



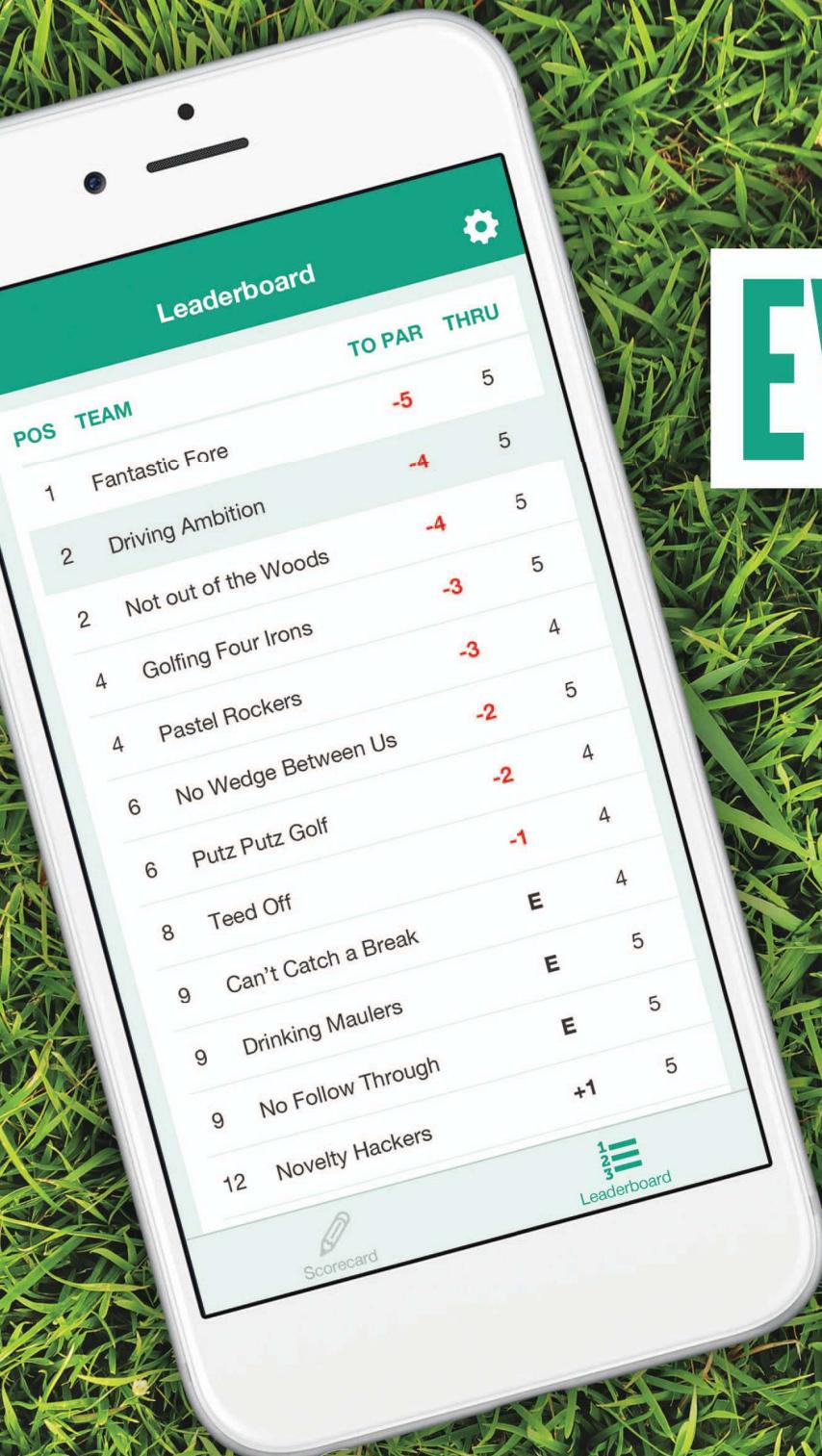
PGA Golf Club celebrated the **PGA HOPE** (Helping Our Patriots Everywhere) Veteran Clinic Graduation earlier this month on the expansive practice range at the PGA Center for Learning and Performance in Port St. Lucie, Florida. The HOPE program provides veterans with free golf instruction from local PGA Professionals as a means to enhance their rehabilitation and assimilation back into society. This month’s graduation marks the culmination of an eight-week program. PGA Tour winner and Vietnam veteran Ed Dougherty — a Port St. Lucie resident who has one PGA Tour and two Champions Tour victories — was the guest of honor.

Golfers at city of Tucson courses will soon pay higher greens and cart fees. Tucson’s Mayor and council members recently approved the fee increase for all five of the city’s municipal courses. Two years ago, the city lost over \$1 million due to golf. Some area professionals believe the increased greens and cart fees will encourage greater usage of practice ranges, as golfers seek a less time and money intensive alternative.



A bird became trapped in a net at **Topgolf** entertainment venue earlier this month. Virginia Beach SPCA volunteer Karen Roberts identified it as a female hooded merganser. Instead of flying around the 100-plus feet of netting surrounding the facility, the bird was trapped high in one of its nets. Virginia Beach Fire Department, Topgolf representatives and Animal Control came out to the facility to try and rescue the bird. It wasn’t until they called Nuckols Tree Care of Virginia

Beach that they were able to set the bird free. An employee with the tree service company went up in a bucket truck and unhooked the bird from the netting.



WE GET EVERYONE

IN THE GAME

REAL-TIME

SCORING & SHARING

TOURNAMENTS & LEAGUES

Take your course and the game to the next level with unique solutions from Links Technology! Give us a call to learn more.

 **LINKS**
BRINGING PEOPLE & TECHNOLOGY TOGETHER

847.496.0296
WWW.LINKSTECHNOLOGY.COM



TRACK[®]
TEE EVOLVING™
THE RANGE

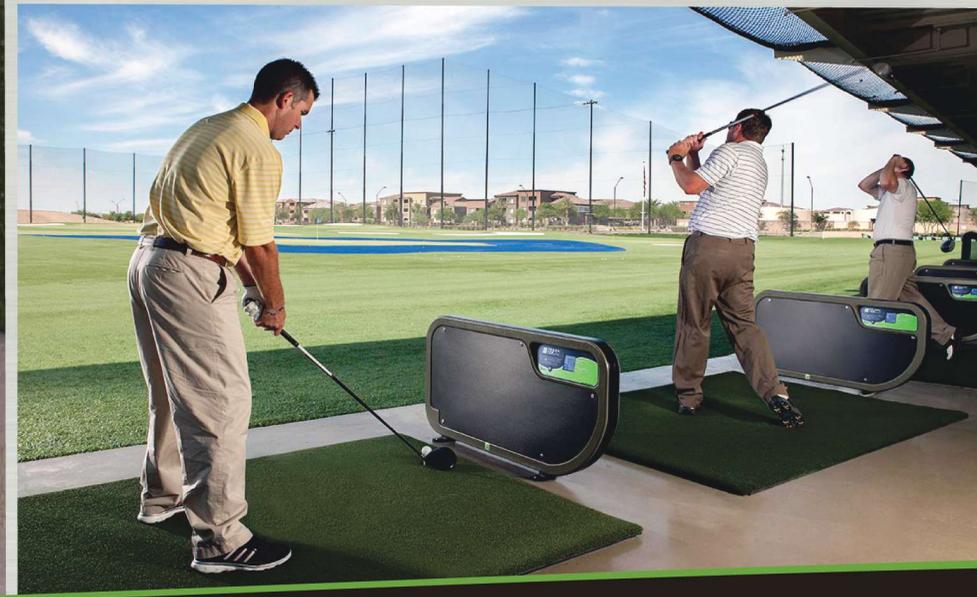
Introducing
smart t



WWW.TRACKTEE.COM

g the first
tee divider

Immediate, precise, and reliable
ball tracking for instant results



1-866-998-0809

PRESTWICK



GOLF GROUP

FURNISHING AN EXPERIENCE

We help golf industry professionals make each round unforgettable.

See for yourself what got our furnishings onto Golf Digest's 84 of America's 100 Greatest Golf Courses, 46 PGA Tour Stops and in 56 countries.





“

Part of the goal in updating our starter, range and on-course furnishings was to make everything look uniform. We said ‘here’s our idea’ and Prestwick took it from there. They helped get several color options in front of our committees, allowing membership to take part in the process. Prestwick’s exactly the kind of partner we look for—the service was fantastic.

Ernie Ruiz
PGA Director of Golf
La Gorce Country Club



**AUTHENTICITY
DEFINED**

We pioneered two-tone color combinations in post & panel furnishings. When you see these hallmarks in addition to our signature panel designs and arched accents exclusive to each of our collections, you know it's an authentic Prestwick product. Anything else is just a copy.

(800) 505-7926 | prestwickgolfgroup.com

2016 PGA Show Outdoor Demo Day



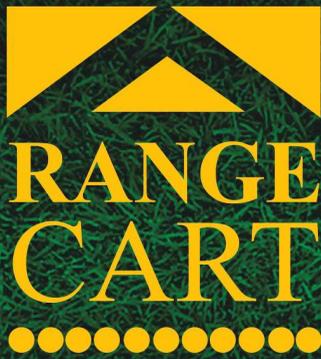
If you weren't able to join us at Orange County National Golf Center outside Orlando for the PGA Show Outdoor Demo Day this year, we've got you covered. Checkout footage from the ground and from above provided Revolutionary Unmanned Systems – a full service drone cinematography firm. ■

All in One Solution

The RangeCart combines several golf amenities in one attractive package – club cleaning, storage and trash disposal – meaning practice areas can finally be free of clutter.

Convenient Storage

The RangeCart allows the PGA Professional to offer golfers everything they need to stay in the game – water, towels, tees, first aid, sunscreen – within easy access of any hitting station.



Loved by Golfers.
Praised by Grounds Crews.

Made in USA

Each RangeCart is made to order by a dedicated team of craftsmen in Charlotte, North Carolina, at one of the most respected manufacturers of outdoor carts in the United States.

Portable Platform

Oversized wheels with no-slip rubber tires make it easy to maneuver RangeCart around the practice area.



Hand Made From the Finest Wood.

THE TOTAL CLUB CLEANING & AMENITY STORAGE SOLUTION

The AppleCrate is both golf ball dispenser and storage unit. They are constructed with Shoria, one of the hardest and strongest woods that will hold up to the harshest weather and daily use of golfers and grounds crew while adding a classic look to any range. The AppleCrate holds 300 balls compared to the “pyramid pile” which only holds 180 balls reducing the maintenance time required to constantly refill pyramids. Logos can be added to the AppleCrates.



“We have the full line of RangeCart products. RangeCarts-AppleCrates-RangeStands and now the SpikeWash at Baltusrol Golf Club. All of these products have drastically improved our range while our members can conveniently access needed amenities for a quality practice session or warmup. Our staff loves the convenience and mobility that allows for easy setup and recalibration of the range each day. I highly recommend all RangeCart products.”



— Doug Steffen, PGA Professional, Director of Golf Baltusrol Golf Club

Introducing **SPRYTE Golf** with new



**DAV
MAS**
We wa
dial in
at our r
allow t
same ti



LASER REFLECTIVE TARGET

Patent-Pending Technology
Increase Reflect Target by 250x

USGA DECISION: 2013-262

"Permitted under the rules of golf."

"Designed to be installed on flagstick to enhance effectiveness of all laser rangefinders."

**SPRYTE
Golf**

SPRYTEgolf.com 1-885-5-SPRYTE

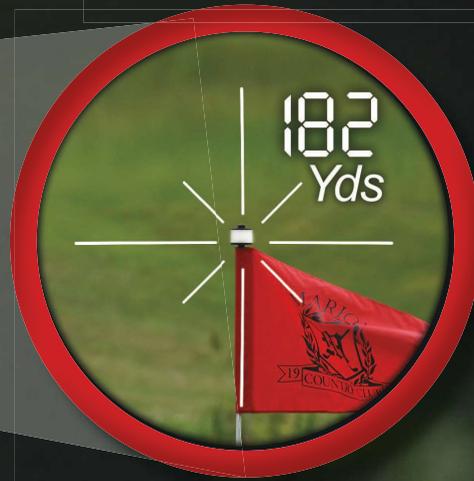
Used at Muirfield Village in Du
during PGA Memorial Tour

DAVID S. GRAF
MASTER PGA PROFESSIONAL

Want our patrons to be able to precisely
measure the correct yardage when practicing
on the range. The SPRYTE System will
help them to accomplish that and at the
same time help us keep our costs in check.



**Use LRT with all*
Laser Rangefinders.**



SPRYTE GOLF PRODUCTS WITH LRT



LRT

FLAG TOPPERS

Quickly read precise
distance to flag.



LRT

HAZARD STICKS

Know when to lay-up or
fly the pond.



SPRYTEgolf.com
1-885-5-SPRYTE

© North American Golf Products

Columbus, Ohio
tournament!

Affordable addition
Easy to install

Compatible with all*
Laser Rangefinders
*except LaserLink Quickshot & Quickshot 2.0

SPRYTE
Golf





**POWER TEE INSTALLS ITS FOURTH
RYDER CUP VENUE AT THE
PROMINENT
LE GOLF NATIONAL
Paris, France**

The Power Tee
System is the
driving range
Whether your d
with a private
stand alone o
Is your AL

Auto
Golfers imm
between balls as t

Auto
Teaching Profess
correct the g
Students swing

Auto
Beginning Golfe
simplifies practice.
down which interr

Auto
Power Tee is proven
the driving ranges.
longer, hit mo
buy more equipm

Auto
Power Tee enhanc
without
just

UPGRADE YOUR RANGE TODAY WITH NO RISK OR UPFRONT COSTS

CALL 1-877-POWERTEE (1-877-769-3781)

or visit www.powertee.com / info@powertee.com



Power Tee® Automated Teeing
AUTOMATIC choice for all
driving ranges or practice facilities.
The driving range is associated
with a private or public golf club or a
driving range, Power Tee
AUTOMATIC solution.

Automatic Feedback

Golfers immediately receive feedback
so they don't have to be interrupted by
re-teeing.

Automatic Instruction.

Golfers don't have to constantly
adjust grip, stance, or alignment.
They can practice away and get better—FASTER

Automatic Enjoyment:

Golfers enjoy Power Tee because it
is fun. There is no re-gripping or bending
over. It maintains the rhythm and tempo of the
swing.

Automatic Profits:

Power Tee is used to attract new and non-golfers to
a golf course. Golfers who use Power Tee stay
longer, hit more balls, take more lessons,
and come back more often.

Automatic Upgrade:

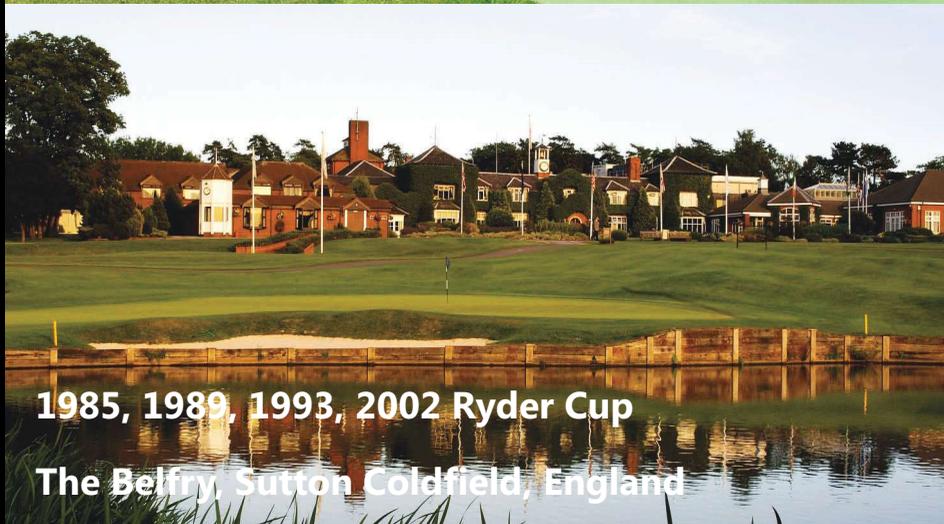
Power Tee gives the look of any driving range
without any capital expense—
just a monthly rental.



POWER TEE RYDER CUP INSTALLATIONS



2018 Ryder Cup
Le Golf National, Paris, France



1985, 1989, 1993, 2002 Ryder Cup
The Belfry, Sutton Coldfield, England



2010 Ryder Cup
Celtic Manor Resort, City of Newport, Wales



1953 Ryder Cup
Wentworth Club, Surrey, England



BY TONY L. STARKS

Low Cost Ways to Improve Your Range in 2016

With the New Year still fresh, *Golf Range Magazine* presents 16 ways to improve your range operation in 2016 – without having to dig too deep into your pockets. These ideas, which have all been used successfully by fellow golf range operators and PGA Professionals, focus on how to enhance teaching programs, aesthetics, clubfitting, marketing, special events, your students' practice habits and more.



Pool Noodles, Not Only for the Pool

Pool noodles are an affordable and versatile tool for golf instructors. You've undoubtedly seen them used many different ways, like as alignment rods or tucked under a student's arms to help them stay connected throughout the swing. Andy Miller, PGA director of instruction at Ledge-Rock Golf Club in Mohnton, Pennsylvania devised a new way this past fall. Using the college football theme for his fall junior session, Miller split his juniors into four different teams each with designated apparel - Ohio State was red, Penn State was white, Auburn was orange and UCLA was light blue. He conducted 90-minute sessions in which teams would compete in various skill challenges. In one of the most popular challenges, he used pool noodles to build uprights for players to hit shots through, just like a field goal in football (*pictured*).



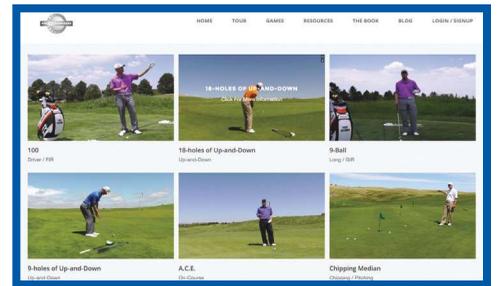
Turn Your Advanced Students Into Mentors

Remember when you were in school, and how tough it was to get motivated when your teacher told you to study? But if one of your peers asked you to study together, you were more inclined to do it. Whether the setting is a classroom or the practice range, the concept is the same. Over the last several years PGA Apprentice and TPI Certified Instructor Eric McInerney began connecting his intermediate and advanced level players with new/beginner-level students. He encourages them to exchange contact information and work together on the range. "My intermediate and advanced level students act as mentors to the beginners and tour them around the range, explaining in detail all of our amenities and what the facility offers," he explains. "Additionally, on-course practice led by the advanced players – and the beginners make their first golf buddies."



Encourage Competitive Practice

Adding pressure to practice helps make the transition from the range to the course easier. At the same time, it needs to be fun and engaging. PGA Professional Trent Wearner, the owner and director of instruction at Trent Wearner Golf Academy in Englewood, Colorado, offers an archive of fun and competitive practice games for your students to try on his website Golfscrimmages.com.



Teaching Aids Make Practice More Interesting

Part of the upgraded practice facility at Tucson (Arizona) Country Club included providing a large variety of training aids for golfers to use during practice sessions. From chipping circles and putting mirrors to bunker aids, the golfers found these training aids very stimulating. The result has been increased usage of practice amenities. "I get a lot of positive feedback from the players who are here the most," says Michael Haywood, the facility's PGA director of golf. "They love finding ways to make their practice time more interesting and more effective, and that carries over to playing better and more often."





Get Social on the Range

When Tim Krebs was the PGA general manager at East Potomac Golf Course in Washington, D.C., he enjoyed great success with player development – culminating with the 2013 Middle Atlantic Section Player Development award. During that time, he added new programs to improve the effectiveness their player development efforts. One of which was “golf range socials.” These were scheduled events on the range where players could come out for a casual social experience that included instructors offering swing tips. “We also had beer and wine available to help people unwind, as most of our attendees were coming straight from work,” says Krebs, now the PGA general manager at Butterfield Trail Golf Club in El Paso, Texas. “Golf range socials became a regular event for us on Thursday nights, and they helped us drive player development and range usage.”



Plan to Update Furnishings Over Time

You can update practice range furnishings a little bit at a time. Budget \$2,000-\$5,000 per year and within five years your range furnishings will be coordinated and more appealing to your members or guests.



Ball Flight in a Can

Golf instructors are great at using things for unintended purposes. Just ask pool noodles, towels or tees. Instead of facetape or using a launch monitor, Jason Barry reaches for the Dr. Scholl’s Odor Fighting Foot Spray. By spraying it on the face of the club, Barry, the head men’s golf coach at Rider University in Lawrenceville, New Jersey, is able to determine the impact point for his golfers. “It provides me instant feedback as to where on the clubface my students are hitting the ball, which further allows me the ability to properly determine whether the ball flight was true or not,” says Barry. “I do not own a launch monitor, but this has helped me see strike patterns for my students and understand the resulting impact on their shots. Throughout the course of a year I will use six or eight bottles, costing roughly \$24 total – a much more nominal fee than other options.”



Host Skills Challenge with an Action Plan

PGA Teaching Professional Preston Combs has hosted a “100 Yard Challenge” at Metedeconk National Golf Club in Jackson, New Jersey. Members and guests hit three shots from 100 yards with a launch monitor used to measure results and tally a winner. It was offered on busy Saturday mornings, and, because it only takes a few minutes, doesn’t interfere with tee times. On average more than 30 individuals participated, with the top finishers awarded a free putter fitting and stroke analysis on SAM PuttLab. “Not only did the skills challenge help raise awareness about incorporating technology in practice, but also allowed me to take action and drive participation in areas that target individual needs,” he says.

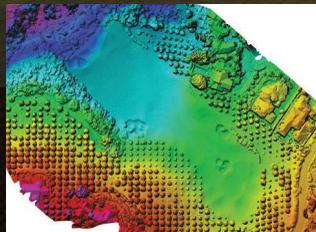


REVOLUTIONARY US



MARKETING

Sell more tee times and drive profit with cinema quality visuals for club, course, corporate event, real estate, and lifestyle marketing.



MAPPING

Unlock valuable course intelligence for supers and professionals with high resolution topographical maps, digital elevation models, and 3D renders.



AGRONOMY

Visually interpret turfgrass health, optimize irrigation coverage and effectiveness, and conduct pre/post construction vegetation impact reporting analyses.



BROADCASTING

Capture live 4k quality content and stream to the web or TV during your next exclusive tournament, corporate gathering, or fundraising event.

REVOLUTIONARYUS.com

2016 PGA MAGAZINE CONFERENCE SERIES PARTNER
FAA APPROVED



Include Alignment Rods with Each Hitting Station

Provide an inexpensive alignment tool with each hitting station across the practice facility. It may even encourage golfers to ask for a lesson to see how to best utilize the tool, as it has many functions besides basic alignment. Prestwick Golf even offers a bag stand that features an alignment stick hole so they can be displayed in a consistent manner.



Add Signage to Existing Infrastructure

The Golf Performance Institute of Toledo is adjacent to the Ohio Turnpike. To maximize the location, they wanted to hang signs on their range netting facing the busy highway. However, hanging a sign that high up was easier said than done. While at the PGA Merchandise Show, they discovered Tex-Net had a pulley device that resembles a flagpole that's used specifically to raise signs onto netting structures. David Graf, the facility's PGA director of golf, was able to hang four banners at a hardware cost of less than \$500 using the Tex-Net pulley system.



Building Target Greens Out of Sand

Just a few years ago, the landing area on the practice range at Caliente Springs was a desert with tires and debris serving as targets. Starting with a goal of creating nine target greens that corresponded to the distances of each of the holes at the accompanying par-3 course, the staff began removing the tires, debris and larger rocks. To keep cost low, they borrowed equipment from maintenance to dig nine bunker-like greens, which they filled with green-dyed sand. Regulation flagsticks and flags completed the range. "We seeded and watered the teeing ground, and had a sign professionally made indicating the yardages and the holes they correspond to on the golf course," explains Kim Kleinle, a PGA teaching professional at the facility in Desert Hot Springs, California. "We went from a rarely used practice facility to one that had golfers on it every day."



The Range After Dark

Even without a lit practice range, you can still turn your facility into a fun place to be after hours by hosting a glow in the dark long drive contest. Glow in the dark golf balls are fairly inexpensive, and your only other expense would be prizes and potential marketing cost. All of which can be easily offset with small entry fees as well as food and beverage sales. At the Omni Orlando (Florida) Resort at ChampionsGate, PGA Director of Golf Patrick Dill has hosted these events on their nine-hole lighted course with the help of a company called Global Golf Sales, but agrees that the concept is easily transferable to any range. "The events draw a lot of attention as the range and flying glow balls light up like a laser light show," he describes. "The fun environment increases participation from non-core golfers, especially when the events are connected with cocktail hours."



Temporary Protection for Golf Clubs on Trial



GHOST TAPE™

Since 2003

Increase Sales & Increase Profits

MAKE EVERY CLUB A DEMO

**The "Must Have" Product for
anyone that sells golf equipment at retail!**

On Course • Off Course • Ranges

Order online @ www.ghosttape.com

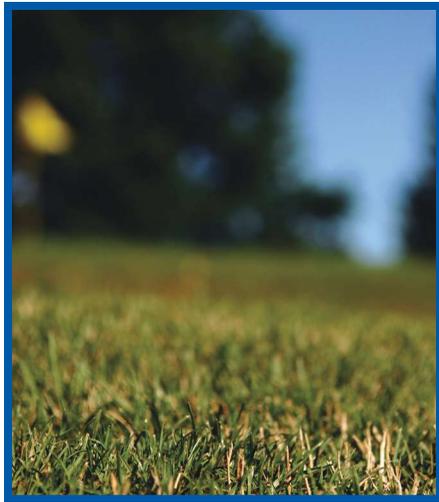


Made in USA



A Little Paint, Big Results

In Naples, Florida, warm and wet weather conditions can be rough on range amenities that endure Mother Nature. After long exposure to the sun and the elements, accessories can begin looking tired and faded. Last year, Dave McQuade experimented with spray paint that bonds to plastic, and was thrilled with the results. “For very little cost to the club, compared to buying new club cleaners, bag racks and trash cans, we ‘refurbished’ our accessories and they look brand new,” says McQuade, the PGA director of golf at Collier’s Reserve Country Club.



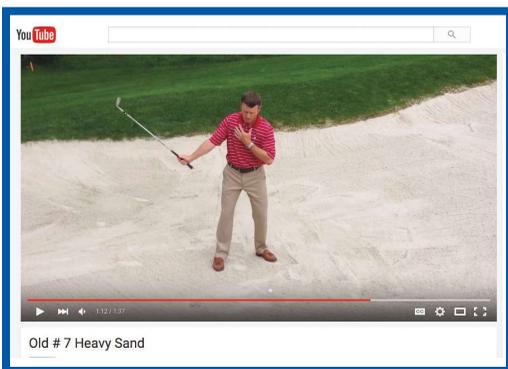
Work With Your Superintendent to Maintain Pristine Conditions

Throughout the southeast, the majority of facilities repair and regrow inanimate range areas using a highly concentrated sand-based seed mixture – which can cause elongated regeneration. Mike Perpich, the PGA director of instruction at RiverPines Golf Club in Johns Creek, Georgia, worked closely with his superintendent to develop a mixture of topsoil and sand to repair and regrow pristine turf throughout the year in various conditions. “We wanted to find a component that blended well with sand and could robustly grow through extensive heat and also freezing temperatures,” says Perpich. “We found that a 40 percent sand/60 percent topsoil mixture helped hold moisture and nutrients better, which provided a firmer base-turf quality and more durability.”



Competitive Supervised Coaching Programs

Engaging golfers over an extended period can be a tough task, but enlisting them in competition is a proven way to keep them coming back. For Jason Sutton, PGA director of instruction at Carmel Country Club in Charlotte, North Carolina, a six-month “Biggest Loser” program has been a huge winner. The supervised coaching program for men and women cost Sutton very little to host. The winner is the golfer who reduces his or her handicap index the most over the six months. The top three spots are paid with equipment from an OEM sponsor.



Video Tips Can Improve Your Email Open Rates and Lesson Revenues

Golf facilities, like most businesses, have been sending out emails to their customer base for years. Over time, it is natural that people become less engaged after seeing emails from the same sender appear in their inbox like clockwork. Ryan Lagergren, the PGA head professional at Stonewall in Elverson, Pennsylvania, addressed the concern of by embedding short “Video Tips” into his club’s e-blast newsletter. Since implementing the video tips, weekly email open rates have jumped by more than 10 percent and each video averages more than 100 views. “My members have told me that they really enjoy watching the videos and have learned so much that they regularly look forward to receiving the email,” he says. “Personally, I have seen a steady increase in new students, many of whom claim that it was the videos that helped them decide to take lessons.”



Real Data.



The only thing that measures up.

Fitters, instructors and players who use Foresight Sports' GC2 Smart Camera System with HMT Head Measurement Technology know it's the most accurate and reliable technology available for ball and club performance analysis. HMT combines with the GC2 to precisely capture club head performance with an ease and accuracy never before seen. Critical data such as club head speed, horizontal club path, smash factor, dynamic loft and lie—even impact location—are now at your fingertips.

Ready for the full picture of performance analysis? Add HMT to your program today.

“There's nothing else that can measure like this.”



Martin Hall



“Simply the finest launch monitor I've ever used.”



Butch Harmon

It's a game changer.®

For pricing and ordering details, contact us at 1-858-880-0179 or online at www.foresightsports.com.

 **FORESIGHT**
SPORTS

[Game focused.]

"BEST OF THE BEST"
Local Golfer Magazine

WANTED!

WHOLESALERS/VENDORS

INTRODUCING THE DYNAMIC DUO



YOU'RE IN CONTROL OF EVERY CHIP AND PUTT

Our siteline chippers and putters are unique specific purpose alignment clubs in their own right with our patented visual siteline alignment setup, it is easier for you to have your eyes directly over the ball and be square to your target direction - everytime

DYNAMIC DUO - CHIPPER AND PUTTER - COMING SOON

PnP Golf SITELINE Chipper and Putter will be featured in the new product area at The PGA Show - January 2016



Officially endorsed by Kathy Gildersleeve-Jensen
2014 PGA Teacher of the Year

"PNP Golf's short game clubs have increased the confidence in my students ability to score and are making my job much easier. If you are looking for golf results now - PNP Golf clubs are the answer"

*Conforms to USGA rules

PnP Golf is seeking interested national wholesalers/vendors to distribute to pro golf shops our unique range of innovative and revolutionary suite of short game clubs

THE SK1 PUTTER



DEADLY ON THE GREEN

The Directional Pointer provides pin point accuracy on the putting green.

Proven - it is more accurate to point than square

THE RAKE SAND AND LOB WEDGE 'L' SERIES



THE MOST ADVANCED WEDGES IN GOLF

The Dual Bounce rail design gives you incredible control and combs through grass and sand with less effort



PRODUCT RANGE WILL BE DISPLAYED AT BOOTH
#3203 ORLANDO PGA SHOW

Contact - Paul Donaghue - paul@pnp golf.com

PnP
GOLF
pnp golf.com



PGA Director of Instruction Ben Hongo has an increased role in equipment sales at Kapalua Golf Academy.



WITH HARD GOOD SALES SLIDING, KAPALUA SHIFTS SALES STRATEGY TO INCLUDE GREATER FOCUS ON THE PRACTICE RANGE

Specialized clinics that offer new equipment and instruction is the new model in Maui

With the hard goods market beginning to slow, Kapalua Golf Academy PGA Director of Instruction Ben Hongo switched his approach for selling equipment, utilizing the Hale Irwin designed 23-acre practice facility as an impetus for equipment sales.

“The last few years, and it’s not just us, everybody has felt the pain of hard good sales going down. We weren’t meeting our budget,” says Hongo. “When club sales were doing well, demo days were the way to go. You could just put clubs out on the range and people would buy them. But that’s no longer the case.”

This inspired Hongo to begin hosting “Specialty Golf Schools” with the goal of increasing equipment sales while also helping customers play better. Utilizing the range to host these three-hour clinics not only moved merchandise like drivers, putters and wedges, but also kept the academy staff busy with instruction. Since the schools launched last year, Kapalua has hosted four driver schools, five wedge short-game schools and one putter school.



Golfers are offered instruction with the purchase of new equipment at Kapalua Golf Academy.

Kapalua Golf Academy's first Specialty Golf School was held in conjunction with the launch of the Nike Vapor driver, and attracted four golfers. The latest Vokey wedge clinic – the most popular because of its lower price point, Hongo says – attracted nine customers. The driver schools, featuring a mix of Nike, Callaway and TaylorMade drivers and cost \$450, while the Vokey wedge schools cost \$275.

Hongo also recruited a friend who is an Aim Point putting instructor for a green reading clinic where every student received a fitted Ping putter.

He believes the clinics are successful because of the value they provide customers. "We want to give them an impression they get a free wedge," Hongo says. "They love those three things wrapped into one – the clubfitting, instruction and 'free' equipment.

"It is gaining traction. We will do it at least once a month," Hongo says of the Specialty Golf Schools. "When you start doing the math, it becomes quite profitable. A lot of people who go into golf stores get lost. They look around. They want to be told, 'This is your golf club. This is the one that fits you and will make you a better player.' Not only are they getting a product from us, but they getting an instruction manual with it." ■



golfwebdesign

CHAMP

#1 BRAND ON TOUR

CHAMP
TOUR
Zarma



Featuring SLIM-Lok System[®],

A revolutionary fastening system thinner, lighter and stronger than anything on the market. SLIM-Lok trusted by leading brands:



Zarma Tour features:

- SLIM-Lok System spikes will fit all TRI-LOK[®], Fast Twist[®] and TOUR LOK System equipped shoes.
- Superior traction and durability
- "C" visible wear indicator turns solid when spikes need to be replaced
- Low profile, green friendly design minimizes marks on the green



champgolf.com



CHAMP

— #1 BRAND ON TOUR —

NEW

PIVIX™



SPRING
FLEX

Flex and rotation
combine for
additional traction

Spring flex legs recoil
and bring spike back to
its original shape

SLIM-Lok® System
was developed to
meet today's need for
golf footwear's thinner
profile systems.
It is an advanced
revolutionary fastening
system that is
incredibly thin, light
and strong.

All CHAMP spikes now
TOUR LOCK compatible with
SLIM-Lok® System



SLIM-LOK® SYSTEM



champsikes.com



YouTube

The Tour of a Lifetime

A former long-drive competitor's once in a lifetime experience: practicing and playing with PGA Tour golfers at the first three tour stops of 2016

BY COREY ROSS

Bill Tanay has spent a lot of time on practice ranges throughout his life. The now 59-year-old once smashed a drive over 500 yards during his days as a competitive long driver. It's the shot he still dreams about.

In terms of his present golf life, that shot seems like a lifetime ago for the Seattle resident, as age and injury have limited his play.

Tanay didn't recapture that titanic distance during a dream playing opportunity in January, but he perhaps got the next best thing: Three days of playing and practicing amongst the top PGA Tour professionals.

Tanay won an online contest sponsored by Hyundai to participate in the pro-ams of the first three PGA Tour events of 2016. After being the only one chosen from around 17,000 entrants, he slogged through the rain in Kapalua alongside J.B. Holmes, strolled in the Palm Springs sun next to Stewart Cink and hiked the lush fairways of ocean-side Torrey Pines paired with Billy Horschel.

Tanay's Bunyan-esque stature towered over his group at Torrey, including Horschel. However, he admitted feeling humbled by the game at which he used to excel. He played sparingly a year ago after having reconstructive shoulder surgery. He then spent a few weeks on the practice range after getting the call about the contest in early December.

TANAY PHOTO BY DAVID MULVANEY OF PACIFIC PHOTO DESIGN





Before taking to the seaside fairways of Torrey Pines, Bill Tanay (left) warmed up while watching some of the game's best player hits shots on the range – including eventual champion Brandt Snedeker (far right).





In his prime, crushing drives on the practice range was the norm for Tanay. He had a drive measured at 486 yards during competition; his official personal best. The aforementioned 500-yard drive comes with a bit of lore.

"It was off the end of the grid. They couldn't find it. But it was estimated north of 500," he said. "Unfortunately, I'm at least 100 yards short of what I used to be."

Most golfers will never be able to say 300 yards is "shorter than they used to be."

A reminder from J.B. Holmes to take the club away "low and slow" helped, but Tanay says he never really regained his old swing during his three-week "whirlwind golf career." Prior to the start of his final round, Tanay had a promising range session at Torrey. Even catching the eye of some tour players as he bombed drives that nearly made it to the back tee.

"But I lost it on the first tee," he said, wry smile in tow. "It's frustrating to get this opportunity and not play well, but I've just lost touch with my swing after being away this long."

The highlights, instead, belonged to Tanay's professional playing partners, most notably J.B. Holmes on the Plantation Course at Kapalua.

"J.B. Holmes played so well in Maui even though it poured rain and we had 30 mph wind for the first nine holes. It just didn't affect him at all – and it killed everybody else. He had a 20-foot putt and got his hat blown off. He still drained it."

Tanay said moments like that were the real lessons of his tour. "Just watching them play you can learn so much. It's fun. It really is."

Tanay thanks his competitive long-drive days for getting him accustomed to crowds. The galleries didn't faze him, nor did hitting alongside the pros. Horschel gave Tanay a signed caddie bib after the Torrey round, and he should also have a few autographed group photos arriving in the mail from his tour.

However, his best takeaway was a re-discovered love of the game.

"This made me realize how much I miss getting out there and playing like I used to," he said. "I will get out and play a lot more from this point. It put me back in touch with the game."

Michael Stewart of Hyundai, who played with Tanay at Torrey, said that's the outcome Hyundai wanted for Tanay and what it hopes to instill in more players.

"Golf has been a great sport for Hyundai," Stewart said. "All of golf is a good audience for us and we want to get more people interested in playing."

Tanay didn't card a birdie over three rounds, but you'd never know it from the wide smile he flashed walking off the final green on Torrey's North Course late last month.

"It was an amazing experience," he said. "Being around these guys in an environment like this, it's hard not to smile."

February's Featured **Top 25** Teaching & Training Aid: **The Orange Peel**

THE ORANGE

Help Your Students Build Foundation while Developing Power and Consistency

Designed to increase stability, rhythm and tempo – the Orange Peel strengthens golf specific muscles while adding balance and power to the golf swing

PGA Professionals are always seeking new ways to improve their student's game. PGA Professional Jim Hackenberg is no exception. As inventor, entrepreneur and developer of Orange Whip Training Products, his various training devices have helped fellow golf professionals and the golfers they teach since 2007.

Hackenberg and many other PGA Professionals agree that balance forges an efficient swing, enabling players to generate power and consistency. This notion inspired him to design the Orange Peel as a tool to promote preeminent balance and proper rotary motions. Comparable to standing at the bottom of a sphere or bowl, the Orange Peel allows users to replicate the feeling of an uphill, downhill or side-hill lie simply by adjusting their feet.



ORANGE PEEL: Get a Strong Swinging



Recreate Feel

PGA and LPGA Professional **Nancy Quarcelino**, owner of The Nancy Quarcelino School of Golf in Spring Hill, Tennessee, appreciates the Orange Peel's ability to recreate feel.



"I will have students feel their toes, their heels, weight back and weight forward – this allows them to find stability and balance in their setup and golf swing," adds Quarcelino. "Furthermore, the Orange Peel gives my students and users the ability to feel multiple lies, such as downhill, uphill, ball above their feet and ball below their feet. It's an invaluable resource."

Body Training Tool

Not only does the Orange Peel serve as a training aid, but also as a learning tool that helps the body work properly and efficiently as one unit.

"I first started using The Orange Peel after a lengthy discussion with Jim Hackenberg and also seeing the application and its multiple uses," says Mike Perpich, PGA director of instruction at RiverPines in Johns Creek. "What really drew me to the product was its ability to create an efficient turn

and pivot, as many golfers struggle with the concept reverting to a sway.

"In addition, I use the Orange Peel for training of different golf course situations. Whether I'm working with juniors, a single-digit handicapper or PGA Tour Professional, Jason Bohn – all level of players benefit from practicing with the Orange Peel."

Perfect Balance

As players and students practice and play more frequently, they gain greater understanding of what it means to have a balanced golf swing. The Orange Peel helps produce the balanced sensation needed to create consistent golf shots.

"In golf we have an abundance of different ages, genders and body types, which unveils millions of different ways to swing the golf club. But one item that needs to be consistent amongst all is balance," says **Kathy Gildersleeve-Jensen**, the 2014 PGA National Teacher of the Year. "The Orange Peel works wonders for those recovering from injury, as well as my senior students who might struggle with motion and stability."



THE BEST PUTTER GRIP MADE

we guarantee it

A TOP NEW PRODUCT
2015 PGA SHOW
GOLF DIGEST

THE USGA BAN
ON ANCHORED
PUTTING IS QUICKLY
APPROACHING.
WE OFFER THE BEST
SOLUTION TO
YOU AND YOUR
MEMBERS



WE GUARANTEE THIS WILL BE
THE BEST PUTTER GRIP YOU'VE
EVER TRIED. TRY OUR RX
PUTTER GRIP FOR ONE MONTH
AND IF YOU AREN'T DROPPING
MORE PUTTS, RETURN IT FOR A
FULL REFUND*.

NOW AVAILABLE THROUGH

WWW.ARMLOCKGOLF.COM

(360) 581-2790

(619) 977-3655 SALES

ARM-LOCK
GOLF

*FULL REFUND OF GRIP PURCHASE PRICE. SHIPPING AND HANDLING NOT REFUNDABLE

At the other end of the age spectrum, Gildersleeve-Jensen uses the Orange Peel extensively with junior students. "Their bodies are constantly changing, growing and developing, which causes change in their swing motion," she says. "Using the Orange Peel, we can nail down the exact feels and sensations needed to get back on track even when the body is going through rapid change."

Footwork

Balance, power, rhythm and the synchronization in the golf swing are all linked to good footwork. In fact, Tiger Woods was once quoted saying: "You should not discount the importance of good footwork."

Ryan Kennedy, PGA director of instruction at Oakmont Country Club in Glendale, California, feels the same. "We constantly train on the Orange Peel to enhance players' footwork," says Kennedy. "It's a wonderful tool to create awareness and feel in your feet. I will have students hit a few balls on the Peel, then off, then back on. It provides a level of progression within each student I work with."



Uneven Lies

Even in Texas, where much of the land is notoriously flat, there's no such a thing as a golf course without an uneven lie. The Orange Peel can be used to train golfers to hit solid shots from various lies.

"If there is anywhere in the country where you might find a golf course as flat as a pancake is here in Texas," says Scott Robbins, PGA director of instruction at Scott Robbins Golf in The Colony, Texas. "For years I was teaching at a range facility and needed a product to create uneven lies. When I purchased the Orange Peel, I knew I'd found the product I was searching for."

"Golfers are able to hit from a downhill or uphill lie, where the ball is either above or below their feet," he adds. "This aid trains users to be sufficient and gives them the ability to execute in difficult situations on the golf course."

GRAA Top 25 Teaching & Training Aids Expanded Coverage on GolfRange.org

In addition to the monthly GRAA Top 25 Teaching & Training Aids coverage in *Golf Range Magazine*, the Golf Range Association of America has created a Teaching & Training Aids Resource Center on GolfRange.org.

Visit GolfRange.org for expanded listings of the Top 25 Teaching & Training Aids for 2015.



TOUR STRIKER
TRAINING PRODUCTS

PGA Professional Coaching Package

50% OFF
PGA Magazine Special

I N C L U D E S :

- Tour Striker **7iron & PW**
- Tour Striker **Smart Ball**
- Tour Striker **Educator**
- Tour Striker **Smart Bag**
- Tour Striker **Power Impact Pro**
- Tour Striker **S.A.M.I.***
- Tour Striker **Plane Station***

* New Product



Martin Chuck, PGA Professional
Inventor & Coach

To Order Call **480-664-1002**
or visit tourstriker.com/pgamag

ES15

THE FUTURE IS HERE

BIG DATA... what does it mean to your golf game? Ernest Sports gives you the answer. The ES15.



Know your swing's DNA. Ideal for indoor and outdoor use, the ES15 instantly provides critical and essential building blocks of data—the building blocks of personal performance.

Know and Improve with the ES15.

ERNESTSPORTS®
IMPROVING GOLF PERFORMANCE



INCREASE P

CUSTOMIZE YOUR LOOK

Enhance your facility's look through uni



Rent panels for local ads, promote events.

Demo Days

*Attract more customers by using the ES15 on l
feedback on shots, you will increase equipmen*



REVENUES

quely designed panels.



*Optional canvas cover

Demo Days. By providing accurate, instant sales.

Sawgrass Country Club

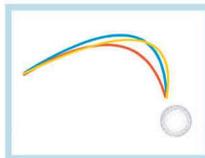
Sawgrass held a Equipment Launch Party at Demo Day and featured the ES15.

"Everyone tried the Great Big Bertha and TaylorMade M1 with the ES15. It was a huge success!"

Tenison Park Golf

What's up, world? @ErnestSports just released a killer new launch monitor, and we have it. Come check out the #es15

THE ES15 INSTANTLY PROVIDES



Distance



Club Speed



Launch Angle *



Spin Rate



Ball Speed



Smash Factor

* Launch Angle only displayed in app.

LCD display



Bluetooth Connection

By connecting a smart device to the ES15 through Bluetooth, the golfer has access to our free app and can record their range session.

FREE APP

View each range session and analyze your swing's DNA:



Customers can save range data, analyze data, email data, and compare data as they continue to use the ES15.

TOUR STRIKER
TRAINING PRODUCTS

PGA Professional Coaching Package

50% OFF
PGA Magazine Special

INCLUDES:

- Tour Striker **7iron & PW**
- Tour Striker **Smart Ball**
- Tour Striker **Educator**
- Tour Striker **Smart Bag**
- Tour Striker **Power Impact Pro**
- Tour Striker **S.A.M.I.***
- Tour Striker **Plane Station***

** New Product*



Martin Chuck, PGA Professional
Inventor & Coach

To Order Call **480-664-1002**
or visit tourstriker.com/pgamag

Training Aids to Look For: Impact Snap

Designed to help your students who struggle with proper wrist hinge and hand technique, the Impact Snap is comprised of a golf grip, an internal sliding weight and a small steel component attached to a yellow ball. With a simple "click" sound, Impact Snap lets the user know when proper motion has been attained, and when the hand/wrist ailment is out of synch. Check out impactsnap.com for more info. To learn more: [Click Here](#).



Notes from the Manufacturer

The Orange Peel provides a foundation for all of your swing training needs, and helps your students build a strong foundation in their golf swing. The concave shape engages the body into its natural stance. It allows instructors to recreate all golf course slope conditions, while promoting a rotational golf swing for their students. For a list of drills you can provide with the Orange Peel: [Click Here](#).



The Golf Range Association of America

Top 25 Teaching & Training Aids

The 2015 list was selected by the country's top teachers

25 TOP GRAA
TEACHING &
TRAINING AIDS

- | | |
|---|---|
| 1. Orange Whip Swing Trainer
www.orangewhiptrainer.com | T14. Eyeline Golf: Balance Rod
www.eyelinegolf.com |
| 2. Gary Wren Impact Bag
www.golftrainingaids.com | 16. Eyeline Golf Ball of Steel
www.eyelinegolf.com |
| 3. V1 Pro
www.v1sports.com | T17. SKLZ Smash Bag
www.sklz.com |
| T4. Gary Wren Power Fan
www.golftrainingaids.com | T17. Mike Bender BenderStik
www.benderstik.com |
| T4. Swingyde
www.swingyde.com | T17. Eyeline Golf: Putting Impact System
www.eyelinegolf.com |
| 6. SNAG Golf
www.snaggolf.com | T17. Eyeline Golf: Golf Metronome
www.eyelinegolf.com |
| 7. The Putting Arc
www.theputtingarc.com | 21. Hudl Technique
www.hudl.com |
| 8. TrackMan Pro
www.trackmangolf.com | 22. Foot Wedge
www.golftrainingaids.com |
| 9. Eyeline Golf 360-Degree Mirror
www.eyelinegolf.com | 23. The Impact Ball
www.theimpactball.com |
| 10. V1 Golf Academy
www.v1sports.com | T24. Randy Myers Stretching Pole
www.golfstretchingpole.com |
| 11. Orange Whip Orange Peel
www.orangewhiptrainer.com | T24. Ernest Sports ES14
www.ernestsports.com |
| 12. Momentum Weighted Iron
www.momentumgolf.com | T24. Medicus Dual-Hinge
www.medicus.com |
| 13. FlightScope X2
www.flightscope.com | T24. BodiTrak
www.boditrak.com |
| T14. Tour Striker
www.tourstriker.com | |

The Next 10:

- Foresight Sports GC2
- GAME GOLF
- JC Video Arc-30 System
- Momentum Speed Whoosh
- Orange Whip Putting Wand
- Right Angle
- SAM Putt Lab
- Swingbyte



GROOVE YOUR SWING ALL YEAR LONG

*Stock up for the Season
or Pre-Order for 2016*

Open a Wholesale account TODAY

GET READY TO PLAY

 OrangeWhipTrainer.com

 1.877.505.9447

 Info@OrangeWhipTrainer

Golf Range Association of America **Preferred Vendors**

In recognition of their support and participation, The Golf Range Association of America wishes to thank the following GRAA Preferred Vendors.



800 OK CHAMP
www.champspikes.com
Official Spike and Tee Supplier



Engineered Netting Systems • Steel Pole Manufacturers
800-726-3354
www.coastalnetting.com
Exclusive Netting Company



888-287-2614
www.golfwebdesign.com
Official Web Designer



800-541-1123
www.texnetusa.com
Exclusive Netting Company



800-225-8500
www.titleist.com
Official Equipment Company



800-869-1800
www.wittek.com
Official Range Equipment Supplier



BUILT TO
redefine

The new way PGA Professionals communicate, connect and share.

Login now to customize the site for your individual needs.

From your desktop, tablet, or mobile phone

Visit PGA.org 

The new pgalinks.com



PGATM



GRAA Featured Partners



RevUS

Attract new members and future guests with creative content marketing for your range! RevUS utilizes the latest aerial and ground cinematic production tools to capture breathtaking visuals and tell your story like never before. Our drones are perfect for cinematic lifestyle marketing, event cinematography and photography, social media content creation for PR departments, hole-by-hole course flyover, 360 video for virtual tours and social sharing and more.

To learn more, visit: www.revolutionaryus.com



SKIN Sunscreen

SKIN Sunscreen was readily embraced by public, private and resort-managed golf facilities and our business grew quickly. This proactive measure – applying sunscreen – is every bit as important to the outdoor athlete as is the warm up on the driving range or stretching before your round. In fact, sunscreen is essential to lifelong enjoyment of any outdoor sport – but especially important for the golfer, given the number of hours played under the sun.

To learn more, visit: www.skinsunscreen.com

1. **Arm-Lock Golf**
(360) 581-2790
www.arm-lockgolf.com
2. **Champ**
(800) OK.CHAMP
www.champspikes.com
3. **Coastal Netting**
(800) 726-3354
www.coastalnetting.com
4. **Foresight Sports**
(858) 880-0179
www.foresightsports.com
5. **Ghost Tape**
(717) 397-4345
www.ghosttape.com
6. **Golf Web Design**
(888) 287-2614
www.golfwebdesign.com

7. **GreatBlue Research**
(860) 740-4000
www.greatblueresearch.com
8. **J&M Golf, Inc.**
(800) 346-7788
www.jandmgolf.com
9. **Links Technology**
(847) 252-7600
www.linkstechnology.com
10. **Orange Whip Trainer**
(877) 505-9447
www.orangewhiptrainer.com
11. **PNP**
+61 2 6239 3462
www.pnpgolf.com/au
12. **Power Tee**
(877) 769-3781
www.powertee.com

13. **RangeCart**
(800) 706-1336
www.rangecart.com
14. **Range Servant**
(800) 878-8050
www.rangeservant.us
15. **RevUS**
(844) 884-9757
<http://www.revolutionaryus.com>
16. **SKIN Sunscreen**
(800) 977-3440
www.skinsunscreen.com
17. **SPRYTE Golf**
(855) 577-7983
www.thespryte.com

18. **Tex-Net**
(800) 541-1123
www.texnetusa.com
19. **Tour Striker**
(480) 664-1002
www.tourstriker.com
20. **Track Tee**
(866) 998-0809
www.tracktee.com
21. **UST/Mamiya**
(800) 277-0534
www.ustmamiya.com
22. **Wittek Golf Products**
(800) 869-1800
www.wittekgolf.com

Welcome to the Family!

At the GRAA, we appreciate the business of all our partners that support our many endeavors such as *Golf Range Magazine*, GRAA Best Practices, the GRAA Awards Program, the GRAA Boot Camp Series as well as many other digital and relationship programs. Recently, the GRAA has welcomed the following new partners who have come on board to support the range side of the business and partner with our members on growing the game and growing revenue at your respective facilities:

Ernest Sports
(855) 354-4653
www.ernestsports.com

Prestwick Golf Group
(844) 334-0085
www.prestwickgolfgroup.com

LEARN FROM THE BEST



PGATM
Learning & Performance

The **PGA Center for Golf Learning and Performance** in Port St. Lucie, Florida sets the stage for an incredible Golf School experience.

Ranked among the country's Top 50 practice facilities, the Center features **PGA of America Golf Schools**, with top PGA Professionals presenting state-of-the-art instruction for *your game*.

Golf School Packages with Rounds at PGA Golf Club Start at \$835
Reserve Your PGA of America Golf Experience Today!

PGAVILLAGE.com | 800-800-GOLF (4653)

