

THE ART OF BUSINESS ON THE GOLF COURSE

BUILDING BETTER RELATIONSHIPS ONE HOLE AT A TIME

Sponsored by:

Friday, October 15, 2011

Windsor Parke Golf Club | 13823 Sutton Park Drive North | Jacksonville, FL 32224

Are you a beginner interested in building your business and enjoying a game at the same time? Legendary deals are made on the golf course. Why? Because you are interacting with your customer in a relaxed, non-threatening atmosphere for nearly 4 hours! True character will be revealed and new bonds are formed. Do you have the right skills?

Who should attend: beginners. If you don't keep score or are picking up clubs for the first time, this is for you!

Join us for this fun professional development opportunity!

You'll learn:

- ✓ The spirit of the game
- ✓ A crash course on rules of the game
- ✓ Timing and technique to bring up business conversation
- ✓ Real examples from others
- ✓ The deals others made and how it came together
- ✓ Picking up on the right signals with gambling and adult beverages
- ✓ Golf etiquette and how not to embarrass yourself in front of an important customer or prospect
- ✓ How to use the game in your marketing plan

10:00 - 10:30 Registration, networking and introductions

10:30 - 12:00 Clubhouse discussion

12:00 - 12:30 Lunch

12:30 Practice Range with personal instruction from actual tour players

1:00 Tee time (Scramble play, 9 holes) Put your new skills to the test!

About your instructor:

Mary E. Hafeman is a highly regarded, accomplished player, instructor and operations specialist within the golf industry. A former player on the LPGA Tour, she is one of golf's "Top 50 Teachers" according to Golf for Women magazine and Golf Magazine recognizes her as a "Top Teacher" by region. Mary's experience includes serving as head golf professional at Ocean Hammock Golf Club where she was responsible for golf services and operations at this Jack Nicklaus Signature oceanfront course, singled out by Golf Digest as one of America's "10 Best New Upscale" courses. She is an A-1 member of the PGA of America and an LPGA Class A member. Prior to joining Ocean Hammock, Mary was director of golf and head PGA professional at Ponce de Leon Hotel Golf and Conference Center in St. Augustine, site of Florida's oldest golf course. During her 14 years there Mary successfully increased golf revenues by 100 percent. A 1980 University of Florida graduate, Mary was captain and Most Valuable Player of UF's women's golf team. She currently owns Mary Hafeman Golf Experience.

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THE HANDBOOK FOR SMALL BUSINESS

\$60 includes lunch, private instruction and 9 holes of golf.

Register online at www.advantagebizmag.com/events or call 904-704-5058