



The Soul of the Country Club

Locker Room Managers Association Newsletter

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"The locker rooms are the soul of the country club." --Byron Nelson



The association would like thank Chad Penman, Head Golf Professional at *Boothbay Harbor Country Club* in Boothbay, Maine, Johan Huygens, *National Golf Club of Canada* in Woodbridge, Ontario, Canada, Anthony Biafore, Locker Room Manager at *Victoria*

National Golf Club in Newburgh, Indiana and Gary Schoeder, Locker Room Manager at *Creighton Farms* in Aldie, Virginia for renewing their memberships for another year.



Do you want your locker room staff to take the customer service in your locker rooms to the next level in 2017? Now's the time to purchase The System that will do just that. Just click on the ad above or do so on the web site at www.yourlrma.com!

NOTE: *Some of the positions are seasonal and might be filled at present and/or the club may be looking for someone to fill the opening in the near future.*

Mission Hills Country Club in Mission Hills, Kansas needs to hire a Men's Locker Room Attendant ASAP. Contact Dominic Pam, Men's Grill and Locker Room Manager at dpam@missionhillsc.com.

Boothbay Harbor Country Club in Boothbay, Maine is looking to hire a Locker Room Supervisor immediately. If you are interested in the position or know someone who might be, please have them contact Chad Penman, Head Golf Professional ASAP at chadpenman@aol.com.

Radley Run Country Club in West Chester, Pennsylvania is looking for a Men's Locker Room Attendant for immediate hire. Please email resumes to Joseph Mendez, General Manager at jmendez@radleyruncc.com.

The Clubs at Cordillera in Boerne, Texas are looking for a full time Men's Locker Room Attendant. Please contact Joe Davis, Facility Director, at jdavis@cordilleraranch.com. This is a year round position.

River Crest Country Club in Fort Worth, Texas needs a Locker Room Manager and wants to hire a great candidate by September 1st. Please send your resume to Henry Amaya, Clubhouse Manager at hamaya@rivercrest-cc.org.

The Country Club of Fairfax in Fairfax is looking for a Locker Room Manager. Send your resume to Eric Olson, Director of Food & Beverage at erico@ccfairfax.org.

The Grove in College Grove, Tennessee is looking for a Men's Locker Room/Lounge Attendant. Please send your resume to Kris Garner at kgarner@groveliving.com.

Westborough Country Club in Saint Louis, Missouri is looking for a men's locker room attendant. Send resumes to Shane Duncan, POM at sduncan@westboroughcc.com.

Jeff Winow, Locker Room Manager at *Baltusrol Golf Club* in Springfield, New Jersey is looking for a men's locker room attendant to start ASAP. Send your resume to him at jwinow@baltusrol.org.



*"we sweat the little stuff,
so you don't have to!"*

www.NoSweat.net



The **Thought for the Work Week Ahead** will take a look at whether politics belongs in the locker room and what happened to one LRM that was too opinionated with members.

The **Bimonthly Column** will provide you with more lines you can use to brighten your members' day.

The **President's Shoe Tip of the Month** will give you specifics on how to get a particular FootJoy Freestyle Golf Shoe clean, especially the white toe area.

The **President's Customer Service Tip of the Month** is about the importance of observing member behavior as a way of improving services in your locker rooms.

Comments are a bit different this month with the topic being what association member clubs charge for locker rentals.

Book Excerpts come from THE LOCKER ROOM MANAGER'S BOOK OF WISDOM and look at backing off when you don't know what to do, filing member compliments away to maintain a good attitude and the naked truth about your locker rooms.

The **Reviews** cover Winn Putter Grips and New Balance Golf Shoes.

Todd Dufek-LRMA President

THOUGHT FOR THE WORK WEEK AHEAD
Politics and Your Locker Rooms
BIMONTHLY COLUMN

More Lines to Make Members Smile
PRESIDENT'S SHOE TIP OF THE MONTH
How to Clean FJ Free Style Golf Shoes
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Back Off When You Don't Know What to Do
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REVIEWS

Winn Grips: A Choice for Every Golfer New Balance Golf Shoes, Roomy with Traction



The Official Players Iron of the
Locker Room Managers Association

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THOUGHT FOR THE WORK WEEK AHEAD

Politics and Locker Rooms

With the current climate of political correctness and polarization of both parties, it's safe to say that it's not a good time to bring politics into your conversations with members and their guests. In fact, it recently cost one of our colleagues his job. More on that later.

Many of you have been in the association long enough to remember that I allowed a member's comment in a newsletter that was derogatory towards a member of one political party. Though I didn't express it myself, the responsibility fell on me because, of course, I allowed it in.



The Official Game Improvement Iron of the
Locker Room Managers Association

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Shortly after I received a few emails rightly castigating me for allowing politics into an association publication. And I apologized for the error shortly after that. Just shows you that politics affects everything.

Anyway, it's generally a good idea to keep politics out of discussions with members unless you find a kindred spirit who agrees with your views. One LRM I heard of recently lost his job because he was so opinionated when it

came to his views about a certain politician. And talked about it too much with members. Don't make that mistake!



Todd Dufek
LRMA President

LRMA Advisory Board

Todd Dufek-LRMA President
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The Country Club at DC Ranch
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Lead Locker Room Manager
Augusta National Golf Club
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San Gabriel, California

Bobby Orr
Locker Room Manager
Big Canyon Country Club
Newport Beach, California

BIMONTHLY COLUMN

More Lines to Make Members Smile

In last month's issue I provided you with some lines to make your members laugh or smile. In fact, they are the ones I use that have proven the test of time.

In this month's issue, I add a few more. However a couple are designed to show your members you sympathize with their struggles with the game of golf. And perhaps generate a smile or two. Please send me yours so I can share them!

1. "If you don't look good, I don't look good."

I utter this one frequently during the season and use it when a member or guest notices I shined or repiked his shoes when he wasn't expecting it. It usually elicits at least a smile and often a laugh. By the way, it's actually the marketing slogan for Vidal Sassoon, the beauty products company. Except theirs is, "If you don't look good, we don't look good."

2. "If you haven't been humbled by the game, you haven't played long enough."

With golf being as difficult as it is, we often find ourselves on the receiving end of our members' complaints about how bad they played. I don't know about you, but sometimes it's as if the member is dying a slow death and it's difficult to find a way to provide a little comfort. This phrase is a catch all for any weary golfer when he or she feels bad about the state of their game. You may not get a laugh, but your members will know you sympathize with their plight.



3. "I don't know whether to shoot myself or go bowling."

This one will let your members know you have a heart and get a laugh. When a member comes in and is despondent about a round of golf, I explain that when a college golf buddy of mine has a bad round, he says the above. And that it's a funny way of expressing how frustrating the game can be.

By the way, I've suggested in previous newsletters that if you don't play golf that you learn how. And if it's possible to play and become familiar with the golf course at your club, do so. The difficulty of various holes can be a point of discussion, commiseration and build your relationships with your members and guests. In fact, several members have insisted I call them by their first name after we play golf together.

THE LRMA PRESIDENT'S SHOE TIP OF THE MONTH

How to Clean FJ Free Style Golf Shoes



Some 30+ years ago when I started in the profession it seemed like every shoe was a solid color with about 90% of them white. Never in my wildest dreams did I think I'd see shoes like the FootJoy Freestyle Men's Golf Shoes above.

Of course, when they come in and they're a little bit dusty, I usually use saddle soap and do a quick once over, wipe them off and I'm done.

When a member or guest brings a pair in and the toes are grimy I use saddle soap and a brush to go over them firmly. But usually the grime and dings on the white area around the toes will not come clean.



That's when I use Kelly's Shoe Cleaner above (I keep it in a plastic bottle on my workbench for easy access).

All you have to do is put a dash on a clean cloth and wipe the area firmly, the grime comes off and the shoe looks new. It works on the other white areas of the shoe that are similar. There are exceptions however.



To visit the company's site click below
www.xxiousa.com;

THE PRESIDENT'S CUSTOMER SERVICE TIP OF THE MONTH

Observe Member Behavior for Better Service

You'll recall that we are in the middle of a new series on customer service in our weekly Thoughts and that we are covering one characteristic per week.

One we discussed was a couple weeks ago on Attentiveness. And I gave a few examples of how observing member and guest behavior can lead to better service.

I'd like to continue along those lines with more examples of how observing behavior can lead to better customer service. For example, we have a two tiered basket that holds all kinds of pain relievers and other amenities. In all it holds the following: Advil, Advil Liquigels, Aleve Liquigels, Tylenol, Motrin, Bayer, Clear Wipes, Mentos Gum (four flavors), bandages in two sizes and three kinds of tape.

Often a guest will be looking through all the offerings and is not selecting anything, to which I respond, "Is there anything you need there?" He may reply, "I need some Tums." Since we don't keep those in the basket, I get him some from a nearby cabinet. Because I asked I provided good customer service. Okay, this may be a no-brainer, but a reminder now and then doesn't hurt either.

"As I think over a lifetime of a variety of golf experiences, it is remarkable how much the locker room mattered to the quality of those experiences. That is not something I can say about any other aspect of a clubhouse, least of all the parking lot."

Fitzhugh Scott
 Clubhouse Architect

COMMENTS

NOTE: A colleague of ours in Pennsylvania asked what other clubs charge for locker rentals and how often they bill, so I did an email blast asking for information. Below are most of the responses. Based on this info, you may want to reevaluate what you charge. --Todd



To visit the company's site click below
www.footjoy.com

Our locker rates are part of the annual dues structure. However, we charge \$300 annually to a spouse who wants a locker. About 60% of spouses have lockers.

I've heard prices range from \$100 a year to \$300+ a year. One club in the Cleveland area had an abundance of lockers because of the annual fee so they offered a free guest greens fee to be included in the locker fee as an incentive. It worked and members began filling up the lockers. One thing I believe in is that the amenities should be of such quality to justify the locker fee.

We charge yearly half, \$140 and full locker, \$210.

We charge \$85 per year for a locker. All golf/stock and senior members get one (unless the senior gives it up due to lack of play), and all of these are full size. With the renovation that we completed last year, we now have half lockers for our intermediate and junior members, which are \$42.50 per year, if they want one. A number of intermediates end up sharing with their fathers. Social members cannot have a locker but if they play, guest lockers are of course available by the round at no charge.

As far as the ladies' locker room, most of the ladies split a locker due to the lesser

number of lockers available. Ladies' lockers are optional unless the lady is the primary member; if so it is automatic. Lockers are billed annually on the October statement.

½ lockers are free for golf and sports (racquets) members. An upgrade to a full locker is \$25 for the year. Pool/social or social members may not have a locker. About 15 years ago we rolled the locker fee into the dues. We like to be all inclusive with costs, we find the members prefer that. We bill the full locker fee in April (start of our fiscal year).

(We are at capacity 98% of the time)

Men's: All billed annually in April

\$300 Full Locker (462 lockers)
\$200 Half Locker (8 lockers)
\$120 Quarter Locker (10 lockers)

Women's: Same billing

\$140 half locker (244 lockers)



To visit the company's site click below
www.nikegolf.com

We bill \$190 for the year. It's added to our members February statement. We will prorate the fee if they join/add a locker at any point in the year. That prorated amount is added to the following month's bill. We do not charge for guest lockers at any point in the year. It's a gratis amenity to all if they choose to use it.

\$20 per month, billed annually.

We just changed ours. \$199/per year billed in February which includes shoe service. Seasonal are charged \$125 for 6 months. We charge \$240 per year, billed January 1st.

Our locker rentals are \$240 annual for half lockers and \$480 for full lockers. They are custom and larger than the normal size. We charge in January for the year and prorate if you sign up throughout.

We have double lockers and charge annually \$100 per locker. When someone comes in after October we do not charge them, but before October they pay the full amount.



To visit the company's site click below
www.nikegolf.com

\$220.00 full size and \$160.00 for half size... lockers are billed in February. They are also able to share full size at \$160.00.

\$18, billed monthly. They are half lockers and available to Full, Limited, and Ranch (Social) members. Members can give up their lockers at any time with 30-day notice.

We charge \$360 for a half locker, and \$400 for a full locker. Our billing cycle is from January- December. We have 550 lockers total and only 10% of them are half lockers, and the rest are full lockers. We also have a waiting list for lockers, and a 5-year waiting list to become a full golf member. Unless someone dies, it's hard to get a locker here. Or unless someone sells their membership and that is also rare.

"The Locker Room is not just a mere dressing room, it is an INSTITUTION. Here is the birthplace of lasting friendships; here is the garden where club spirit is fostered and develops; here is the clearing house between the political arena of the lounge and the battlefield of the links."

Sandy Tatum
Former USGA President

BOOK EXCERPTS

NOTE: *The excerpts below are taken from my book, THE LOCKER ROOM MANAGER'S BOOK OF WISDOM. It is available for sale on the association web site at: www.yourlrma.com.*

Back Off When You Don't Know What to Do

From the book, *"Don't Sweat the Small Stuff at Work"* by Dr Richard Carlson

Without question, this is one of the most important mental techniques I have ever learned. It's made me more productive and, what's more, it's definitely helped me to sweat the small stuff less often at work.



To visit the company's site click below www.cobragolf.com;

It's tempting, when you don't know what to do, when you don't have an immediate answer, to try to force the issue. You try harder, think faster, attempt to figure things out, and struggle to come up with something. You give it your best shot . . .

. . . Most of us have had the experience of (metaphorically) banging our heads against the wall, struggling to make a decision or solve a problem. It's so complicated and difficult you simply don't know what to do.

. . . You're so frustrated that essentially you give up. A few minutes (or hours) later, you're doing something completely unrelated to your concern.

You're thinking about something else when, out of the blue, an answer pops into your head. But just not any answer—a really good one. *"That's it!"* you rejoice.

NOTE: The message here is that if you keep going over and over a problem rapidly in your head, you lose your common sense and wisdom. When I read this article I was reminded of a prolonged putting slump that Jack Nicklaus had fallen into during the prime of his career. He spent hours trying to figure out what was wrong and the answer came to him in a dream.

File Member Compliments Away to Maintain Good Attitude

Like any other worker in the service industry, you may find yourself with a bad attitude toward your job. And in our particular profession, all it takes is one unreasonable member with a bad demeanor to make us wish we were doing something else for a living.

It's at times like this that it's important to remember the compliments that members have given you over the years. And the satisfaction gained from serving members that are grateful for what you bring to your job as Locker Room Manager/Attendant. For me, at least, their kind words are what keep me going when the job gets extremely hectic and it seems that no one appreciates my hard work.

It will probably not surprise you to learn that psychologists have pointed out that compliments play on "the tapes in our minds" for at least six months. And that many people keep a journal of all the compliments they receive in order to maintain a good attitude when they find themselves in the middle of a tough day.

You may not want to keep a journal, but keep those kind words in mind as you go through each week at your club.

The Naked Truth about the Most Overlooked Area in Golf and Country Clubs

The locker room is the heart of your club, vital to both member recruitment and retention. Unfortunately, though, clubs often overlook this crucial area. Members don't.

"Members spend more time in the locker room than perhaps other areas of the club that get more attention," says Greg White, general manager for the *Cherry Creek Athletic Club*.

More than just a place to hang clothes, a locker room can either attract members or drive them away. "That's an area where you can lose a prospect," says Jim DeLaunay, the general manager of the *Fitness Company's Headquarters Health Club*, Morristown, NJ.

Indeed, locker rooms can be a differentiating factor for people shopping for a club membership. "Everybody's got the same treadmills," DeLaunay says. "Everybody's got the same free weights. . . . It's the club location, the club's overall decor and the club's locker rooms that make the overall difference. As far as facilities go, I think

locker rooms are the biggest variable in between clubs."

You can determine whether your locker room is a positive variable by gauging the reaction of current members. Listen to complaints, but also keep an eye out for unspoken feedback. For example, how many people actually use your shower facilities? Do members run in and out of the locker room as quickly as possible, or do they relax, chatting with friends?

On average, only 25 percent of members use a club's showers, according to Bruce Carter, the founder of the Longmeadow, Mass.-based consulting firm *Optimal Fitness Systems*. It's a telling statistic that most people prefer to wash up at home.

Cleaning up the locker room's image is an important step toward increasing member retention and sales. The locker rooms should be a place where form meets function: Though a practical space for storing belongings or showering, locker rooms should offer a warm, welcoming environment.

"[Owners] don't pay enough attention to the importance of [the locker room] in their prospect's mind," says Carol Nalevanko, the vice president of *DMB Sports Clubs*. "[Owners] are looking for functionality, not for feel."

According to Carter, members want cleanliness, space and privacy in locker rooms — with cleanliness coming first. "Obviously this is a place where they're going to be most intimate with the club," says Janet Woodfin, general manager of *Crunch at 38th Street* in New York. And filth makes intimacy unpleasant.

Since cleanliness tops the list of what members want, maintenance of the locker area should be handled on a continuous basis. Many clubs like to do a deep cleaning overnight, with multiple smaller cleanings throughout the day, particularly after rush hours. "Cleanliness — that's a 24-hour-a-day job," says Nalevanko.

Taken from the *Club Industry* web site.



To visit the company's site click below www.cobragolf.com;

REVIEW

Winn Grips: A Choice for Every Golfer

If you go to www.winn grips.com and click on Putter Grips you'll see that this company has just about every putter grip you could ever want.



To visit the company's site click below
www.nikegolf.com

Below I'll provide the skinny on both grips I used and a review of both.

The General Skinny (from tgw.com)

Winn is a premier name in golf club grips. Winn offers a wide array of putter grips to personalize your flat stick for the feel and feedback you prefer. Golf grips are easy and fast to replace. Most anyone can do an entire set of clubs in one hour or less. The feel of new grips is almost like having a new set of clubs. You can choose the grip contour and feel that's right for you and your game.

Winn Golf Club Grips feature:

- Weather resistant design for all-weather performance.
- The superior feel results in a tension-free swing, providing confidence in your golf game
- Slip-resistant surface helps keep the clubface angle consistent through impact resulting in a more accurate shot
- 65% more shock absorption for reduced hand fatigue

The Winn Pro 1.32"

The Skinny

The 1.32" diameter of this grip makes it feel slightly smaller than a Winn Jumbo putter grip. With minimal tapering in the grip profile, the paddle shape reduces wrist movement during the stroke. The tacky Excel polymer material makes this grip as comfortable as it is attractive.

NOTE: When I received the two putter grips I put them on two blade putters: a PING Answer and a SEEMORE. The pistol grip was put on the former and the blue one on the latter. I also had a third putter with a normal sized grip.

I tested the putters by hitting putts to three separate holes on our practice putting green that measured between 30 and 40 feet. And alternating putters after having hit 3-4 putts with each. They showed no significant differences in proximity to the hole.

My conclusion is that the putter grip you choose, like the look of the heads on your irons, is a matter of personal preference and feel. As others have said before me, "What matters is whether you believe in your equipment because if you do, chances are it will work for you most of the time."

The Review

This putter grip is on the larger end of the spectrum that Winn provides and for someone with hands on the smaller side, my hands barely touched one another.

At the same time, it did a nice job of keeping my wrists from breaking down during the stroke. When I hit putts with this one they felt solid when I hit the middle of the face. Yet I knew easily when I hit a putt toward the toe or heel end.

In the end, despite satisfactory results, I couldn't get comfortable with such a large grip because my hands are too small.

The Triple Line Pistol Grip

The Skinny

The jumbo size is Winn's most popular for its stabilizing effects on wrist movement. This classic black model is much heavier than all other jumbos at twice the weight, making the clubhead feel lighter. The soft, tacky Excel polymer provides ultimate comfort in your hands.

The Review

Unlike the the Winn Pro, the Pistol Putter Grip was a little smaller and tapered toward the end so that it resembles a real pistol grip (as in "gun"). Since I've used putters with pistol grips in the past with success. And this one didn't feel like a baseball bat in my hands, I really enjoyed putting with it.

In fact, I suggested that a golfing friend of mine try both grips and he quickly pointed out that the Winn Pro was too large but that he really liked the Pistol Grip. So much so that he went out within a day or two and had one put on his putter.

The reason? He owns a real pistol and goes to the range weekly for target practice and it felt natural to him. If you find out a member does the same, mention this grip to him/her because chances are the person will love it.



To visit the company's site click below
www.callawaygolf.com

WHAT TO TELL YOUR MEMBERS ABOUT WINN PUTTING GRIPS: *Winn Grips have every kind of putter grip imaginable (along with those for your other clubs) and can satisfy every golfer's taste. And their price range of under \$10 for any one of them makes them affordable too. I highly recommend you go to their web site and check out their grips before purchasing a new one (www.winn grips.com). I'd recommend them to anyone."*

REVIEWS Cont.

**New Balance NGB2004 Golf Shoes: Basic, Practical, Effective**

The Skinny

New Balance Mens NBG2004 Golf Shoes Lightweight, Flexible Golf Shoes With Waterproof Protection

The New Balance NBG2004 spiked golf shoes feature a stable, provides flexible fit that's lightweight and provides maximum traction. These shoes come with a 2 year waterproof warranty.

New Balance Mens NBG2004 Golf Shoes features:

- TPU outsole is designed to move with your foot for stability, flexibility and traction
- REVLite midsole adds lightweight cushioning and premium responsiveness
- PU sockliner maximizes comfort
- Microfiber upper with super lightweight Phantom Fit
- Champ Zarma Tour cleats with Slim-Lok cleat system
- **2 year waterproof warranty**
- **Shoe Width Note:** D = Medium • 2E = Wide • 4E = Extra Wide

The Review

In 18 years as president of the LRMA, I've probably reviewed close to two dozen different styles of golf shoes from a half dozen manufacturers. And when I saw that members at my club were adding New Balance golf shoes to

their collection of NB athletic footwear, I had to get a pair and review them. Shortly after sending in my request to the company I received the blue and gray pair you see to the left.

What struck me when I first slipped these shoes on just to walk around my house was their roominess. The counters in the back of the shoes fit my heels nicely as they did in arch area.

The toe box was as roomy or roomier than just about any golf shoe I've ever worn. In fact, any larger and I would have considered it a sloppy fit.



To visit the company's site click below
www.adidasgolf.com

In fact, if you are looking for a moderately priced golf shoe, you can buy this same exact shoe on a retail golf web site for under \$100. But I digress.

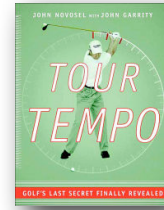
From a golfer's point of view I found this shoe to be a basic model without the bells and whistles of more expensive brands. The uppers don't have thousands of holes punched in them, a thick foam layer on which your feet ride as you practice or play. Nor is there a boa system for a perfect fit. But they feel good on your feet as soon as you slip them on. And after doing so, you won't even notice they're there.



To visit the company's site click below
www.argolf.com

If I was to compare these shoes to a car, they are not a Jag or a Benz, but a Soul

with simple good looks and an basic but comfortable ride for the owner. They may not be as fancy as other brands, but they will still get you from the 1st tee to the 18th green in fundamentally good style.



To visit the book's web site click below
www.tourtempo.com

From a locker room manager's point of view, i.e. someone that has to clean these shoes, care is minimal. Every New Balance golf shoe I've seen has uppers composed of manmade material (also know as "microfiber leather").

Therefore, grass stains, nicks and any soil can easily be removed by applying an even coat of saddle soap and wiping the shoe off with a clean cloth. You can follow up with Mr. Leather for a nice shine. Dings can be removed with Kelly's referred to earlier in this newsletter.



To visit the company's site click below
www.golfbuddyglobal.com

As a shoe repairman, I see these shoes as solidly built. I'd like them better if the uppers were made of breathable leather such as baby butt soft calfskin.

WHAT TO TELL YOUR MEMBERS ABOUT NEW BALANCE NGB2004 GOLF SHOES: *"If you are looking for a nice shoe that's inexpensive and does the job of keeping you planted when you swing, then this is your shoe. It is comfortable, roomy and an ideal pair for orthotics or arch supports because of this trait. A good shoe for a beginner who is not sure if golf will be the game of a lifetime. Cost: \$99.00.*