



The Soul of the Country Club

Locker Room Managers Association Newsletter

The PROBLEM SHOE Issue

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Shoe Care Problems?

Find Out More [Click Here](#)



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

The association would like to welcome General Manager Paul Levy at *Toscana Country Club* in Palm Springs, California. The club is currently looking for a Locker Room Manager. Please see the job listing below.

The association would like to thank Jose Cueto, Housekeeping Manager at *Chevy Chase Golf Club* in Chevy Chase, Maryland, Mark Rudins, Locker Room Manager at *Glen Oak Country Club* in Glen Ellyn, Illinois, Gary Schroeder, Locker Room Manager at *Creighton Farms Golf Club* in Aldie, Virginia and Tyler Pickens, Clubhouse Manager at *Farmington Country Club* in Charlottesville, Virginia for renewing their memberships.

This issue of the newsletter will focus on problem shoes - both street and golf - that may end up in your shoe room and how to fix the conundrums they present.

For example, when it comes to street shoes one problem you may come across is a light brown pair that has been stained with a petroleum or alcohol based product like gasoline and/or wine. Scrub as long as you like, the stains aren't going anywhere.

A simple solution, with the member's permission, is to dye the shoes black rendering the stains invisible. Just order a 4 oz. bottle (ITEM #LX-F095-BL) for under \$3.00 from 'Fore' Supply at 800-543-5430 and follow the directions. Please note that this product cannot be shipped to California (you can likely find it in a shoe repair shop, but call first). If you can charge for the dye job, \$25 -\$30 is reasonable.



NOTE: Please keep in mind that some of the positions below are seasonal and that though they might be filled at present, the club may be looking for someone to fill the opening in the near future. --Todd

Available jobs are as follows:

Toscana Country Club in Palm Springs, California is looking for a Locker Room Manager. Email resumes and references to plevy@sunrisecc.com. Phone calls are not appropriate at this time. Great opportunity for career advancement. Please visit the club's website at www.toscanacc.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.

Westmoreland Country Club in Wilmette, Illinois is looking for a Men's Locker Room Attendant. Apply by sending resumes to Brian Murphy, Locker Room Manager at b.murphy@westmorelandcc.org.

Colonial Country Club in Fort Worth, Texas is looking for a Men's Locker Room Supervisor (yes, the one where the PGA Tour Event is played). Please send your resume to Celeste Cathey, Human Resources Director at ccathey@colonialfw.com.

Lake Forest Country Club in Hudson, Ohio is looking for a full time Men's Locker Room Manager. Contact Ernest Roma, Club manager at clubmanager@lakeforestcc.org if you are interested in the position.

Jim Carmalt, Locker Room Manager at *Bellehaven Country Club* in Alexandria, Virginia needs an assistant in the men's locker room. Email him at jcarmalt@bellehavenc.com.

The Club at Pradera in Parker, Colorado needs a men's locker room attendant. Contact Locker Room Manager Mike Banks before October 1st at mbanks@theclubatpradera.com.



BIMONTHLY COLUMN

Shoe Repair Didn't Prepare Me for This!
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 MEMBER REQUEST

The History of the LRMA, President's Bio



Personally, I didn't agree. In fact, I was quick to point out that I had recently completed an interactive, instructional DVD that demonstrated how to restore footwear in a shoe room at a country club.

In that DVD I work on several kinds of footwear in both the golf and street shoe categories. Anyone can take that knowledge and do a great job on most shoes they'll see coming across their service counters.

However, I have found a grain or two of truth in my friend's statement about the time it takes to learn everything. That's because when it comes to restoring *every* brand of golf and street shoe in *every* conceivable condition we face a challenge: restoring every golf shoe so that it looks like new. It takes time to see shoes in every conceivable condition.

And if you've been at this as long as I have, you'll see white golf shoes that have never been cleaned and lost most of the polish on their toes. You'll come across black golf shoes that may only be a month or two old that have lost the finish in the heel areas so that you can see the gray, bare leather underneath.

By the way, in both cases you can dab (in the case of the white toe) or put on Club Classic Liquid Shoe Polish, let it dry then apply Meltonian polish and machine buff.

I was chatting with a club member a few weeks ago and told him in the early days of the association I wrote shoe makers with shoe care suggestions. And they told me they didn't need my two cents. They had all the experts they needed on site.

As the member so aptly said, "That makes no sense to me. You [locker room managers] are 'the boots on the ground.' If anyone knows how golf shoes hold up and how to care for them, it would be you guys."

And the process of meeting shoe care challenges goes on. And like golf, you never stop learning. I know I never have!



THOUGHT FOR THE WORK WEEK AHEAD

Challenge: Restoring Every Golf Shoe

I spoke with a gentleman that shined shoes at a club in the Midwest a while back. He also created a very successful shoe shine business of his own in the town where he lived.



At one point during the hour that we talked, he said, "If a person wants to know how to care for street and golf shoes like I do, he'll need to spend at least a year working with me to learn it all."

The **Thought for the Work Week Ahead** is about the frustration of attempting to restore every problem golf shoe.

The **Bimonthly Column** looks at my decade of shoe repair and the fact that it didn't prepare me for all the shoes I'd have to restore as a locker room manager.

The **President's Shoe Tip of the Month** will explain how to care for those ECCO shoes made out of yak hide.

The **President's Customer Service Tip of the Month** is about being honest with members and guests when it comes to problem street and golf shoes.

Member Comments is actually an email I wrote to a member. More details on the Comments page.

Book Excerpts include a day in the life of a locker room manager and an email on cleats.

The **Reviews** cover Callaway's X2 Hot Fairway Woods and Tom Watson's Teaching DVDs.

Industry News will cover how Champ cleats are doing on the professional tours.

Member Request includes a history of the LRMA, its goals and bio of its president.

Todd Dufek-LRMA President

THOUGHT FOR THE WORK WEEK AHEAD

Challenge: Restoring Every Golf Shoe

BIMONTHLY COLUMN

Shoe Repair Didn't Prepare Me for This!

Before I decided to become a locker room manager I'd spent a decade working on street and golf shoes with a father who had been a shoe repairman for almost 40 years in two different small towns.

When I fell into this job I felt like, "Hmm, I've worked on shoes for years, this job should be cake." I was wrong and BIG TIME!!

I took over my first shoe and locker rooms in April 1986 and had no training besides what I've outlined above, and after a month I wished I had a mentor.

They key was that I took over during one of the busiest months of the year and soon found myself without any help and hundreds of golf shoes pouring in, most of them white. Since I'd done so few white golf shoes when I repaired footwear, it soon became apparent that shoe repair didn't prepare me for this!

I recall one of my first days on the job very vividly. My shelves for dirty golf shoes were full with 25-30 pairs and I had another 30 dirty white pairs lined up on the shoe room floor and more flooding in. Again, I didn't realize just what I'd signed up for . . . shoe repair didn't prepare me for this!



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

For those of you who may be brand new to shoe care, let me let you in on a shoe care mistake I made with the white shoes when I first started in the profession.

My dad always used white Meltonian Cream Shoe Polish on golf shoes of the same color, so I put a healthy coat of it on each pair I did, let it dry and buffed it out on the white wheel

on my electric buffer. They looked fantastic and the members instantly liked my work.

I thought, "Wow, I'm off to a great start!" But it didn't last long. What I soon discovered was that it was a mistake to put a healthy coat of polish on each shoe and buff it out time after time. That's because the polish eventually built up, turned gray and had to be stripped off.

I learned a hard lesson about over polishing shoes that has stayed with me to this day. Mainly because of the work it took to take the gray polish back off.

Finally, shoe repair didn't prepare me for this and many other aspects of the job.

Has what you did before becoming a Locker Room Manager prepared you well for the job? The LRMA wants to hear from you!?!

THE PRESIDENT'S SHOE TIP OF THE MONTH

Cleaning ECCO Bioms: How to Attack Yak

NOTE: This is an email I sent to a member of the LRMA in response to his question about how to clean ECCO spiked and spikeless shoes made out of yak hide. The white ones above are by far the most challenging.

You are not the first to contact me about how to care for these pesky white shoes. I did write an article in a newsletter about how to care for them, but was unable to find it.

Because we have no water on the course at our club, I've never had problems with water spots on any of these shoes. However, what I find works the best is Mr. Leather.

I know you mention that below, but what I do on white shoes to get them clean is to use Mr. Leather, but apply it *very* firmly, like you are taking dry wax off of a car. That seems to take out any stains and most scuffs. The alternative is to use saddle soap and scrub it into a lather and then wipe it away.

The problem with doing that is that the shoes stay looking like cement and the white color the shoe had when it came out of the box is gone forever.

In my opinion Mr. Leather is the best product to use and doesn't ruin the shoes. The choice is simple: use Mr. Leather and keep the shoes looking great with water stains (hopefully it will remove them when put on firmly--let me know), or use saddle soap, hopefully get rid of the stains and ruin the leather.

Sometimes there are no good choices--I've not found anything that works great on every color. If you do, let me know. In the meantime I'll contact ECCO and see what they suggest.

Todd Dufek-LRMA President

ADDENDUM: I recently had a white pair of Bioms come in with stains near the sole and was able to blend them into the rest of the upper by reapplying Mr. Leather a few times and rubbing firmly over the stains.

THE PRESIDENT'S CUSTOMER SERVICE TIP OF THE MONTH

Honesty Is the Best Policy on Problem Shoes

I've faced a number of shoe repairs including: a guest who had a golf shoe with one sole nearly falling off, a member whose heel liners were so bad they were causing severe blisters, a golf shoe that had 6 spikes that had lost receptacles, a pair of golf shoes that were too tight and need to be stretched a great deal across the toes and many more.

Because of my shoe repair experience I can often fix things on the spot, but in many cases I know repairing a pair of shoes will take more time and money than the member wants to spend.

The temptation is to take short cut and get the shoes taken care without taking the time I need, but I've discovered it's always best to be brutally honest and tell the member if the shoes aren't worth wearing. Or that it will take some time to fix. Honesty is the best policy when it comes to problem shoes or any other type for that matter. It's best to just tell members like it is.

DOES YOUR LRMA MEMBER CLUB NEED A GREAT GOLF SHOE CLEANING SYSTEM?

The FAIRWAY™ Professional Footwear Cleaning System is the Answer!

Below are photos of two separate units and a close up of the “box” being used by a golfer to clean his golf shoes.



As president of the LRMA I've seen golf shoe cleaning systems in many different forms: a unit of square bristles that golfers kick the bottoms of their golf shoes over; a bristled wheel that turns at the push of a button, and “homemade” compressor systems that look hastily thrown together and are so noisy they irritate both members and guests.

From my research, the Fairway Cleaning System is the Cadillac of shoe cleaning systems. And it's meant for those clubs that feel their members deserve the very best.

According to the manufacturer, it's not only custom designed for the application, but also hand-built by skilled craftsman at their state-of-the-art manufacturing facility in New York.

The FAIRWAY™ Professional Footwear Cleaning System was designed with the highest safety standards in mind and comes integrated with multiple level of protections.

The system is fully automatic, operating only when it needs to replenish the air used by golfers. It is supplied ready to plug in and use immediately, and is backed up by a 4-year limited warranty and after sales service care throughout North America.

The system uses compressed air delivered via unique and patented safety nozzles, to completely remove mess and debris from golfer's footwear and/or walking cart more quickly and effectively than brushes or other solutions.

"We are receiving a tremendous number of POSITIVE comments on the shoe cleaner.

"It is, by far, the best one I have ever seen, and it is a major home run with our members."

Jane S. Broderick - Director of Golf - PGA National Resort & Spa, Palm Beach Gardens, Florida

"We have been longstanding Air-Eze customers. Although due to the quality of their Fairway Air Cleaner machines we are only on our second air cleaner. And in fact that change was not out of necessity but purely because the machine proved so popular that we opted to upgrade to a compressor that readied the

cleaner for use slightly faster. Those in the golf club industry will know only too well that golfers are not backwards in coming forwards with complaints and our Air-Eze cleaner is one item that has never attracted any negative comment."

Keith Adderley – Secretary – Temple Golf Club, West Berkshire, England

"I have absolutely no hesitation in recommending Air-Eze, their products and after sales service to any prospective customers."

**Graham Tennant
Club Manager/Secretary East Renfrewshire Golf Club, Glasgow, Scotland**

"Just a quick note to let you know how happy I am with The Fairway Shoe Cleaning system. My members and guests love it. They are using it like crazy. Another piece of the puzzle that makes our club stand out from my competition."

Bill Filson - PGA - GM - Royal St. Cloud Golf Links, St. Cloud, Florida

Depending upon where your club is located in relation to the company's warehouse in New York, as an LRMA member club you can save \$400-\$600 on one of these great units that run \$5,950 each. A system your most discriminating members and guests will love (as will your locker room staff because they won't have to waste time scrapping debris off golf shoe soles!).

Just email me and I'll make arrangements for the CEO of the firm to contact you and explain how to get the unit at a nice discount. --Todd Dufek, LRMA President.



DURR TECHNIK, the company behind this outstanding system.

TS Communications Associates

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

www.NoSweat.net

NO SWEAT.NET-Your Choice for Web Creation, Upgrades, etc.

If you are looking for a webmaster that can create a web site for your country club, for personal use or if you are not satisfied with your current service, contact Terry Witte, a colleague and expert member of my team at www.nosweat.net. Terry has done numerous upgrades to the LRMA web site and I'd recommend him to anyone.

Todd Dufek-LRMA President

COMMENTS

A club member recently sent an email to one of our golf professionals that contained an article from the USGA stating generally that some plastic spikes are damaging greens (no brands were named). Thought this info might be of some use to you. This was my response:

Good morning. Drew stopped by this morning and called my attention to an article you sent him from the USGA about aggressive soft spikes that are damaging greens.



Given my experience in the profession of nearly three decades and my position as the president and founder of the Locker Room Managers Association (www.yourlrma.com), I wanted to pass on some more detailed information to you.

When I began employment at my first club in 1986, metal spikes were the only kind used, and are still being worn presently by the likes of Tiger Woods and Phil Michelson (they also have been known to wear a "hybrid" spike with a metal post with plastic protrusions on the base-the Champ Pro Stinger).

As the years have passed, companies began using plastic bases with metal posts that eventually evolved into all plastic cleats with

five fastening systems, the last coming from Adidas a few years ago.

At present our locker room staff installs the two spikes below which are the Stinger and the Zarma cleat (I install more of the Zarma than the Stinger). What you'll notice about both is that they do not have sharp edges on the legs and will not tear up greens.



The Official Fairway Woods of the Locker Room Managers Association

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In fact, I have not had one complaint about any greens being damaged here at our club and I've been installing both types of cleats for several years. In addition, members have raved about the great traction both have to offer from lies in the desert to the deepest rough we can grow.



ScorpionSTINGER™



Zarma

The aggressive soft spike you are referring to is the one that comes installed in all current lines of Adidas 360 golf shoes that is pictured below. The edges are sharp and cut into the grass if golfers drag their feet and cause other scars on greens. The damage has been so bad that clubs in Ohio have also banned the cleats.



Adidas Thin Tech Spike

Adidas has been made aware of the problems with it and are coming out with a reengineered version soon. Until then, courses across the country, depending on the grass they have on their greens, may continue to see the damage you referred to in your email.



To visit the company's site, click below

<http://www.bionicgloves.com/shop/?id=96&cat=3>

Please note that I replace this Adidas spike with a Zarma most of the time (I will put on the Stinger as well depending on what the golfer prefers) so that our greens will not suffer the consequences.



To visit the company's site click below

www.clubcrown.com

Because of my unique position in the golf business, I have to keep up with the latest news in every facet of the industry as it pertains to golf shoes/locker room amenities. That's because hundreds of locker room staffers depend on me to pass the info on to them.



The Official Wedge of the Locker Room Managers Association
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I can assure you that only cleats that suit our greens will be installed on member and guest shoes that are privileged to play our course. -- Todd



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MEMBER COMMENTS, Cont.

Go for the Gold (or Emerald!)

Relaying positive thoughts to fellow association members is oftentimes awkward (for me), particularly when you have leadership examples in our association who display many more skills than most of us combined.



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

However, the excellent news that we have just received at our club here in Alexandria, Virginia encouraged me to write a small article that may give us all a little encouragement.

We were very excited to learn that our club - Belle Haven Country Club – was awarded the prestigious *Distinguished Emerald Club of the World* award for 2014, as determined by the annual Distinguished Clubs of the World Award program conducted by Board Room magazine, one of the most respected trade publications serving private clubs.

This honor is comparable to a “5-Star” rating at one of your finest restaurants or your highest AAA rating for your best rated hotel service. This has everything to do with the member experience and *every member* of our staff constantly strives to provide the very best experience for our members that they possibly can.

One of the many reasons that I believe we were recognized for this award is the underlying “want” of every staff member to improve themselves and improve the experience for our

members every time they step through our front doors, regardless of any experience they may have had before.

As we prepare for our 90th anniversary as a private club this year, it's very clear why this “want” exists. Excellent facilities with a caring membership that has installed a management team with progressive values creating a staff that “wants” to please!

It allows each and every person on staff to be a creative facet of our Emerald service.

From a locker room perspective that means constantly communicating with every service team member in the club, including tennis, F&B, golf, banquet service, fitness, housekeeping, maintenance, membership and even accounting to ensure that we can anticipate members' needs and wants, (sometimes) before they even become members of the club.

Recently we had prospective members play a practice round and, during the process of getting to know them as they came into the locker facility, we were able to find out that this couple not only enjoyed golf, but also tennis, fitness and swimming.



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

We were able to save them lockers in both facilities in areas that would be most convenient for their needs. And also provide advice on specific trainers and pros that might better enhance their fitness workout and/or golf and tennis experience when their membership application was approved.

The first day they returned to the club (after their membership had been approved) we were absolutely prepared



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

and ready to move forward in every area by anticipating their needs and communicating (team member to team member) what we felt we would need to do to satisfy their needs. It's gratifying to see the results of that particular success.

By the same token, service-minded professionals must constantly be prepared to accept responsibility for mistakes made along the way, correct them quickly, and provide even better service to those who may not have experienced the level you were hoping for.

That is the mark of a true professional in the service industry, taking the challenge of failure and turning it in to a success by regaining the trust of a member that may have been disappointed and converting them into one of your most trusted clients. That's always a great measure of success.

I hope all of the members of the LRMA experience success and happiness in their clubs and strive for an award such as the one we've just received. It is gratifying indeed!

NOTE FROM THE PRESIDENT: *What Jim's club is great at is getting to know the needs of his newest members so well that they can meet them even when they are mere prospects (to say nothing of the oldest members). This takes a great deal of effort, but it pays off in spades when it comes to a club's reputation. For Jim and his co-workers, it means “going emerald.”*

I continue to encourage any and all of you to write articles or submit ideas that can be included in an issue of our newsletter. --Todd

BOOK EXCERPTS

This month's book excerpt from THE GOOD STEWARD book is A Day in the Life of a Locker Room Manager.

NOTE: One of the problems we face in this profession is that our supervisors seem to have no idea what we do all day. If that's the case at your club, I'd encourage you to put together a day in your working life and give it to your boss. It'll be worth the detailed note taking!

THE GOOD STEWARD is available on the LRMA web site at: www.yourlrma.com, as part of the benefits of the Platinum Membership. (\$299.00). Both GOOD STEWARD books are available on the web site under the same level as are 5 training modules.

A Typical Day in the Life of a Locker Room Manager at The Country Club at DC Ranch

6:30 AM.-Arrived at work. On my way to the locker room I checked both bathrooms in main building to make sure each had enough hand towels. I continued into the men's locker room, entered from the door on the east side and walked west through the locker room until I reached the shoe room. I turned on the locker room lights and restocked towels in the bathrooms in the main building if needed. Went to fitness room, straightened up and restocked towels and water. Took all dirty shower towels down to the laundry to be washed, picked up clean towels and put them away.

7:10 AM-Started my morning walkthrough checking lights in the locker room. I straightened up all amenities on sinks and medicine cabinets, restocking any items that are low. I checked to make sure face cloths were available in each shower stall and shower towels and mats on the rings outside the shower doors. I've also noted any shelving units in locker rooms that are low on towels or shoe horns and restocked those (two shoe horns and kept side by side on each locker bay bench). Went through all guest lockers to make sure they have all amenities (aspirin, lens wipe, etc.). If there are any plumbing or lighting problems they are noted and our maintenance man is contacted at 7:00 a.m. when he arrives.

7:20 AM-With bathroom and locker room fully stocked, including toilet stalls with TP and Freshends, and steam room operating I

went to the golf pro shop to get a copy of the day's tee sheet. After assessing the day-it was all straight tee times with a total of 24 people across sheet-I returned to the shoe room and finished the half dozen pairs of shoes left over from day before and put them away.

7:45 AM-I greeted members as they begin to come in. After several members have come and gone I checked the locker bays and picked up 12 pairs of street shoes. As I got the shoes, I wrote the locker number on the bottom of one shoe of those that were guests. All shoes are shined and returned to guest lockers, member lockers, or to the bay/locker where they were found. Bathrooms are checked for amenity needs.

9:00 AM-Members continued to wander in as in eight o'clock hour. Repeated procedure with member and guest shoes. Six pairs total picked up, shined and returned. Bathroom is again checked for amenity needs.

10:00 AM-Lunch 30 minutes.

10:30 AM-Returned to locker room and went on shoe run. Picked up a half dozen more street shoes and returned them to the shoe room. They are shined and put in to lockers or bays. The bay with the most locker rentals has grass in it, is cleaned up, as are other bays.

11:00 AM-Another member arrives with three out of town guests (I had names of guests on lockers). I gave the guests lockers in the same bay as the member and welcome them to the club. I explained that if they want their shoes shined to leave them on the floor.

11:30 AM-Picked up member and guests' shoes and put them on shelves in shoe room. I cleaned and shined them and put the guests' shoes on the floor in front of their lockers and the member's shoes in his locker.

12:00 PM-Received call from steward in women's locker room. Two light bulbs have burned out in the vanity area. Paged maintenance man, informed him of problem. Said he would go up and fix it shortly.

12:15 PM-Three groups of members that teed off at 8:00 a.m. finished up and changed shoes. After they left I checked bathroom and straightened it up. Took all golf shoes back to shoe room and placed them on shelves below workbench. Started cleaning and shining shoes.

12:30 PM-Three foursomes arrived for weekly Skins Game that goes off in straight tee times at 1:00 p.m. After they changed into golf shoes I picked up 10 pairs of street shoes and returned them to shoe room. Now have 22 pairs of shoes to clean and shine-10 street, 12 golf. Straightened up and restocked the bathroom.

2:00 PM- All shoes finished and put away.

2:15 PM-New member came into locker room, introduced himself, and said he wanted to rent a locker. I gave him a tour of the locker room and he decided to rent #845. I gave him a brief orientation on how shoes are cleaned and shined, hours of locker room, etc. I gave him his locker keys, explained what the two keys were for, and wrote his name beside the locker number he was assigned in Men's Locker Assignment Book. Went into Excel program in computer and added new member's name to list and the date he started renting. Ordered locker nameplate from vendor. Went on shoe run and took floor sweeper.

3:00 PM-Member with three guests that teed off at about 11:00 a.m. returned. They changed shoes and went into the men's grill for a late lunch. I picked up member's and guests' shoes and shined them. All three pairs of guests' shoes were in terrible shape and needed new spikes so I switched them out (our club is non-tipping and all shoe care is free for members and guests).

5:00 PM- Member and guests leave men's grill and exit through the locker room. They thank me for all the work I did on their shoes and pull out money to tip me. I ask them if they would like their shoes bagged and I do so. I refuse the tip and bid them farewell and thank them for coming out to play.

5:10 PM-Twelve members from Skin's Game finished their round and came into the locker room, changed shoes, used facilities and headed into Men's Grill for dinner. I picked up all 12 pairs and returned them to the shelves in the shoe room. Straightened and restocked bathroom.

5:45 PM-Cleaned and shined 6 pairs and returned them to lockers. Will do remainder first thing in the morning.

5:50 PM-Completed evening walkthrough. Straightened up and restocked amenities in men's locker room and bathroom. Restocked towels and water in fitness room.

6:00 PM-Left property, headed home.

REVIEWS

X2 Hot Fairways Solid with Classic Looks



Many thanks to my contact at Callaway (you know who you are!) for giving me the opportunity to play both the 3 and 5 fairway woods.

The Skinny on X2 Hot Fairway Woods

When the marching orders are to make a fairway wood that outperforms the best fairway wood ever created, the order sounds preposterous. Seems impossible. Which is why the X2 Hot Fairway Wood is a technological marvel.

Callaway Mens X2 Hot Fairway Woods feature:

- Thin and robust 455 carpenter steel Hyper Speed Face Cup delivers faster ball speeds and more distance
- Improved internal standing wave for more consistent launch and spin across the entire face, leading to longer shots more frequently
- Improved modern Warbird sole design makes this club easier to hit from any lie

The Review

I've used the Callaway X2 Hot Fairway Woods for several months now and the verdict is in. These are, quite simply, the best fairway woods I've ever used.

What makes them the best? What I look for in a fairway wood are several factors:

- A classic pear shaped head like the persimmon MacGregor fairways I grew up on. See photo of club head above.
- A club head that sets up square on the ground. Golf is hard enough! You shouldn't have to adjust a club so that it sets up properly (by the way, all Callaway clubs set up perfect).
- The wood is light enough to swing as hard as I need to, yet heavy enough so that a golfer can feel the club head on the end of the shaft. These fairway woods fit the bill on both and that makes them very playable.
- Great click and feel at impact. Not a hollow "thwak!" or percussive jolting "crack!" I've

played woods that make both these sounds so loud that my ears hurt. The X2 Hots have the perfect balance of "click" and feel.

- Distance. If a club doesn't pass the first four, I won't play it. But I have to get at least 220 out of a 5 wood and 240 out of a 3. I've gotten more than that out of both.
- Consistency. I'm not looking to buy technology that will make me hit it perfectly straight. Let's face it, you have to have a repeating swing, then the technology provided can give a player an edge.

You've heard the saying that "We're all 'driving range pros.'" Translation: anyone can hit it great on the range. But you have to put it in play to see how it really performs.

On most shots I've hit with the 3 wood, they them took off high with no effort on my part and I got the distance I was looking for and more.



To visit the company's site click below

www.footjoy.com

The 5 wood was the same. I hit towering shots that took off steep, jumped off the face and had that great feel at impact.

Finally, I read a review that said something like, "With this X2 Hot line of fairway woods, Callaway has produced the equivalent to its competition. In my opinion, this company's clubs have been as good and better than the competition for several years. That's why their equipment is "official" as stated on the web site home page.

WHAT TO TELL YOUR MEMBERS ABOUT THE CALLAWAY X2 HOT FAIRWAYS: *"If you are looking for fairway woods that set up perfect, feel great at impact, take off high and carry farther than most anything you've hit, these clubs are for you. Just try them!"*

Watson DVDs Full of Wisdom, Great Instruction



If you happen to be in your 50's like me, you grew up watching and admiring the abilities of Jack and Tom. And having watched interviews with Tom over the years, I wondered how effective he would be at teaching the game.

The answer was not long in coming. I watched the short game DVD where Tom gave a tip on 40 yard wedge shots, took it to the range and it made an immediate difference (my half wedges do anything from hitting it fat to thin). That tip? Simply move your hips a tad to the left and keep your weight there and turn through the ball.

All I can say after watching all three DVDs of "Tom Watson's Lessons of a Lifetime II" is "WOW!!" Watson has succinctly covered nearly every conceivable part of the game from the grip to the short game with quality video, clear lessons and great graphics.

In fact, I'm convinced that if I would have seen these three DVDs as a teenager, I would have played substantially better throughout my high school and college careers, especially around the greens (and I managed to shoot in the 60's on regulation par 72 golf course as a teenager with relatively little instruction).

Tom not only shows you every element of the game, but gives you drills to improve every facet of your golf skills. And after every shot he shows you, he reviews what's required to hit it, and graphics explain the steps as well, making review easy (as does the booklet that comes with the DVDs).

What I also enjoyed was seeing Watson hole that famous wedge shot off of the edge of the 17th at Pebble that helped him win the '82 Open. The video even takes you to that spot and Tom holes the shot again and explains how he did it.

My only criticism is that Tom did not cover how being short or tall can affect the golf swing in terms of plane and shotmaking.

WHAT TO TELL YOUR MEMBERS ABOUT TOM WATSON'S LESSONS FOR A LIFETIME II WITH NEW ADVANCED LESSONS: *"If you love the game, play reasonably well and want to get better by tightening up your fundamentals and learning a large variety of shots around the green that will lower your scores, this series will get you there.*

"Watson shines as a teacher of every aspect of the game from short, to punch shots to full swings with several clubs. He also brings in clips of other tour players to prove his points and validate the lessons learned. These DVDs are worth their weight in gold and all three cost only \$24.95. Go to <http://www.tomwatson.com/pro-shop/tom-watson-lessons-lifetime> to purchase them. You'll improve many aspects of your short game and long game too!"

INDUSTRY NEWS



Champ Spikes Trusted By Open Championship Winner

Company's traction solutions continue to dominate professional golf, with 34 of the last 47 major winners relying on champ.



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

(MARLBOROUGH, MA) - CHAMP/MacNeill Engineering Worldwide - The World Leader in Sport Cleat Technology® and maker of innovative CHAMP spikes, high-performance golf tees and accessories - confirms the winner of the 2014 Open Championship relied on its renowned ProStinger® spikes at Royal Liverpool Golf Club.

Capturing his third major title, the 25-year-old champion trusted the unique blend of metal and plastic traction technology found in ProStinger® to help achieve a wire-to-wire victory, seizing the third leg of the career Grand Slam.



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

"The Open Championship can be widely unpredictable and players need to know they won't lose traction regardless of weather or varying turf conditions," says Harris MacNeill, President and CEO of CHAMP/MacNeill Engineering Worldwide. "Major Champions continue to depend on the traction, stability and comfort that our industry leading spikes provide."

The #1 Brand on Tour®, CHAMP spikes have been used by 34 of the last 47 major winners and are available in an assortment of models, including the ScorpionSTINGER™ and Zarma®.

QUOTABLE

Guest to Locker Room Manager as 100+ members and guests pour into the men's locker room during the first day (of two) of a member-guest golf tournament:

"I don't know how you manage this chaos. It's like you're herding a group of children that ate too much chocolate."

TRUE STORY

On his way past the shoe room service counter a member asked the manager to meet him at his locker. In nearly a whisper, as he slowly removed his wedding ring, the member said, "I told my wife I was going to the office, but I actually came by to hit balls."

Just as he completed the confession, his wedding ring slipped from his hands, bounced a couple times on the carpet and rolled into the dark recesses beneath the lockers.

The member said firmly, "You've got to get that ring back or my wife is going to find out where I've been."

The manager straightened out a clothes hanger, used the hooked end, and after 10 minutes, retrieved said ring. Needless to say, the member was extremely pleased to see the ring again when he got back.

You never know what you'll be called on to do in your locker rooms, so be ready! Got story? Send it in!

The President on Golf Cleats

Don't know what cleats you put in your members' and guests' shoes, but I install CHAMP Stingers (Tri-Loks, Q-Loks, Large Thread, Metal Thread, Adidas) along with Zarmas in the same systems.

What I've discovered over the last few years is that the difference in wear and traction of CHAMPs compared to Pulsars aren't even close. I now pull Pulsars and replace them with CHAMP cleats. Hope you do the same. --Todd

Coming in the September 1st Newsletter: More tips, reviews and opinions. Got one of any of these? Send it in!

LRMA Advisory Board

Todd Dufek-LRMA President
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The Country Club at DC Ranch
 Scottsdale, Arizona

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NOTE: A member of the association recently requested that information on the history of the association, its goals and a bio of its president be included in a newsletter. You'll find that information below.

LRMA History and Goals

In the spring of 1999 Todd Dufek founded the *Locker Room Managers Association*. In the summer of 2000, he created the web site "www.yourlrma.com", a home page on the internet for the exclusive use of those who manage shoe and locker rooms at country clubs and resorts worldwide.

In 2002 the first club joined the organization and as of this writing there are about 200 member clubs nearly 40 states with 400-500 members participating.

The goals of the association are: to provide information to locker room staffers so that they can make their locker rooms even better and to give them a platform to share their ideas and best practices with each other to accomplish same.

Biography of President of the Institute

Todd Dufek, president and founder of the LRMA and its Club Testing Institute, took up golf at age 5 in the Midwest and moved to Arizona at 11 where he was part of a group that took a series of lessons from a PGA Touring professional. As a freshman in high school he lettered in golf and was a member of Lake Havasu High School's State Championship Golf Team, the first in the school's history. He shot 68 on a regulation par 72 golf course at the age of 16 and held the course record on his local golf course for several years. He was #1 on the golf team his junior and senior years leading it to a second State Championship in the latter.

In 1976 he was awarded a golf scholarship to Grand Canyon University and was part of the first team from that school to win their District Championship and attend the NAIA National Tournament. As a senior Todd was named to the All-District Golf Team, to the first NAIA All-American Golf Team and was the first recipient of the Grand Canyon University Scholar-Athlete Award for outstanding academic and athletic achievement. His nickname on the golf team was "Arrow" because of his affinity for hitting every fairway. In fact, missing one nearly always earned Todd harassment from his team members.

Over the scope of his golfing life Todd has shot 29 for 9 holes, had 64 on three different occasions, made 7 holes-in-one all with different clubs (4, 5, 6, 7, 8, 9 irons and a 3 wood) and his lowest handicap was a +1.

After graduating with a B.A. in Behavioral Sciences in 1980 Todd went on to earn a Masters Degree in Social Work from Arizona State University in 1982.

After four years in the field decided to go into the golf industry as a locker room manager, taking his first job at the Arizona Biltmore Country Club in Phoenix, Arizona. While there he served as a consultant to a major shoe manufacturer assisting with the styling and function of the shoes as well as choosing shoe care accessories. After 12.5 years there he took the position of locker room manager in 1998 at an exclusively private facility called The Country Club at DC Ranch in Scottsdale, Arizona, his current place of employment.

Todd is the CEO and founder of *LRMA Consulting*, a firm that does on site consulting/training at new and old courses alike, assisting with the design and set up of locker rooms as well as training shoe stewards in the fine art of locker room management and shoe care. Todd has done on site training and high-end clubs in Arizona, Colorado, California, Utah, Wyoming and Ohio and on the phone with clubs all over the country. [Send him an email](#) and request a schedule of his fees. Finally, he has assisted clubs all over the nation with finding the right personnel for their locker rooms, doing so via the association (see below) as well as the web site, weekly emails and monthly e-newsletter.

During the off season and any other spare moment that he worked at the *Arizona Biltmore Country Club* he could be seen crouched over his laptop computer in his shop writing Christian literature or the latest edition of **THE GOOD STEWARD**. However, as of November 30, 1998, Todd was hired by *The Country Club at DC Ranch*, an exclusively private and opulent club in northeast Scottsdale, Arizona as Manager of Shoe and Locker Room Services.

In the summer of 1999 he completed a companion book to the first **STEWARDS** tome with the same title, but subtitled, *How to Set Up and Manage the Locker Rooms at a Country Club or Resort*. It is available for sale in the 'Fore' Supply Company catalogue and can be ordered by calling 'Fore' at 800-543-5430. Both books combined have sold over 500 copies to clubs in every region of the country and to facilities in Canada, Mexico and the Bahamas.

Todd founded the Locker Room Managers Association in 1999 and in 2002 the association welcomed its first member club. As of October 1st, 2010 there are 176 member facilities in 35 states, the District of Columbia, Canada and Mexico and clubs continue to join each month.

Many of the golf and country clubs in the association regularly hold PGA Tour, LPGA Tour or major tournaments or have staged multiple majors. In fact, almost 10% of the golf and country clubs in the LRMA are in the top 100 in the nation (as ranked by Golf Digest).

In 2006 Todd wrote a 20+ page document entitled, "*The Locker Room Managers Association Shoe Care*

System (LRMA Shoe Care System)." It concisely explains how to take care of any street and golf shoe no matter what its condition. In that same year he hired a production company and produced a 90+ minute instructional DVD (based on the written system) that was taped in his shoe room and contains 60+ minutes of hands on instruction. The written version of the system comes with every DVD and can be purchased for \$59.95 through 'Fore' Supply Company at 800-543-5430. Please note that over 100 clubs across the country have purchased it with many giving it rave reviews.

In 2008 Todd authored a third book on the profession entitled, "**THE LOCKER ROOM MANAGER'S BOOK OF WISDOM- Information on Salaries, Shoe Care, Amenities, etc. that No Locker Room Manager should be Without.**" It is a collection of articles from the first four years of monthly e-newsletters and contains 200+ tips on every conceivable topic connected with the management and operation of locker and shoe rooms (including the only information on manager salaries to be found anywhere). It too can be purchased via 'Fore Supply Company' for \$59.95.

During the same year he completed a 10+ page article entitled, "*The 10 Biggest Mistakes Locker Room Managers Make and How to Correct Them.*" This article will be emailed *free* to any club or locker room manager that joins the association. Lastly, Todd wrote a series of snail mail newsletters for PrideSports that were sent out under the banner of the company's own *Sofispikes Locker Room Association*.

About four years ago Todd authored five training modules that are part of association memberships so that locker room staffs can receive instruction in everything from shoe care to theft prevention.

In 2012 Todd created two additional levels of membership in the organization and added three more in 2014. The purpose was to provide more training and information as well as on site training and consultation for those clubs that need it. The Foundation Membership, the most expensive of the seven, includes two on site visits.

Finally, Todd wrote and published two Christian booksallegory entitled, **A CYPRESS TREE ODYSSEY- Making Sense of Trials and Tests On and Off the Course** (Morgan James, 2007) and another entitled, **Tools of the Cross**. **CYPRESS** is a short but powerful book that combines Christianity and golf in a unique format that can provide hope and strength to both the Christian and non-Christian. Anyone that would like to purchase a copy or Todd's other book **Tools**, can click on the following link and be taken directly to the appropriate page on Amazon: http://www.amazon.com/s/ref=nb_sb_noss?url=search-alias%3Daps&field-keywords=todd+dufek.