

HYBRID GOLF

HYBRID GOLF grew out of a desire to return to a competitive level with my golfing buddies. In the late 90's, my game headed south and no amount of practice seemed to make a difference. Scores in the high 90's and a couple over the dreaded 100 benchmark spurred me to search for a better way. A thorough examination of Moe Norman's techniques along with those of Jack Kuydendall, founder of Natural Golf and Lever-Power-Golf, gave me hope.

As I studied and practiced, I came to realize that components of both the conventional swing and the one-radius swing could be combined to create a highly-effective, repeatable stroke; and further, it could be structured in three levels to address all degrees of ability – the birth of HYBRID GOLF.

The Hybrid Swing maximizes both accuracy and distance, and the three levels of difficulty ensures the beginner is successful while allowing the accomplished players to maximize their potential. Virtually all golfers can be successful at Level One – accuracy is maximized while distance is average (100 yds with pitching wedge). As the golfer progresses through levels two and three, the mechanics and timing become more intricate in pursuit of greater distance. It is the timing and intricate mechanics of the conventional swing that frustrate most golfers, but the one-radius swing of Hybrid Golf ensures greater success at all levels. Many of today's pros employ aspects of the Hybrid Swing. It is important to realize that the Hybrid Swing does not promote revolutionary techniques. Rather, the Hybrid Swing is unique in the manner in which it employs existing protocols.

Is there a market for Hybrid Golf? Definitely! In 2004, the Future Links National Junior Golf Program, sponsored by the BMO Financial Group, provided instruction to some 77,000 Canadian kids. Further, a poll conducted by Ipsos Reid indicates that 5.95 million Canadians played golf in 2005 – an increase of 21.6% over 2001. Our market will include young people, seasoned golfers looking to improve their game, and the retiring baby-boomers who are picking up clubs for the first time. Also, a number of adults leave the game each year largely due to frustration. Hybrid Golf addresses this problem with the three-level system.

INSTRUCTORS

Our Professional Hybrid Golfers' Association (PHGA) will train physical education teachers in the techniques of Hybrid Golf, and guide them in becoming small business owners as certified golf instructors in their communities.

To qualify for membership in the PHGA, candidates must be certified physical education teachers who have an interest in golf. A model for this approach is found in northern Florida where the PGA provides 6-hour clinics for PE teachers to assist them in teaching golf, in their classes, to some 25,000 students per year. Our clinics will be more extensive in that we include golf instruction, small-business plans, equipment marketing and public relations principles.

PHGA MEMBERSHIP

The PHGA instructors will pay an annual membership fee of \$500 which includes:

- registration fees for one provincial clinic per year (compulsory)
 - additional clinics, workshops will be optional.
- liability insurance
- advertising of a general nature (radio, newspapers)
- material to facilitate local advertising (posters, pamphlets)
- equipment, CDs, DVDs, videos, and printed materials
- assistance with client clinics
- equipment discounts
- travel opportunities

From a Personal Income Tax Perspective, everyone should own a small business. As part of the Personal Income Tax Return, PHGA members will claim small business expenses for the following:

- a portion of annual home expenses re. a home office
- clubs and instructional equipment purchases
- travel related to business (mileage, gas, lodging, meals)
- golf games (practice and client promotions)
- advertising and meals involving prospective clients
- attendance at PHGA clinics/workshops
- conducting client clinics
- attendance at AGM's (Orlando?)

If you are unable to attend the SAG Workshop, please contact me at bh_phga@yahoo.ca (bh underscore phga @ yahoo.ca)and I will forward additional information.