

Videotape Golf Outings

Zooming in on a New Market

Bringing show business to the golf course might not be a new concept, but featuring a club's members as the main attraction is. Such is the story behind a new company involved in golf business.

Formed by two Scarsdale, N.Y., housewives, the Videoway Corp. has transformed itself from a financial upstart to a solvent firm in just two years. Under the guidance of Sue Shea and Kay Delaney, Videoway

be shown at the dinner or social gathering that night. "We try to make the presentation a mini-'Wide World of Sports' and the people just love it," Delaney told GOLFDOM.

Asked what the general reaction of the members to be shown on TV was, Delaney insisted that the golfers loved the opportunity and most can't wait for the chance to get on camera.

There have been some humorous

Golf is not the only sport that Videoway has tackled. Delaney says that the pair will tape anything and have. Tennis, swimming, paddle ball, softball and even poker are just a few of the games that have hit the screen.

The biggest assignment for the pair, though, was taping the annual awards dinner for the National Football Foundation and Hall of Fame at New York City's Waldorf-Astoria. Delaney and Shea had the distinction of being the only women present in a banquet that hosted 11,300 men, including President Ford and Bob Hope.

Videoway's equipment is not too complex, according to Delaney, and since its lightweight, not too hard to lug around either. Along with the camera and tape machine, Videoway crews carry from three to five large TV sets to show their programs on. "It all fits pretty well into the back of a station wagon," Delaney added.

Using a first class approach, Videoway attempts to be professional in every way, although the company's two principal people admit they started out as raw amateurs. "We have several people now working for the company and any time they go anywhere on an assignment, they wear our special coordinated outfit identifying them as an employee," Shea noted.

Marketing Videoway has become Delaney's top concern and there has been a lot of legwork involved. Contracting prospective clubs, associations and companies is time consuming, but can lead to profit. A number of resorts and hotels on the east coast are also looking into the possibility of the service.

In the beginning, the Delaney kitchen and the Shea garage served as the point of operation for Videoway. Prosperity now offers the pair an office in Manhasset, L.I., 15 employees and over \$20,000 in equipment.

As a medal around Delaney's neck expresses, "Never underestimate the power of a woman." □



At the end of a lens : Shea (above) focuses in on another client, while Delaney plots expansion of Videoway.

"is a new concept in videotaping that captures the spontaneity of golf outings and club activities."

Delaney admits the ideal is relatively fresh, but plans are already underway to expand Videoway from an east coast operation to a national company with offices in Florida and California.

Basically, Videoway works the outings and programs for a fee starting at \$300. Working in crews of two, the TV unit takes shots of all participants teeing off with commentary included. There are even shots of the players puttering around the course.

While the golf goes on, Delaney and Shea spend their afternoon putting together the program that will

moments during the tapings. Shea was hit with an errant tee shot on the foot, much to the embarrassment of the culprit. One major corporation had its own golf day and rented out the Videoway service. A major executive had Shea and Delaney ridden around the course in a golf car driven by a chauffeur in complete uniform and cap. There was even an incident involving a streaker.

Delaney admits that there are thousands of funny incidents over the 300 tapings that Videoway has done over the last two summers, but says there are some serious sides to the service also. "A lot of pros rent us out for teaching clinics. Equipment has become really expensive today and most clubs can't afford their own, so our product is highly compatible," the mother of three said.