

Calling for a Magical Moment

By Emmy Moore Minister

It was a magical moment. When I saw Tiger's ball drop in on No. 16 at this year's Masters, I wanted to replay the moment, again and again. No matter how many times they repeated the image that day (and umpteen times later on the Golf Channel), each and every time I enjoyed it as if it had just happened.

Talent? Yes. Luck? Yes... and then some. Competitors dream about a shot like that. Advertisers spend millions to achieve that up-front-logo-in-your-face type of image. What are the chances that a Nike Swoosh would be positioned in such a way that all the world would see it over and over? Money couldn't buy that momentous image no matter how hard a golf manufacturer tried. I can almost hear the roar of its corporate marketing magnates, screaming all the way from Oregon as they too, replay the moment in their minds.

Yes, it was a truly magical moment for Tiger and for Nike. But now I ask you, when did YOU last have a magical moment on the course? As stewards of the game, we are often busy serving the needs of others, making sure everything is "just right" for our customers, club members and their guests. We are so wrapped up in ensuring that all is picture-perfect for others that we don't allow magical moments for ourselves. When did you last get a chance to dust off the clubs and play a few holes? Or the chance to create a fun and memorable memory on the course accompanied by a club member, a colleague, or simply a good friend?

Magical moments can't happen if we don't make the time for them. Often it's those of us at the heart of the golf business that rarely take the time to experience the game as we should. So, why not block out a few hours each week for an on-course adventure that will put the club back in your hands and the passion for the game back in your heart. Masters or not, you too, are entitled to your own magical moment in golf. In the words of Nike, "Just do it!"

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