

# The 'New' Country Club

FOR IMMEDIATE RELEASE

## 2.0 Golf and Country Club Concept to Go National

In an attempt to prop up the sagging golf business, Shyster Enterprises is pleased to announce the formation of 2.0 Golf, a joint venture with award-winning hedge fund manager Too Big To Fail.

"This is an exciting day for me," hipster CEO Steve Heathen said before ringing the opening bell on Wall Street. "Ever since I read Jerry Tarde's column in the October Golf Digest revealing the reasons country clubs were dying, I've been looking for ways to rebrand the golfing experience into something relatable to the next generation. I'm in the value delivery business, and I see opportunity here."

Heathen, best known for his efforts to attract young players to lawn bowling by eliminating white outerwear rules and blasting hip-hop through speakers, sees 2.0 Golf's new country club concept bringing a younger audience to golf. The concept is simple: Purchase ailing properties with at least 50 percent of its membership filled, followed by the relaxing of club rules. Then leverage the purchases with credit default swaps to ensure that Too Big To Fail profits, no matter what happens to the properties themselves.

"It's a win-win for Shyster and Too Big To Fail," said Heathen, who is excited by some of the ideas behind 2.0 Golf.

"According to Golf Digest's survey, denim is not allowed at 63 percent of private clubs," said Heathen, who doesn't actually play golf even though he has a nine-hole layout on his

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BY GEOFF SHACKELFORD



Bridghampton compound. "We see at least 20 percent growth across the board just by loosening up that rule.

"Forty-six percent of private courses don't allow cargo shorts. I mean, talk about a buzzkill for anyone under 25."

Heathen said the key to growing the game lies in 2.0 Golf's ability to re-invent the country club's willingness to embrace American's reliance on connectivity.

"Seventeen percent of private clubs, according to Golf Digest, don't permit cell-phone use," he said. "We think that number is low and more like 20 percent. We see a chance to lift that rule, create on-site business centers, and, in general, allow the golfer to relax by coming to the course to do business. It's the wonderful way of life we have now and, with our good friends at Too Big To Fail's support, we see steady growth for the next 20 years in converting country clubs to more frenetic, hip and stressful places to be."

2.0 Golf unveiled its logo, a silhouette of a young man, looking like a cross between Rickie Fowler and Justin Bieber, with his head down while sending a text message. He has a golf club tucked under his arm and his hat on backwards.

"The hat on backwards is key," Heathen said. "According to Golf Digest, 69 percent of private clubs have banned the wearing of backward hats. No wonder the golf business is in the toilet."

This is hedge fund Too Big To Fail's first foray into golf.

"We've done our homework and see that golf is really not about the actual playing of the game," said the company's head sports fund manager, Tyler Schmucker. "It's about the less-relaxing experience, the ability to do business and most of all, value creation for investors. For too long, the golf industry has shied away from embracing 'the now.' We will create value that ensures at least a 7 percent return no matter what happens to the properties we purchase."

Schmucker also sees great waste on the maintenance side of the golf business. "We will trim a lot there," he said. "We just don't see the golfers wanting great conditions. They want to be able to send a text message from the seventh tee. If it's cut at 1 inch or not at all is really secondary."

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