



ABBEY HILL
Golf Centre

Abbey Hill Golf Centre Retail & Academy Newsletter

1st December 2009
Issue 1

Greetings from the Pro Shop Team!

Hello and Welcome to the new Pro Shop and academy newsletter.

Through this newsletter we aim to keep you up to date with the latest retail news, academy offers and things to look out for in the shop each month. The newsletter will be monthly issue, arriving to you on the first of every month

With Christmas fast approaching, there are many great gift ideas available.

There are gifts ranging from football golf merchandise, the perfect stocking filler, to Golf Lesson packages with any of our PGA qualified professionals.

We very much hope you enjoy and find the newsletter useful and from all the Pro shop and Academy team, we wish a **Happy Christmas** and a **fantastic New Year**.

Read on and see inside for our **MONTHLY OFFERS** and useful information to help make your golf easier and more enjoyable.



Inside this months
Issue:

Academy Offers	2
Tip of the Month: Alignment	2
Meet the Team: This months interview	2
Head Pro Nick McNally	
Product of the Month: The G15 Iron	3
Incoming	3
Stock and Retail News	
Custom fitting: Getting to Grips	3
Range News: Custom Fit and Curry	4

Dates for your
Diary:

- Christmas Prize Draw: Sunday 20th December. Getting your number now!!
- Monday Nights are Custom Fit and Curry Night!! Find out more in the Shop

Important Customer Information:

Hedgehog trolleys are now in use, only trolleys fitted with hedgehog tyres can be used.

Hedgehog trolleys can be hired for £3.75 or alternatively you can purchase the appropriate tyres for £24.99

Academy News

Academy Offers and Packages

DEVELOPMENT PROGRAMS

All development programmes will be structured to fit your lifestyle and budget. Together with your chosen coach you will decide how to get the most from your time together to achieve your goals.

You will be guided in the correct use of this time and how to get the most from your practice, whether just on the driving range or on the course itself.

3 Hour development programs start at £100
Please ask the Professional staff for more details.



Meet the Team: Interview of the Month

Name: *Nick McNally* Position: *Head Professional* Years Pro: *30*

What is your earliest Golfing Memory?

Holing a 3 wood for a 2 on the par 5 second at Northants County Golf Club

What was your first ever set of Golf Clubs?

Dunlop Roberto di Vicenco 2 & 4 wood, 2,4,6,8 irons & PW

What's the best piece of Golfing advice you have been given?

"Swing what your holding don't hit what your looking at"

What are the principles of your teaching Philosophy?

*I like to teach the student rather than teach golf.
Everybody has a swing in them, it's my job to let the student discover it!*

What is your Dream Fourball?

Ben Hogan, Seve and my Dad at Augusta!!!!

Favourite Course?

Royal Birkdale

Next Month: Lee Muncey

Pro Tip of the Month: Alignment

Tip 1: Lining accurately on the Tee Box Do you struggle to find your target consistently yet your ball striking and distances are good? You are more than likely not aiming correctly. Here is a simple tip to help you improve your alignment and ultimately your accuracy on the tee box:

1. Before teeing up your ball, stand behind the tee markers and find your target.
2. Once you have decided on a target, find a smaller target on the ground one metre in front of where you are going to tee it up. This small target can be anything from a leaf to a different colour piece of grass or even a previous divot. This must be in the same line as your target.
3. Take aim at the smaller target in front of you and this will automatically aim you at your desired target further away.

If your accuracy was previously offline, you may find this method slightly unusual the first couple of times. However, you will find yourself hitting your target more often and your scores will improve.



Retail News

Head Pro's Product of the Month: The G15 Irons

The technology of the G15 Iron:

“Provides the high-launching, maximum forgiveness attributes that bring consistency to your iron play. The stainless steel iron's cavity design features a new Custom Tuning Port (CTP) which expands the perimeter weighting and increases the moment of inertia. Weight savings from a thinner face. This is for added forgiveness on mis-hits and its wider sole produces a higher launch angle. Stronger lofts combine with a center of gravity located low and farther from the face to produce longer shots without sacrificing the higher trajectory required in a maximum forgiveness iron”.

Our Price: £499 for 4-SW

Book a fitting Today!



New Stock

We have now enhanced our electric trolley of choice, Moto Caddy with every add on accessory they supply. Umbrella Holders, Wheel Covers, Carry Case, Drinks Holder, Luxury Seat and Travel Cover.

Take a look at our new range of ladies and gents GLENBRAE knitwear, quality at an affordable price.

Under Armour, as worn by Ross Fisher, World Matchplay Champion. These performance garments will keep you warm this winter and allow complete freedom whilst playing.

The new Stuburt waterproof suit is guaranteed to keep you dry and not break the bank at £99 for the suit.

Loads of stocking fillers from as little as £2.99

Deal of the Month

December offers:

Nike ONE Tour Balls £25 doz or 2 for £45

FREE Nike Dymo Fairway when you buy a Nike STR8 Fit Driver

Club Fitting Advice: Getting to Grips

This month's custom fitting Topic is Grips: Nick McNally, Head PGA Professional, answers some frequently asked questions:

Can new grips improve my game?

By themselves, new grips can only allow you to approach your potential as a golfer. They can't overcome a bad swing, or poor alignment, but a national survey of golfers showed that 60% of those who had clubs re-gripped showed an average of 3 to 4 strokes per round!

How often should I get my clubs re-gripped?

To improve your game, you should re-grip your clubs once a year, regardless of how often you play!

How do I know the proper grip size?

Grip size is critical element in club fitting and performance. Conventional wisdom holds that a correct size grip permits the fingers of a golfer's top hand to barely touch the palm. Unfortunately this guideline does not address many other grip and swing issues. The only sure-fire way to learn proper grip size is to seek professional advice. We can make a recommendation based on your personal hand size, swing technique and shot pattern.

Ask in the Pro shop for more details.

We have a wide variety of grips in the professional shop. We have recently taken stock of Premier League Putter grips priced at £9.95. Come take a look! Their a Great Christmas Stocking Filler

Driving Range News

Custom Fitting and Curry Night

Starting on Monday 4th January 2010 Abbey Hill Golf Centre will be operating its first ever Custom Fitting and Curry Night. Each Week there will be a curry of the Week served with Rice & Naan bread for the cost of £5.95 including a FREE medium basket of balls, whilst on the range we will have our Vector Launch Monitor Custom Fitting Machine set up for customers to be tested free of charge by one of our PGA Professionals.

The Vector Pro Launch Monitor is the perfect tool for custom fitting golf clubs and making sure that your clubs are perfect for you and your swing. When you book in for a custom fit session the Vector Pro Launch Monitor is used to give us the following information, Clubhead Speed, Launch angle of ball, Ball speed, Angle of attack, Ball spin rate in RPM and Detailed ball flight analysis. All of this gives us the opportunity to find the correct Clubhead, weight, length and shaft flex for your game!

Fittings will take place between 6-8pm. Come along and have a go!!

Tuesdays, Wednesdays & Thursdays ALL DAY

*** Chef's special and a medium basket of balls only £6 ***

Friday Practice Club

Fridays are the last opportunity to iron out those faults or just loosen up after a hard weeks work for the weekend's golf. Come along and have a Hot-Dog and a medium basket of balls for just £5.75

UPGRADE TO A LARGE BASKET FOR £1 ON ALL OFFERS

Range Prices

Small Warm-up Basket (20 Balls): £1.50
Medium Basket (50 Balls): £3.60
Large Basket (90 Balls): £4.75

Use the Driving Range A lot?? Why not invest in a Key!! These are great time savers and will save you money over time. If you top up;

£30 of credit we will add £36 onto your key, an extra £6
£50 of credit we will add £62 onto your key, an extra £12
£75 of credit we will add £100 onto your key, an extra £25

How to Contact us:

For General Enquiries please Email us on: info@abbeyhillgc.co.uk

To find out more about the Abbey Hill Golf Centre Academy please email our Head Professional Nick McNally on: headpro@abbeyhillgc.co.uk

Alternatively call 01908 563845 to speak to a member of the Pro Shop Team

**Abbey Hill Golf Centre,
Monks Way,
Two Mile Ash,
Milton Keynes
MK8 8AA
www.abbeyhillgc.co.uk**