



ABBHEY HILL
Golf Centre

"Let's make it happen"

Abbey Hill Golf Centre Retail & Academy Newsletter

11th March 2010
Issue 2

Greetings from the Pro Shop Team!

Hello and Welcome to the 2nd issue of the new Pro Shop and academy newsletter.

January and February was a tough month, with the extensive snowy conditions causing the golf course to be pretty much unplayable. There were a few hardened golfers using the range. However, that seems to be behind us now.

As an academy and retail team we have been working hard on two new initiatives for 2010. The first, as some of you may have noticed through a new counter in the shop is a new 'Grip and Custom fit bar'. Unfortunately we wont be selling any beer! We will offer an extensive range of grips and also be able to check and adjust loft and lie of your clubs

while you wait. This is the only place in Milton Keynes where you can get this type of service so please come and see us and spread the word.

Secondly, we have revamped the academy. We will now offer an extensive range of lesson types including roll up sessions during the week such as ladies coffee mornings. All this information will be available on the new Weekly lesson board outside the professional shop. We will also be using Swing Zone computer software. To find out more about Swing Zone go to page 3.



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Dates for your Diary:

- Monday Nights are Custom Fit and Curry Night!! Find out more in the Sho

Important Customer Information:

The car park has now been painted. This should ensure that it is safer for us all when entering the centre.

Please take note that there are now double yellow lines in place along the top of the car park and clearly marked busy for buggies. Under no circumstances should anybody park here.

Academy News

Academy Offers and Packages

Swing Zone What is it?

This software allows us to analyse your swing live during your lesson and provide immediate feedback afterwards. The benefits of using this are:

- Effective Communication between student and coach.
- The most effective tool for tracking progression.
- A better understanding of your own golf swing and areas of development.
- Audio and visual feedback of lesson, providing the student with everything needed to effectively practice the points covered in lessons.
- Access to a library of drills.
- Access to your own "on line" swing locker where lessons and feedback are posted.



The Academy Board

There is now a new Academy Weekly Events board outside the shop. This will provide up to date information on anything from Roll up sessions to driving range news.

There is now both an adult and junior development boards. Please check these regularly to keep informed with what's going on.



Meet the Team: Interview of the Month

Name: *Lee Muncey* Postion: *Assistant Head Professional* Years Pro: *30*

What is your earliest Golfing Memory?

I remember hitting shots with the P.E teacher on the school sports field

What was your first ever set of Golf Clubs?

John letters Parbusters

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

Christy O'Connor senior said to me:

"Lee once you have good basics its all about Finding the rhythm of your swing"

What are the principles of your teaching Philosophy?

Grip, posture alignment then your swing has a great chance. Make sure you keep happy, it really helps.

What is your Dream Fourball?

Ben Hogan ,Tiger Woods and my son, Luke.

Favourite Course?

Tough call between Carnoustie and Muirfield

Next Issue: David Armor



Retail News

Head Pro's Product of the Month: The Bushnell Neo

The smallest, most compact, golf GPS unit available is also one of the simplest and easiest to use. The Neo Golf GPS gives you the distance to the front, center & back of the green, at a glance, and stores up to 10 courses. Download courses from iGolf.com or use the Neo to map any course in the world - with no additional fees or computer needed. Lower scores are just a glance away! The Neo is a great GPS device which is affordable at **£99**



The bottom line is that a golf GPS unit can improve your game. Not only by improving the confidence of your shot making, but also by providing better information to encourage better shot selection and course management

We also stock an extensive range of Bushnell Rangefinders and Sky Caddie GPS!

New Stock

We have now enhanced our electric trolley range, through stocking every add on accessory MotoCaddy supply. This includes Umbrella Holders, Wheel Covers, Carry Case, Drinks Holder, Luxury Seat and Travel Cover.

New Ping Putters NOW in Stock

New Nike Drivers and Irons NOW in stock
Please ask to try our demo clubs.

New Benross Drivers and Irons NOW in stock.
Demo clubs available.

New Titleist DT Solo balls NOW in stock

Club Fitting Advice: Loft and Lie

This month's custom fitting Topic loft and Lie angles: Nick McNally, Head PGA Professional, answers some frequently asked questions:

What is the lie angle and why is it important?
The lie angle is the angle of club shaft against the sole of the Clubhead. Lie angles of your irons if incorrect can have a dramatic effect on your ball flight, at the point of impact if the head of the iron is too flat (i.e. the toe points down) it can



drag on the grass, acts for an instant as a pivot, and causes the plane of the face to tilt towards the right - which is where the ball will go. If the lie is too upright, the heel of the club will dig in and cause pulled shots to the left.

How often should I have my loft and lie's checked?

If you have forged irons, which are made from a soft metal then you should have your loft and lies checked regularly, perhaps every 6 months. Those with cast irons are a lot stronger and don't need to be checked as regularly.

How do I find out if I need my Loft and Lies changed?

Finding out if you need your loft and lies changed relative to your swing, is simple. If you come into the golf shop we will measure your current lie and loft angles, take you onto the range and put some impact tape onto your clubs and this will tell us if any adjustments are needed.

How much is it to have my loft and lie checked and altered?

To have your loft and lies checked is free of charge, there is £3 charge per club to have them adjusted.

Deal of the Month

March offers:

- Pro Quip waterproof suit now only £99
- Nike shoe sale great savings while stocks last
- Great deals on Nike & Srixon balls

Driving Range News

Custom Fitting and Curry Night!

Every Monday Abbey Hill Golf Centre operates a 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 5-8pm and bookings are required.

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 large basket of balls for just £5.75

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

Free Club MOT

To coincide with the launch of our New 'Grip Bar' we are offering free Club MOT's valid only through the newsletter, this will include a loft and lie check on all irons with swing check and a grip check on all clubs. To claim your free club MOT, just return this completed slip into the professional shop

Name..... Contact Number.....

Email Address.....

What did you think about the newsletter? (i.e layout, content etc).....

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Is there anything else you would like to see in the newsletter?

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