



SCOTTISH GOLF
UNION

MEMO

Date: November 2009
To: Secretary/Manager
From: Andy Salmon, Scottish Golf Development Manager
Subject: November 2009 – Various Topics

Dear Secretary/Manager

As we head into the winter period at the end of the current golfing season, we would like to update you on several areas which may be of interest to you and your members by way of the following enclosures:

2009/2010 Winter Tee Time Offers

Please find enclosed 3 x A4 posters containing special winter offers for members of SGU and SLGA affiliated clubs from three of Scotland's leading venues – Gleneagles, The Duke's and the Fairmont St Andrews. Further special offers are available for your members at www.scottishgolf.org.

Scottish Golf Card

Also included is a A4 poster promoting the Scottish Golf Card. These are available exclusively for SGU and SLGA affiliated club members at £10 per year, providing a 50% green fee discount at more than 100 participating clubs.

SGU 2009 National Handicap Audit - Reminder

Thanks to all clubs who have already made their SGU National Handicap Audit submissions. We are still awaiting a number of returns and would be grateful if clubs yet to make their submission could return the full 2009 playing record (for players with a handicap of 1.4 or below) – see enclosure. For further information please contact Fiona Hastie – 01334 466490.

SGU Golf Central – 2010 Open Competitions

With more than 20,000 unique users per month, the SGU Golf Central section of the SGU website is proving to be a hugely popular resource among Scottish golfers. The Open Competitions search continues to be one of the most visited parts of the site, therefore we would encourage you to update your club's pages with most information on your 2010 competitions. If you require help, please contact Audrey Rees on 01334 466477.

Employment Matters

Please find enclosed a flyer regarding the services of Empire HR. Empire HR offers an excellent service that comes highly recommended by golf clubs currently using their services.

Club Managers Association of Europe (CMAE) Seminars

Finally, please find enclosed details of a seminar taking place on 24 November at Bothwell Castle. CMAE seminars provide excellent value with the highest quality speakers. This one is no different and will help clubs to analyse their Food & Beverage performance and identify opportunities.

With kind regards

Andy Salmon
Scottish Golf Development Manager

SPECIAL WINTER RATES

at The Duke's



THIS WINTER, THERE'S ONLY ONE PLACE TO PLAY, THE DUKE'S FOR ONLY £29.



Voted one of the U.K.'s premier golf courses by *Golf World* magazine, The Duke's boasts breathtaking views, sculpted landscapes and tee boxes to accommodate every skill level. No matter what season, it's one of the most beautiful challenges you'll ever encounter.

For a limited time, The Duke's is offering all Scottish Golf Union and Scottish Ladies' Golfing Association members an exclusive winter greens fee of just £29 per person.

And, unlike most winter courses, you'll play the full 18 with four tee options *and* hit directly from the fairways — no mats. Offer commences the 16th of October 2009 to the 31st of March 2010.

A GREAT EXPERIENCE AWAITS



FOR MORE INFORMATION, PLEASE CONTACT ALAN MCCOLM AT
+44 (0) 1334 470214 OR E-MAIL AMCCOLM@OLDCOURSEHOTEL.CO.UK

Walk In The Footsteps of Legends



Fairmont St Andrews, St. Andrews, Fife KY16 8PN
T: 01334 837000 W : Fairmont.com/standrews
E : standrews.scotland@fairmont.com

Fairmont
ST ANDREWS, SCOTLAND

Winter Golf

Play the fabulous Torrance Course on amazing greens and new tees.

No winter greens, tees, or mats. With a new layout and some of the finest greens in Scotland, you are guaranteed a great day out.

Golf For Less Than £25 per person.

Walk in the footsteps of legends, when you play The Torrance course for less than £25 each when you buy a £99 tee time.

Winter Golf Day ~ £55 per person

Try this special group package that includes bacon rolls, golf on the Torrance Course followed by high tea afterwards in the Clubhouse of the Year.

Sunday Night Spa or Golf Package ~ £159 per room based on two sharing
Pamper your body and relax your mind in our brand new Spa or indulge your golfing passion with a round of golf on Sunday with this Sunday night break that includes a 60 minute Spa treatment or a round of golf per person.

Terms and conditions apply. All offers above are subject to availability. Golf may be booked up to 4 weeks in advance.

Tee Times 01334 837023 or Residential Packages 01334 837046



£199 Tee Time Offer at The Gleneagles Hotel



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Gleneagles®, with three of the finest championship courses in Scotland, is offering you the chance to purchase a tee time for just £199 for up to four golfers – a saving of up to £81.

This special rate is available Sunday to Thursday inclusive, from 18 October to 31 March 2010, subject to availability, on any of Gleneagles' three championship courses.

Choose from;

- **The PGA Centenary Course**, venue for the 2014 Ryder Cup
- The famous **King's Course** tests even the best players shotmaking skills
- The picturesque **Queen's Course** inspires even the most experienced players

Exclusively for Scottish Golf Union club members, Gleneagles will offer **complimentary golf carts** on The PGA Centenary Course with each tee time purchased. This is worth £85 for every four ball and is subject to availability.

To find out more about golf at Gleneagles visit www.gleneagles.com. Please call **0800 704 705**, or email resort.sales@gleneagles.com, quoting **Scottish Golf Union**, to book your tee time.



LESS WEDGE REQUIRED

PLAY MORE GOLF IN SCOTLAND
AND SAVE 50% ON GREEN FEES

ScottishGolfCARD

For just £10 a year, members of SGU or SLGA affiliated golf clubs can receive a 50% discount on standard green fees at many of Scotland's golf courses. So you can worry less about the cost and more about avoiding the sand.

To buy a card, contact your club secretary or visit www.scottishgolf.org



SCOTTISH GOLF
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SCOTTISH LADIES'
GOLFING ASSOCIATION



empire HR[®]

Cost-effective
professional Employment Law and HR support,
delivered throughout Scotland by a Scottish company.

"Empire HR helped me through a difficult situation and I received prompt replies to the numerous questions that I asked. The procedures to be followed were given in a manner that was easily understood and the situation was resolved to our complete satisfaction within a very short time scale. We saved the club a considerable amount of time and money and we also eliminated any possibility of a future claim by the employee. I would recommend the Empire services to any golf club."
Alasdair MacGregor, Newmachar Golf Club

- Employment Tribunal Support
- Telephone Advice Line 24/7
- Employment Contracts
- Reorganisation & Redundancies
- Performance Management
- Compromise Agreements
- Training & On Site Support
- Solid, Pragmatic, Commercial Advice
- Bespoke Packages to Suit your budget



**Trust Empire HR—Where Our
Business is Your People!**

For more information visit our website www.empirehr.com, contact Steve Cook, CEO on s.cook@empirehr.com or call us on 01224 701383.

Employment Law | Employment Tribunal Support | HR Consultancy



The Club Managers Association of Europe present

Practical advice for bench marking your food and beverage operation, maximising stock results and identifying fraudulent behaviour.

**TUE 24 NOVEMBER 2009, 9.30 am – Bothwell Castle GC, near Glasgow
Presenter – Mr Steven Brown (FBII), Manager Inn-Formation**

Since 1971 Steven has been working with food and beverage in the leisure industry, progressing to a training and development role with licensed trade premises. In 1987 he established INN-FORMATION which has become acknowledged as the UK's premier provider of consultancy services to the F & B industry and in particular the golfing community.

Steven's direct and humorous approach makes him a popular speaker and he will once again be addressing the GCMA National Conference this year. He promises to provide us with tried and tested solutions to all matters relating to the provision of F & B in our clubs.

NOTE: Steven encourages all delegates to bring along their latest stock results for an on-site analysis throughout the day.

Aims of this professional development seminar

- Identify key industry formula and industry norms to allow club managers to benchmark their F&B operation.
- Identify four simple practical selling techniques for front of house staff to use at your club.
- Learn how to interpret your clubs stock results (delegates are encouraged to bring their own results to the seminar) and understand how to make this key document a management tool for marketing and financial control.
- Understand and identify the areas in which a F&B operation can be defrauded by the actions of dishonest people.
- Participate in a surgery to permit delegates to relate their days learning experience to their own particular job situation.

Target audience for this seminar

This CMAE seminar is aimed at those in the industry who seek to gain a greater understanding of this high profile and labor intensive area of the clubs business.

How do I book a place on this seminar?

CMAE Members may attend this seminar free of charge and may be accompanied by up to 3 colleagues from their club, also free of charge by contacting Kevin.Fish@cmaeurope.plus.com
(Annual membership of the Scottish Region of CMAE costs £175.)

Non Members are also welcome to attend this seminar for £75 by contacting the CMAE Administrator at Kevin.Fish@cmaeurope.plus.com, or on 0131 652 4357. If this is your first taste of a CMAE seminar, & afterwards you do not feel satisfied by the benefits gained, just let us know, and we will guarantee your money back.