

# PLAYIN' THROUGH

A Publication of Park Hills Golf Club & The Freeport Park District

SUMMER 2016

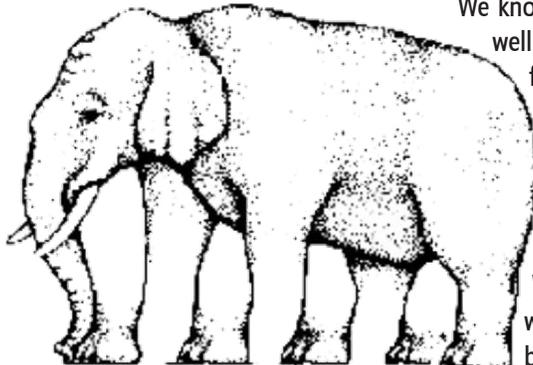


## Customer Service

I've been reading about perception.

The dictionary describes perception as *the ability to see, hear, or become aware of something through the senses; or, a way of regarding, understanding, or interpreting something.*

I'm sure you have seen this optical illusion somewhere before - it's a simple illustration of 'not the way things are but the way we think they are.' Some see five legs while



others see just four. Perception.

The things we do at Park Hills are sometimes subject to perception. We think what we're doing makes perfect sense - only to learn later that it irritates or alienates our golfers.

Unfortunately, **our** perception is occasionally buried in the rush of the business of golf - revenues, expenses, regulations, competition - that all has to be



Dave Fisher  
Superintendent of Golf  
Park Hills

done in six or seven months of the year. We lose track and unintentionally get a case of selective hearing.

A round of golf costs money. Hard earned money.

Our task, and sometimes challenge, is to make sure that visitors to Park Hills perceive what we do as having good value for their money.

We know that the Park Hills courses are well maintained and fun to play (lots of feedback on that). What we continue to work on is the small touches and gestures that we hope will make a visit to Park Hills more personal and enjoyable.

We want to be more helpful - whether a tee time or a special order burger. We want you to know that we're interested in your thoughts about Park Hills. What are the things we can do to make sure that your experience at Park Hills was positively memorable?

We understand that each individual customer is a vital part of our success. That means that golfers who play Park Hills just once a year receive the same VIP treatment as the regular golfer who plays twice per week.

We're trying to conjure the future by thoughtfully reinventing Park Hills to make coming here less costly ( Monday / Thursday Specials; Sunday Family Specials; Twilight Specials; Tuesday Golf and Lunch

Special) and open the door to coming generations (Foot Golf for instance).

We like using your name.

Being friendly and greeting you with a smile is genuine - we are happy to have you visit Park Hills.

We try to keep Park Hills clean and orderly - and that includes the carts, the Clubhouse and the on-course facilities. We do appreciate hearing that something isn't up to snuff so we can take care of the issue promptly.

Park Hills is the only golf facility in the region with the luxury of two 18-hole courses. 95% of the time you'll be at your first tee right when you want to be. Occasionally, a giant outing with a hundred or more golfers might create a delay - but we'll do everything possible to minimize your wait and get you on the course.

Jeff is expert at knowing the details of all of the equipment and apparel in the ProShop. Don't hesitate to ask him for information.

Even though Park Hills is a public course, we'd like you to feel like you were part of a 'private club' of times gone by.

What's your perception of Park Hills?

Let us know your thoughts. We really do want to know.





JEFF Hartman  
PGA Pro  
Park Hills

IN THE PROSHOP

More spin means more distance control.

There is more flexibility with tour-quality balls.

My advice is to play a few holes with balls from different price ranges. If you note a difference, that should help you decide on the ball you'll play.



### Hot? Consider Under Armour

We started stocking Under Armour apparel a few years ago based on the reviews we had seen.

It turns out that the reviews were pretty accurate - this gear does what it says it will do.

The company Founder, a former collegiate football player wanted a t-shirt that provided compression with the ability to wick perspiration off the skin rather than absorb it. The knit technology helps regulate body temperature and that makes a round on a hot day a lot more pleasant.

We stock Under Armour shirts in the ProShop - try it. It works!



### The Golf Ball -

How are they different? Which one should I play? Which will improve my game?



First, it is widely held in the golf industry that modern ball technology used by the large brands have very little distance difference off the tee.

The real difference is the ability to use spin and control to get the ball to land where you want it. The most expensive urethane covered balls provide more spin and control - you'll end up closer to the hole.

The most desirable ball is one that performs well on the green.

I've seen tests of balls that had clear differences in launch and spin - the tour-type balls regularly out-performed the cheaper versions.

The tests, using a special launcher, show that the higher-spin / low launch balls landed consistently within a 3 foot target on a green. Slower spinning /higher launch balls finished 6 feet or more past the same target.

I find that the difference with tour quality balls is that they allow for tee shots to launch with less spin but also for short shots to be hit with a lot of spin.

# Thank You!

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Mort's Bar and Grill

## Playing The Greenside Bunkers Is Easier With The Correct Setup - Jeff Hartman



Greenside bunkers can be a challenge. But with the right setup, those shots can be much more accurate.

I teach my students to concentrate on three things if they're playing out of the sand :

1. **Have an Open Stance** - with your left foot facing left of the target with your right foot facing at the target.

2. **Open the Club Face** - before you take your grip to expose the bounce feature at the bottom of your sand wedge which helps the club slide through the sand.

3. **Hit the sand behind the ball.** I encourage students to visualize a 2-3" circle around the ball with the ball as the bullseye. Hit the sand at the outer edge of the circle using your normal swing and follow through.

Using this setup, you'll find that you will get a skimming action that will loft the ball out of trouble more consistently.



## The Cost of Golf

Golf Channel recently conducted a survey and found that about 30,000 rounds of golf are played on American golf courses each year. Day of the week, the golf course itself, and the tee time are the indicators creating the cost for a round of golf.

The *median* cost of 18 holes at a public golf course on a weekend is \$36 including a cart. A private golf course is a little bit higher than a public golf course - the median of privately owned golf course is \$40 on a weekend.



## Park Hills Adds Reciprocal Courses For 2016

Tee Times at these Courses can be arranged through Park Hills

Prairie View Golf Club - Byron	\$20
Woodbine Bend - Woodbine	\$20
Monroe Country Club - Monroe	\$25
Blackhawk Run - Stockton	\$22
Timber Pointe - Poplar Grove	\$20
Decatur Lakes - Brodhead WI	\$20
Apple Canyon Golf Club	\$20



Each of these Courses offers special rates to Park Hills Season Pass Holders. The rates shown are for 18 holes with a cart.

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[www.parkhillsgolfcourse.com](http://www.parkhillsgolfcourse.com)

## 2016 Scheduled Outings - Thank You For Choosing Park Hills!

Saturday	June 25
Saturday/Sunday	July 9 / 10
Saturday	July 16
Wednesday	August 3
Thursday	August 4
Friday	August 12
Saturday	August 13
Sunday	August 14
Tues / Wed	August 16 / 17
Friday	August 26
Saturday	August 27
Saturday	September 10
Friday	September 16
Saturday	September 17
Saturday	September 24

- Quality Auto Body / Benchwarmers Golf Outing
- Freeport City Golf Tournament
- Freeport Eagles Club Golf Outing
- Mor's Golf Outing
- Senior Men's & Ladies Benefit Golf Outing
- Immanuel Lutheran Church Golf Outing
- Ridott Tap Golf Outing
- Tim Clark 'Spongebob' Golf Outing
- Rock River Womens Golf Outing
- Highland Community College 36 Golf Outing
- PJ's Stephenson Street Station Golf Outing
- Freeport Elk's Club Golf Outing
- Frank Anselmo Golf Outing
- Freeport High School Boys Invitational
- Freeport High School Girls Invitational



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# Park Hills Golf Specials

Twilight Golf - Everyday - 18 holes with cart - After 5pm	\$25
Mondays & Thursdays - 18 holes with cart	\$30
Mondays & Thursdays - 18 holes with cart AFTER 1pm	\$25
Tuesdays - Golf & Lunch - 11am 'til 2pm	\$30
Weekends - after 3pm - 2for1 Twilight (Husband and Wife or Parent and child)	\$25

## Enough of the boring lunch.

18 Holes with a cart  
Hot Dog, Chips & Soft Drink  
Every Tuesday  
11am - 2pm

# \$30

A special club at a very special price.  
Regularly \$899.  
At the ProShop \$799.  
**Save \$100**

*Park Hills Golf Courses*