

# The Next Shot

"The most important shot in golf is the next one." -- Ben Hogan

American Singles Golf Association

April 8, 2016

[SinglesGolf.com/TheNextShot](http://SinglesGolf.com/TheNextShot)



## Returning to a National Newsletter

For some recent new members, you didn't know the national office used to publish regular newsletters. We've become so email oriented that email has taken the place of the "decent-looking" newsletter. So we're back to doing a newsletter, and in addition, this newsletter and future newsletters will be posted online so that you can easily go back to them. So go to [SinglesGolf.com/TheNextShot](http://SinglesGolf.com/TheNextShot) if you ever want to "go back" and review past newsletters. And by the way, all web links herein are active!

## The Masters This Weekend

Unless you've been asleep at the wheel the last couple of days, the world's most famous golf tournament is happening now. The Golf Channel seems like they have non-stop coverage but CBS will cover the excitement from 3:00-7:00 ET on Saturday and 2:00-7:00 ET on Sunday.

For us novice golfers, I sense we all feel more human when we see Ernie Els, suffering from a case of the yips, scoring a 9 on the first hole, highest score ever on the first hole in Master's history. Asked what he'd have to do to cure the yips and he said it would take a brain transplant. We've all been there.

If your chapter is having a golf outing this weekend, add some fun to your competition by pairing yourself with one of the players at Augusta. You take your net score and a PGA player's actual score (on Sunday's round only) and add them together. You might have a good round and they might have a bad one, or vice-versa, but you'll find yourself rooting for them to turn-in a great score. The winner of your event will not be known until the Masters is over.

## Pinehurst — Memorial Day Weekend Just 7 Weeks Away

As has been announced, the American Singles Golf Association (ASGA) is hosting a national event for any and all members at that lovely resort in Pinehurst, North Carolina -- the home of golf. The great thing about Pinehurst is that there's no need to go into detail about how great and how historic this small village in the middle of North Carolina is. Just say "Pinehurst" and your friends reply "wow!"

I wanted to get this message out today because we're already have hit 100 ASGA members registered in a very short time.

In fact, today is one week before "early registration" ends. All this means is that if you

don't register by next Friday, April 15th, you miss out on your two free (alcoholic) drink tickets, good for two beers, wine or house-brand mix drinks.

- **EVENT DATES:** Memorial Day Weekend - Arrive Friday, May 27 and depart on Memorial Day Monday, May 30th.
- **REUNION EVENT:** A reunion event allows former members

and spouses, whether married or not, to attend (did I word that correctly?). For those former members who are still single, we hope you re-join our ranks.

- **PACKAGE PRICING:** As we've done over many years, Pinehurst sells us packages and because of our numbers (and beautiful members) our packages are priced at about HALF the amount the public pays. This package includes three nights' stay, two rounds of golf, dancing to the tunes of the deejay on two nights, three phenomenal buffet breakfasts (with my favorite piano player playing those great "standards" in the background), a cocktail party on the first night (hors d'oeuvres served), a cookout on the West Lawn on Saturday night and a final awards banquet on Sunday night.

You can arrive up to three days early and stay three days late at our special ASGA group pricing, however, rooms are not available at The Carolina on May 25 but you can switch mid-event if you'd like. We will have optional golf rounds on the day-of-arrival, and, of course, everyone's favorite course on Monday morning at [Tobacco Road](http://Tobacco Road), a Mike Stranz joy. *Golfweek* magazine said Mike was one of the *Top 10 Greatest Golf Architects of All Time*.

All of the details are at [SinglesGolf.com/Pinehurst](http://SinglesGolf.com/Pinehurst) and to register. You can also register using the registration form that comes with your monthly newsletter or register over the phone by speaking with Irene at 980-833-6450, M-F, 9am—1:30pm, eastern time zone.

## PINEHURST ITINERARY (SEE REGISTRATION FORM FOR DETAILS)

**Friday, May 27** - Arrival in Pinehurst. If you wish to play the optional "day of arrival" golf round at Pinehurst No. 1, you will be shot-gunning at 1:30pm. Pinehurst No. 2 is also available for play this day. Limited to 24 players, 1pm tee times.

**Friday, May 27** - 5:30-7:30 - Registration in Pinehurst's Conference Center Foyer (Pick-up nametags, program, etc.)

**Friday, May 27** - 7:30pm Cocktail Party / Hors d'oeuvres. Announcements at 8:15pm / Dancing tonight. Two (2) free drink tickets if you register by April 15. Cash bar otherwise.

**Saturday, May 28** - Optional clay shooting at a facility 45 minutes away, back to Pinehurst for a 1:30 shotgun start on courses 3 & 6. Pic-a-Nic on the West Lawn at Pinehurst after golf. Have fun on the town tonight - you're on your own.

**Sunday, May 29** - Morning golf playing a different course today than yesterday. Cocktail party at 7:30pm, dinner doors open at 8pm. Cash bar. Dancing with the DJ.

**Monday, May 30** - 9:00 optional round of golf at Tobacco Road, a 45-minute drive north of Pinehurst. Includes sandwich, chips & soft drink. Departure date for most attendees. Optional dinner at 6:00pm on Monday night at Elliott's on Linden. Meet in the Carolina Hotel lobby at 6:00pm.

**Tuesday, May 31** - We'll play the optional Pinehurst No. 9 course, a Jack Nicklaus design, for those who can stay an extra day.

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## ASGA in Spain — September 17 - 28, 2016

We have 90 signed-up and paid / or paying. We've got a good group of people on this trip. Eleven nights - play Valderrama as an optional course - food, transportation included. We'd like to get our numbers up to 110 if possible. Plenty of room for you on this memorable trip. For a list of who's going to Spain, go to [SinglesGolf.com/Spain](http://SinglesGolf.com/Spain) where full details are also presented to you!



**Dates:** Leave the USA on 9/16/16, arrive next day in Madrid. We'll visit 3-4 towns/cities and have a ball. Spread your payments over five months. But you need to really get to the website for the details. Prices vary based on whether you room by yourself or with a roommate, play Valderrama, etc. And before you ask, airline fares are not included.

## Chapters Host Booths at Golf Shows They are Making a Difference

Some of our chapters have regularly been doing those winter-time golf shows. Golf shows are generally attended by golfers. Details of how ASGA National participates with local chapters at [SinglesGolf.com/GolfShows](http://SinglesGolf.com/GolfShows) This year, we signed-up well over 100 new members from our various shows. Kudos out to Terry Smith and the Denver chapter for signing-up 54 new members over their weekend. DC did a great job as well so congrats and a tip-o-the-golf-cap to Anne, Sam, Joanne and others for the great performance doing the show. If your chapter is looking for some growth ideas, [SinglesGolf.com/grow](http://SinglesGolf.com/grow) is the place to go.

## ASGA Turns 25 Next Year

I hate to be trite, but it seems like yesterday when the Charlotte Singles Golf group was started. It was actually in September, 1992. A friend invited another friend to play golf with him one day. Okay, I'll just tell you now . . . the other guy was me. We had been going to some church singles groups every Sunday. I didn't say "we went to church every Sunday," I said we were going to some church singles groups every Sunday. When the service started, we headed to another church and met more singles there. Yes, I'm sure I've already been punished on the golf course for that mistake. So we're out playing golf one day and I glanced over to the other fairway where three brightly-dressed ladies were headed in our direction. As they got closer, the simple and obvious idea hit me: "why don't we start a singles club of our own but just for people who play golf." The one time I wanted to hit a ball into another fairway just didn't happen.

Now you have to remember that the world wide internet thing was only a twinkle in Al Gore's eyes at that point so we had to basically revert to Fred Flintstone-style advertising, you know, hanging a few signs around. Well, luck hit us and a group of us (if you call six a group) met at a Shoney's restaurant in Charlotte. Three guys, three gals. (*Back then, you could say "gals" without worrying about offending anyone. PC simply stood for "personal computers."*)

So short story long, our "club" grew and we had hit 175 members after our first year just by word-of-mouth. We did that with-

out email and we had 40-50 people at every single golf outing we held. Half of our events were social-related, the other half, golf. It was something people wanted in their lives. After four years of my involvement in running the Charlotte group, I started ASGA as a national organization, working first with cities in North Carolina, getting some PR here and there, and just opening new chapters. *NBC Nightly News* actually did a 4-minute segment on us and we've had other mentions through Paul Harvey, *Golf for Women*, *Golf Digest*, etc.

So next year is symbolic and important to me. We typically stand around 3,000 members at any point in time but my vision was to have a zillion members by now. Coming back to Earth, my new vision is 5,000 members by September 30 of next year. They say you have to reach for the stars in order to get to the moon, so I'd be happy with 4,000 members. So in order to achieve that, we'll be doing some special things that we're working on now. I know that if "your heart is still single," you go to meetings and outings with some hope that maybe this will be the time something happens. (*And yes, I've heard all the comments, e.g. you don't want to meet anyone "special" you just want to play more golf. Yadda Yadda!*)

## Double Your Attendance

And, by the way, think about in your own chapter, if every person invited one friend to an event, you'd have twice the attendance! And why do many guests at events never join ASGA? After taking a survey, we found the most common reply was "I was never asked!"

We all have that word "SINGLE" on our forehead. You show-up at singles events and there's a basic assumption: you're single (and, although not desperate, you'd like to meet someone to fulfill a part of your life). I've seen it happens many times over the past 24 years. Unfortunately for us, but fortunate for them, we lose members because Jack meets Jill and they go up the hill and we never see them again.

So we have to replace those members to keep your chapter's vitality. I see it as my role as much as it is yours. Enough on all this but I do want to make the next 17 months meaningful in terms of you guys meeting new friends, special and otherwise.

Any organization celebrating their 25th year deserves special attention and we hope to make the best of it!

-- Tom Alsop

President / Founder

American Singles Golf Association (ASGA)  
Fun-Fellowship-Fairways Since 1992



## American SinglesGolf® Re:Sources

ASGA Website	<a href="http://SinglesGolf.com">SinglesGolf.com</a>
Upcoming Multi-Chapter Events	<a href="http://SinglesGolf.com/events">SinglesGolf.com/events</a>
To join or renew dues in ASGA	<a href="http://SinglesGolf.com/join">SinglesGolf.com/join</a>
List of Chapters/See Newsletters	<a href="http://SinglesGolf.com/chapters">SinglesGolf.com/chapters</a>
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