

Employee of the Month — John Roy



“I have only been with the company for 18 months but in that time we have developed a reputation for delivery that I have never seen with any of my previous companies, I am happy to play my part in building on this performance to keep our clients’ businesses at the top of our agenda.”

Name: John Roy

Position: VP Sales West Coast **Since:** September 2009

While preparing for an installation at the end of March, our appointed couriers called into the LA warehouse to collect the tools and Power Tees for installation at Dulles Golf Centre in Washington VA. The courier refused to pick up the site tool box because it was not shrink wrapped and did not alert us for some time, leaving us in a position where we were likely to miss our first installation deadline since the company was incorporated in 1996. John Roy stepped straight up to the plate and volunteered to drive a rental van from LA to Washington, some 2700 miles so that we could keep our record intact.

Martin Wyeth CEO, product inventor and founder said “Since starting the company in 1996 we have never failed on a major customer obligation. We have faced vehicle breakdown, supplier failure, industrial action and once the Channel Tunnel closed with our goods en route so we had to divert the driver to a ferry port up the coast of England to get to France on time. I did not want to break this record after just seven installations in the USA. When John offered to drop his weekend plans and drive the goods to the customer, I was delighted. While we were able to make arrangements with another carrier, John’s sense of commitment is exactly what has made us who we are.”



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News

New Installations!

Dulles Golf Center & Sports Park



23 machines installed at Dulles Golf Center & Sports Park, a ‘Top 100’ range in northern Virginia. Based on the golfers’ enthusiasm with their new tee line, Power Tee is already a very popular addition to the mid-Atlantic region!

Sorrento Canyon Golf Center



24 machines installed at Sorrento Canyon Golf Center in San Diego, California. Power Tee is now available in the four largest metropolitan areas in California.



Client in the Spotlight — Leatherman Golf Learning Center



“I’ve been able to increase my prices due to Power Tee’s new technology and other range improvements.”

Chris Leatherman is the Owner and Director of Instruction at Leatherman Golf Learning Center. He is a Class “A” Member of the PGA of America. Chris has been teaching professionally for 21 years and has 31 years of competitive playing experience.

Leatherman Golf Learning Center, located just south of Uptown Charlotte, North Carolina, is a complete state-of-the-art practice and golf instruction facility. The Center, opened in 1999, is a full service golf facility that fulfils players’ every need to improve their game. Great practice areas include a double decker driving range, putting and chipping

greens, and sand trap. Leatherman’s offers private and group instruction for golfers of all ages and skill levels. The fully stocked pro shop also offers [Spotlight continued on next page...](#)

Range	Leatherman Golf Learning Center
Location	Charlotte, NC
Owner	Chris Leatherman
Total No. of Hitting Stations	50
No. of Power Tees	34
Power Tee Installed	December 2009

FAQ

Q. How does Power Tee make me money?

A. In several ways, not the least of which is repeat purchase. With automation, golfers hit balls faster, and often they will hit an extra bucket while they are there. Increased footfall will come as well, and those extra golfers will also make other retail purchases in your pro-shop. Power Tee is particularly popular with juniors, seniors, ladies and beginners; ranges will often see increases in these groups of golfers. You save on mat purchases, since top quality Fiberbuilt mats come with Power Tee. Finally, a price increase is palatable to golfers who now have automation and variable tee heights.

Q. Can I retrofit Power Tee into an existing range?

A. Of course! Most of our installations are in existing ranges, and our system generally fits comfortably inside your existing bay dividers. If you are building a new range, we can offer advice with your design and supply you with drawings to assist with preparing the tee line for Power Tee

Spotlight continued from front page...

demo clubs, professional club-fitting, and expert club repair. For family fun, there is also a well-maintained 18 hole waterfall miniature golf course and snacks, beverages, and beer are available in the clubhouse.

How long have you been in the driving range business?

I've been in the golf business since 1984, and a PGA member since 1989. I've been a business owner since 2002.

Why did you upgrade to Power Tee?

Power Tee's adjustable tee height was very important. It also offered a clean tee line that was fixed in place, and a more user friendly and enjoyable customer experience.

In addition to increased ball sales and mat savings, were there other economic benefits to Power Tee?

I have gone from two large grass tees to one, and I've also saved on ball tray and rubber tee purchases. I've been able to increase my prices due to Power Tee's new technology and other range improvements. February 2011 was my best February ever, and April 2011 is on pace to be my best month ever.

Has Power Tee, and the people behind it, met your expectations?

They seem to have a genuine interest in helping golfers learn, practice, and play better, and are always working to eliminate any glitches or machine down time.

What are your plans for the future with Leatherman Golf Learning Center?

I have purchased a ball launch monitor from Foresight, and a doppler radar based club fitting and teaching tool from Flightscope.

Did you know?

Up to 25 Power Tees can be installed in a week with minimal interruption to golfers.



Range Operating Tips from Around the World — Water Features



Broome Manor Golf Driving Range as seen from Google Earth

I have now encountered at least 10 water features on outfields, independent of water ranges where the whole outfield is a lake.

As alluring as water and the idea of a splash is to excite the golfers, I can only offer caution if you are considering a water feature on the outfield.

I put in a water feature at my own range in front of the 150 yard green and the golfers loved it. Much excitement was generated and we had plenty of golfers trying to land the ball in the water instead of on the green. We chlorinated the water to keep it clean and had a pump to remove the balls from the water. Within a year the pump burst in frosty weather and the pool became harder to keep clean. Health and safety concerns were raised and the buzz of the splash wore down to a quiet approval. My opinion is that cost of maintenance is now at best breakeven with the benefits.

This seems to be in line with virtually every other water feature I have encountered on driving ranges.

The two ends of the spectrum were;

- A 60-bay range in North London where the owner stated that the water feature he put in was his biggest mistake in the entire development

“As alluring as water and the idea of a splash is to excite the golfers, I can only offer caution if you are considering a water feature on the outfield.”

- Another range in France which had a simple pond 12 inches deep at 60 yards. The owner claimed that it was OK, “the golfers like it and we retrieve the balls once every week”.

Downsides

Despite being easy on the eye and popular with golfers, beware! Maintenance is constant, cost of construction is high compared to a green or bunker and the benefits wane over time.

Martin Wyeth, Power Tee CEO,

has visited driving ranges the world over and is pleased to share his observations of how some range owners have successfully improved ball sales using Power Tee.



Did you know?

8 Power Tees were installed at World of Golf in Sidcup, London in 2000. They are now fully automated with 54 Power Tees and the 3 other ranges in the World of Golf group are also fully automated.