



The #1 Custom ProLine™

December 1, 2010

Hello!

Season's Greetings from KZG! Please **READ** below and **WATCH** our Video Newsflash ([click here](#)).

## FINAL CHANCE – TOP 100 APPLICATIONS ARE DUE!

The reason this Newsflash is being sent to you early is to remind you that applications for the “**World’s Top 100 ClubFitters (2011)**” are due in two days (**Dec. 1<sup>st</sup>, 2010**)! This year marks the 6<sup>th</sup> time we are honoring the ‘crème de la crème’ of fitters from around the globe.



If you previously applied, you only need to submit the **Short Application**. Please submit the **Standard Application** if you are new to KZG or have never applied before. Both applications have already been sent to you. They are also available on our Resource Page (password: kzg123). This is a great marketing opportunity and winners receive a framed certificate, poster, use of the Top 100 logo, a special indication on our Dealer Locator, press coverage and much more! It is free to apply so don't miss out!

## DECEMBER SPECIALS

**December | All KZG Wedges, Chippers and Putters - 10% off**

This month receive **10% off all of our wedges, chippers and putters...** a perfect gift during the holiday season. This special includes the TRS, Sniper SRS, X95, 9500R, E\$Z Chipper and GF Series of Putters. With this 10% discount, coupled with your retail price at approximately double the wholesale cost, you should be able to offer these products at 20% off and still make 50 points!

We also have a special flyer to put on your countertop. Just go to the “Resources” page on our website (password: kzg123), download and print.

*Holiday Specials!*

**20% Off KZG  
Wedges, Chippers & Putters**

*December Only*

Don't forget to have **KZG Gift Certificates** on hand for the holiday season... what an easy gift idea!

If you need any custom design help or marketing advice please contact Chris Lesser at [clessler@kzggolf.com](mailto:clessler@kzggolf.com) or call him at ext. 123 (SKYPE: kzg.chris).



### **BONUS SPECIALS!**

- \* Receive a **FREE AW and SW** when you buy a **standard Forged CB set or Forged Blade set.**
- \* Receive an additional **20% off the MC-IIIx Irons, OC-I/x1 Irons and CH-III Fairway Woods.**

## **NEW MASTER CLUBFITTER CERTIFICATION DATES**

We are happy to announce the next KZG Master ClubFitter Certification Class will be **Jan. 31<sup>st</sup> - Feb. 2<sup>nd</sup>, 2011 in North Hollywood, CA (KZG Headquarters)**. There will also be a Master ClubFitter Certification Class **May 1<sup>st</sup>-3<sup>rd</sup>, 2011 in Hannover, Germany** immediately prior to the IPAC Conference (see next section).

The class is a symposium for clubfitting professionals who want to practice their craft at the highest level possible. Over the course of three days, attendees are immersed in the latest club fitting techniques, technology, design, marketing, branding, selling, etc. all designed to improve the fitting experience. Attendees also spend a great deal of time exchanging ideas with their professional peers, which often lead to life long friendships.

In early November we had two dynamic classes from a diverse group of clubfitters representing Arizona, Colorado, California, Hawaii, Canada, Sweden and Switzerland. In the past five years, over 225 professionals have attended this program and have earned their "Master ClubFitter" status. Practically every attendee has reported an increase in business. If you are interested in attending please email your Sales Rep.



## IPAC CONFERENCE 2011 – GERMANY

Big news for IPAC Members! IPAC just announced the dates for the 4<sup>th</sup> Annual IPAC Conference in **Hannover, Germany: May 3rd-4th, 2011**. Bruce and I will be in attendance and we look forward to meeting many of you face-to-face.

This event is exclusively for IPAC Members (and their guests). Richard Phillips, an esteemed IPAC Member and KZG Diamond Dealer, is hosting the event at his facility, Golf Gleidengen. Golf Gleidengen features a beautiful golf course, a large fitting center, ample meeting space and a wonderful German restaurant, perfect for an IPAC Conference ([www.golfgleidengen.de](http://www.golfgleidengen.de)).

**Location:** Hannover, Germany (Golf Gleidengen)

**Date:** May 3-4, 2011

**Time:** May 3<sup>rd</sup> (5:00 p.m. - 9:00 p.m.) & May 4<sup>th</sup> (9:00 a.m. – 3:00 p.m.)

**Cost:** IPAC Members are FREE (Golf and Dinner)

On Tuesday there will be a brief annual meeting, cocktails and dinner. Wednesday will feature a breakfast event, golf outing and award ceremony. We strongly encourage you to attend, as this is a great opportunity to network with your peers, share new fitting ideas and have some fun!

If you are an IPAC Member we hope to see you there. If you are not an IPAC Member but would like to attend, we strongly encourage you to apply for membership... it's not too late. Please contact Chris at [lesser@ipacgolf.com](mailto:lesser@ipacgolf.com) if you have any questions.



## KZG DEALER STORIES



**Jari Hakonen from Birdie Finish Golf in Oregon** fit a customer into a set of MC-IIIx irons a few weeks ago. The customer called back three days later and told Jari he made a hole-in-one with his 9-iron on the first par 3. That's not all. Later in the same round he made ANOTHER hole-in-one with his 7-iron. He explained to Jari that the MC-IIIx was his 34<sup>th</sup> set, but he believes he finally found a keeper!

**Khee Wei from Wiz Golf in Singapore** partnered with BMW Asia to provide Trackman and SAM Putt Lab analysis in the BMW World Event. He was able to increase KZG's brand exposure along with his own throughout Singapore.

**David Kierstead from the KZG Fitting Center in California** brought in several Southern California golf professionals for a special 1-day class on custom fittings and the KZG line. He

set up a special referral program and now has a team of golf pros, all knowledgeable about KZG, referring him business.

**Lionel Newton from Newton's Law Golf in Canada** has a great ice breaker for golfer on his range. He goes up to the person and says "You have a very good swing. Let me check that club you're swinging for a second." He looks at it and then has the person swing the club off a lie board with impact tape. Almost every time the lie is incorrect. This often leads to a conversation about real custom fitting and sometimes a fitting appointment.

## **INDUSTRY NEWS**

Boeing received a \$4 billion dollar airplane order for the Middle East. This was just after a huge order for Singapore Airlines. What does it have to do with the golf biz? Airplanes use a lot of high modulus carbon fiber, which is also used in golf shafts. We are now sitting on the sidelines waiting to see how it affects supply. Carbon fiber could come down in price due to mass production or go up in price due to a vying for a limited supply. Just about everyone says the cheaper low modulus carbon fiber may end up costing more, thus margins will go down with the result that lower quality shafts may not be as cheap as in the past.

*Happy Holidays... See you in the New Year! Please note our offices will be closed Friday, Dec. 24<sup>th</sup> and Friday, Dec. 31<sup>st</sup>.*

Sincerely,


**Jennifer King**  
KZG President  
[jennifer@kzgolf.com](mailto:jennifer@kzgolf.com)



The #1 Custom ProLine™

November 1, 2010

Hello!

Business is booming here at KZG! Lots of new products and updates so please **READ** below and **WATCH** our Video Newsflash ([click here](#)). 

## New White Stand Bag!

All of our bags are back in stock! New in our arsenal is the *Ltd. Edition White Stand Bag*. Your trendy clientele will love its eye-catching look and great functionality. Besides the color difference, this bag is identical to our classic stand bag and will be a hit with the younger crowd.

We also have plenty of the following bags available:

- White Tour Bags (and with these, please consider our new white head covers)
- Black/Red Mini Staff Bags
- Black/Red Cart Bags
- Black/Red Stand Bags
- Black/Red Feather Lite Bags
- Black Travel Bags
- Black Duffel Bags



**INTERNATIONAL DEALERS:** Richard Phillips from Golf Gleidingen, Germany is our new International Distributer for KZG golf bags. We will send out a 'Special Newsflash' later this month with more details.

## Get Ready for the Holidays: November Super Soft Goods Specials

November	All KZG Soft Goods (including bags) - 15% off
December	All KZG Wedges, Chippers and Putters - 10% off

This month receive **15% off all of our soft goods...** set up a great holiday display featuring KZG. This special includes all eight bag models (including the new white stand bag), shirts,

hats, visors, gloves, towels and umbrellas. If you don't have these on your floor, you just lost the chance to sell! With this 15% discount, coupled with your retail price at approximately double the wholesale cost, you should be able to offer these products at 30% off and still make 50 points!

We also have a special flyer to put on your countertop. Just go to the "Resources" page on our website (password: kzg123), download and print.

We also have the *All I Want for Christmas* mini-gift card reminders on the "Resources Page". If you need any custom design help or marketing advice please contact Chris Lesser at [clessler@kzggolf.com](mailto:clessler@kzggolf.com) or call him at ext. 123 (SKYPE: kzg.chris).

We also have the *All I Want for Christmas is KZG* mini-gift reminders for your customers!

### **BONUS SPECIALS!**

\* Receive a **FREE AW and SW** when you buy a **standard Forged CB set (RH or LH)** or **Forged Blade set (RH or LH)**.

\* Receive an additional **20% off** the **MC-IIIx Irons (RH/LH)**, **OC-I/x1 Irons (RH/LH)** and **CH-III Fairway Woods (RH)**.

## **Aldila's RIP Shafts - Scary Good!**

The RIP shaft has arrived and it is one killer shaft! It is a low spin, low torque, mid-high kick point shaft ideal for those better players seeking a low-mid launch. The boys here tested it with several KZG heads and are in awe by the performance and feel. Several have claimed it is one of the better shafts they've tested in recent memory.

The RIP is available in a 60 or 70 wood model, R, S or X flex with torques ranging from 3.2-2.4. **Call your rep for pricing.**

KZG is an OEM and receives OEM pricing on all Aldila and Graphite Design Shafts. We are allowed to sell these shafts as a kit with a KZG head, or we can assemble the clubs for you here at our headquarters. These shafts are only available to our Premier Dealers (Silver, Gold, Platinum and Diamond). We are not a shaft distributor, so we can't just sell you a case of the shafts. Please call your Rep for more details.



## KZG Dealers Moving Up!

KZG is growing by leaps and bounds and so are our Dealers. Last quarter, many of you grew to a higher pricing tier... Congratulations to the following:

### DIAMOND DEALER:



**Richard Phillips of Golf Gleidengen in Germany:** Richard is an IPAC Member and KZG Certified Master Fitter. He is very well respected throughout the UK and Europe, not only as one of the very finest fitters in the industry, but also as a teacher and mentor to those in the golf profession. We are so proud and honored to have Richard as one of our Diamond Dealers.

### GOLD DEALERS:



**Lyle Helland of Simply Golf in Alberta, Canada:** veteran clubfitter, new IPAC member, and new KZG Dealer. He has one of the largest custom shops in the province and is growing by leaps and bounds.



**John Gose of Full Swing Golf in Alaska:** this is the best golf store in Alaska and John features KZG over all other brands making KZG a leader in that great state.



**Brian Griffiths of Golf Academy Brian Griffiths in the Netherlands:** born in Chicago, raised in Scotland, and now this PGA Pro has set up a fantastic academy in the Netherlands featuring KZG.



**Vincent Willems of Golf Centrum Puurs in Belgium:** PGA Pro, Professional Fitter and IPAC member, Vincent speaks 3 languages and is helping a very international clientele to a better game of golf.



**Tim Nijenhuis of Nijenhuis Golf Academy in the Netherlands:** another PGA Teaching Pro who has started his own academy and fitting center; Tim is new with KZG and his business has taken off like a rocket.



**Mike Girard of Tree Tops Golf, Florida:** PGA Pro, Former Touring Professional, IPAC Member, KZG Certified Master ClubFitter and an overall savvy business guy. He sells a ton of equipment each year, just switched to KZG and now he can finally make a profit! Located near The Villages, this guy is on a roll.

Watch all of these Gold Dealers turn into Platinum Dealers next quarter! The cream always rises to the top!

## Free KZG Gift Bag if you Order a FlightScope™

Are you interested in buying a new launch monitor? KZG has had great success with the FlightScope™ Kudo and Prime over the past couple years. The Prime is virtually the same as the Kudo, but offers greater portability.

We currently use FlightScope™ in our own Fitting Center and during our Master Certification Program. We highly recommend it to all of our Dealers, as we know it is a superior launch monitor: accurate, great graphics, easy to use and it provides a wide spectrum of data. And most important of all, the FlightScope people take care of you if you have any problems.



Before you purchase *any* launch monitor, we encourage you to speak to your KZG Sales Rep to hear feedback about a number of different launch monitors in the market. We have some nightmare stories about other launch monitors and their lack of customer service. We are looking out for you. And if you do end up purchasing a FlightScope™ through us, we will also send you a gift bag filled with several hundred dollars of soft goods... a great bonus!

## World's Top 100 Applications - 2011

It's that time of year again. We already started the application process for the "World's Top 100 ClubFitters (2011)". This year marks the 6<sup>th</sup> year we are honoring the 'crème de la crème' of fitters from around the globe. The application deadline is **December 1<sup>st</sup>, 2010**... please do not procrastinate, send in your application today!



If you previously applied, you only need to submit in the **Short Application**. Please submit the **Standard Application** if you are new to KZG or have never applied before. Both applications are attached to this email as a Word Document (email Chris you need it as a PDF). This is a great marketing opportunity and winners receive a framed certificate, poster, use of the Top 100 logo, a special indication on our Dealer Locator, press coverage and much more! It is free to apply so don't miss out!

## IPAC News

Many of you have joined IPAC... and KZG appreciates your commitment in helping to raise the bar for the profession as well as helping the public to learn about the benefits of custom fitting.





At the suggestion of Ann Musselman, wife of Founding Member Josh Musselman, IPAC will be sending out a special 'Video Newsletter' to IPAC members this month that will be educational with cutting edge technology and special marketing tips. This 'Video Newsletter' will include:

- Buddy Beem's Marketing 101 (Buddy is a Diamond Dealer, IPAC Founding Member and literally controls all of the custom fitting in the state of Colorado). He will share with you his sales and marketing strategies.
- A great article from Lynn Griffin (IPAC Member, Master ClubFitter) who caught the attention of Don Trahan, father and coach of PGA Tour Player D.J. Trahan, and now operates one of the top golf blogs (900,000 golfers with 75,000 new golfers tuning in each month)... Lynn is generously sharing with his IPAC fraternity what he and Don are doing to shake up the golfing world ... very interesting!
- More to come! If you have any educational articles or ideas that you want to share with your fellow clubfitters, please submit them ASAP.

Also in the works...an IPAC meeting in Europe next year.

## Industry Updates

The third quarter has become a make or break point for golf equipment companies throughout the world. Sadly, several major OEMs are in trouble due to poor decision making and a tough golf market. US golf equipment sales for the quarter were down 19%, European sales were down 13% and Asian sales were up 2% this quarter. About 600 US golf courses have closed in the past five years and 500 more are expected to close over the next five years. Golf participation in the US fell by 4% last year.

- Acushnet's golf division (Titleist, FootJoy) reported third quarter sales at \$265.2 million, down 4.8% from a year ago.
- Callaway Golf lost nearly \$21 million in the quarter, which was an increase from the prior year's quarter loss of \$16 million. They were plagued with incentives such as buy one club, get one for free. However, year-to-date their sales are up 2% but that will quickly change if their fourth quarter is anything like their third quarter.
- Dick's opened up 5 new Golf Galaxy stores in 2010 but closed 12 in just the third quarter alone.
- There are some smaller companies like KZG that are fighting the trend and performing well. Wilson Golf division sales were \$14.8 million this quarter, up 9% from a year ago. Through nine months of 2010, Wilson Golf's revenues are up 13% compared to 2009.

*Have a great November!*

Sincerely,

**Jennifer King**  
KZG President  
[jennifer@kzggolf.com](mailto:jennifer@kzggolf.com)



The #1 Custom ProLine™

October 1, 2010

Hello!

Wow...no recession here. We are happy to report many of you have moved into higher pricing tiers at the end of the 3<sup>rd</sup> Quarter! Congratulations! Lots to talk about so please **READ** below and **WATCH** our Video Newsflash ([click here](#)).

## Territory Changes

This October brings lots of changes at KZG Headquarters. Our aim is to give you the ultimate in customer service and we have re-arranged our system to streamline better service for you.

Sr. Sales Rep **David Kierstead** has taken over as Head Fitter in our performance center located at KZG Headquarters and he has been doing an outstanding job. He will also be doing fittings in the Coachella Valley (Palm Springs, LaQuinta area) over the winter. The states that he serviced will be transferred to our existing staff.



Our International Department continues to grow by leaps and bounds, so we have divided it into two sections for better service. Gail Pope, the Director of International Sales, will continue to oversee both sections (A & B).

**ALL DEALERS** please take a moment to verify which territory you are located in and any subsequent changes that may apply to you... **this is very important:**

### **International, Part A:**

Western Europe; UK and parts of Canada (MB, NS, Quebec):

**Gail Pope**, *Director of International Sales*

Extension 111 or SKYPE: gail.pope2

[gail@kzggolf.com](mailto:gail@kzggolf.com)

**Maureen Reed**, *International Sales Rep*

Extension 112 or SKYPE: kzg.maureen

[mreed@kzggolf.com](mailto:mreed@kzggolf.com)

**International, Part B:**

Eastern Europe; Russia; Australia & New Zealand; Japan, China & Asia; Central & So. America; Middle East, India & Africa.

**Gail Pope**, *Director of International Sales*

Extension 114 or SKYPE: gail.pope2

[gail2@kzgolf.com](mailto:gail2@kzgolf.com)

**Emilia Figueroa**, *Customer Service*

Extension 113 or SKYPE: kzg.emilia

[efigueroa@kzgolf.com](mailto:efigueroa@kzgolf.com)

**United States and Canada:**

**United States:** AK, AR, AZ, CA, CO, IL, IN, KX, KY, OH, OR, PA, TN, TX, VA

**Canada:** AB, BC, ONT

**James Downing**, *Sr. Sales Rep*

Extension 109 or SKYPE: j.downing-kzg

[jdowning@kzgolf.com](mailto:jdowning@kzgolf.com)

**United States:** CT, FL, GA, HI, IA, LA, MA, MI, MN, NC, NH, NY, NV, NY, SC, WA

**Mike Piombetti**, *Sr. Sales Rep*

Extension 110 or SKYPE: mike.kzg

[mpiombetti@kzgolf.com](mailto:mpiombetti@kzgolf.com)

**United States:** AL, DC, DE, ID, MD, ME, MO, MS, MT, ND, NE, NM, OK RI, SD, UT, VT, WI, WY

**Canada:** NB, SK

**Dominic Uebelhardt**, *Customer Service*

Extension 120 or SKYPE: kzg.dominic

[duebelhardt@kzgolf.com](mailto:duebelhardt@kzgolf.com)

## October Specials

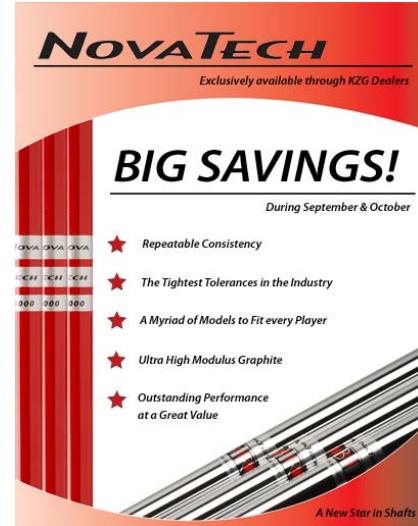
Thank you for your feedback! We listened and are again offering promotional materials ahead of our specials so you can properly advertise it to your customer base as well as plan your own promotions and inventory. Take a look at our next three months of KZG specials:

<b>October</b>	<b>All NovaTech Wood Shafts - 10% off</b>
November	All KZG Soft Goods (including bags) - 15% off
December	All KZG Wedges, Chippers and Putter - 10% off

This month receive **10% off all of our NovaTech Wood Shafts** (this is in addition to your case discount)! This special includes the: NT 1000 Series (including the NT 5000, 6000, 7000 and 8000 series), the 500 Series for the avid player (including the NT 6500 and 7500) and for the competitive player the NT Tour 1.8.

This month receive **10% off all of our NovaTech Wood Shafts** (this is in addition to your case discount)! This special includes the: NT 1000 Series (including the NT 5000, 6000, 7000 and 8000 series), the 500 Series for the avid player (including the NT 6500 and 7500) and for the competitive player the NT Tour 1.8.

NovaTech has been so well received that it is now 30% of our business! NovaTech is exclusive to you... the top fitters in the business. Tightest tolerances, highest performance, and greatest value in the shaft industry.



With this 10% special discount, coupled with your retail price at double the wholesale cost, you should be able to offer these shafts at 20% off and still make 50 points!

We also have a special flyer to put on your countertop to advertise the special. Just go to the 'Resources' page on our website (password: kzg123), download and print. Remember, if you need any custom design help or marketing advice please contact Chris Lesser at [clessers@kzggolf.com](mailto:clessers@kzggolf.com) or call him at ext. 123.

## The Clubhouse Newsletter - Fall Issue

Be smart ... stay in touch with your customer base!

And we make it so easy for you with *The Clubhouse*. It is designed for the golfing public with articles on health, conditioning, state-of-the-golf industry and new KZG products. Best yet, email Chris Lesser and he will customize it just for you (include coupons, logos, etc.).

Please note: this month's special is for our soft goods on our online Merchandise Store... but it can be deleted or easily modified so they come to you to buy the products.

If you are doing your own newsletter, feel free to use any of the articles or photos. Any other questions just email [clessers@kzggolf.com](mailto:clessers@kzggolf.com) (SKYPE: kzg.chris or KZG ext. 123). Reminder: Make sure to print out some hard copies for your countertop. **'The Clubhouse' is attached to this email.**



## White Head Covers Now Available

Your customers can now opt for ultra stylish white head covers to really make their bag stand out; they are especially ideal to pair with our KZG White Tour Bag. These head covers are identical in design to our black & red ones and come in all of our wood, utility and putter models.

When ordering please specify you want the white head cover, if no color is mentioned, we will assume you want our classic black & red model.



## Marketing Tips:

### Elite Dealer Status and ICONS on the Dealer Locator

Whenever I talk to one of our Dealers, I always ask if they are getting referrals from our Dealer Locator, and the answer is always a big, resounding “YES”. Many report 3-4 new referrals every week. If you are not getting your share, please read on.

When I talk to the golfing public, I sometimes ask them if they like our Dealer Locator, what they like about it and how they use it. The majority overwhelmingly first look at those Dealers with the most ICONS, and then they look at the individual Dealer page and read about that Dealer. They do their homework!



### ICONS say a lot about a Dealer:



**STAR:** Currently rated as a World’s Top 100 ClubFitter... says you are experienced, skilled, at the top of your profession and that you use the latest techniques and technologies.



**MASTER CLUBFITTER:** As a Certified Master ClubFitter, we are attesting to the fact that you came to our facility and went through a total immersion program for an advanced fitting degree.



**IPAC MEMBER:** These are the elite fitters who truly care about the profession as a whole and who want to raise the bar for the profession. This group is also dedicated to educating the golfing public on where to go and what to expect in a real fitting.



**LAUNCH MONITOR:** Virtually all fitters use launch monitors nowadays. The public at least realizes that most professionals use these monitors and it is important that we list this icon on your page.



**ELITE:** This category is based on reputation and volume which frankly go hand in hand. Only the Gold, Platinum and Diamond Dealers will receive this icon. (Note: we just added Gold to this category for this quarter 10/1/2010). Let's face it: those that really deliver game improvement build a reputation, which in turn guarantees a big following and a big business. Every one of our Elite Dealers is an exceptionally skilled fitter who has earned that great reputation and following. They have gained the trust and confidence of the golfing public. They actively market KZG and NT, carry all of our demos and understand our product line completely. If we send an end user to these Elite Dealers, we know the golfer will be perfectly fit into KZG and NT.

Those doing less than Elite status are certainly skilled (we only work with skilled fitters), but perhaps they opt to sell other products other than KZG and thus their volume is much lower or they just don't have a big following yet or something else is going on which inhibits their ability to grow to this level. If you wish to grow with us, you may want to take advantage of one of our 'Think Tank' sessions as I know this strategy/idea session has helped many others.

## **EC-II Irons - Last Chance to Pre-Book**

Arriving next week are the hot new EC-II Irons (EC = Evolution Cast).

They are like our very popular Forged Evolutions, but are cast and feature more modern lofts and a softer leading edge. The design includes our classic seamless transition from a mid-size cavity back to a muscle back, with each head 10% different from its adjacent club. And don't forget, we have a special heat treatment process so even our cast heads have a "feel of forged".



The EC-IIs are beautiful with a small red KZG medallion (like the ones in our new X-95 wedges). They are available in RH and LH #3-PW, AW & SW.

The pre-book ends when the product lands in our warehouse, no exceptions. Discounts range between 10 and 100 percent depending on your pricing tier level, so don't miss out on a great savings opportunity.

*Have a great October. Thank you all for being such loyal KZG Dealers.*

Best Regards,

**Jennifer King**

President

[jennifer@kzggolf.com](mailto:jennifer@kzggolf.com)



The #1 Custom ProLine™

September 2, 2010

Hello!

KZG is getting hotter and hotter and our Dealers in the southern areas are getting ready to ramp up for their season. We have some important updates, so please READ below and WATCH our Video Newsflash ([click here](#)).

## MASTER CLUBFITTER CERTIFICATION PROGRAM - ANOTHER CLASS ADDED!

Due to popular demand, we are pleased to announce the KZG Master ClubFitter Certification Program is adding a second class November 8th-10th, 2010. We are expecting a full class, so please sign up ASAP. The Nov. 3rd-5th class is officially SOLD OUT.

KZG's Master Club Fitting Certification Program is a symposium for the top clubfitting professionals who want to practice their craft at the highest level possible. Over the course of three days, attendees are immersed in the latest club fitting techniques, technology, design, marketing, branding, selling, etc. all designed to improve the fitting experience. Attendees also spend a great deal of time exchanging ideas with their professional peers, which often lead to life long friendships.

Leading the classes:

► Don Irving, Certified Master ClubFitter, Current President and Founding Member of IPAC, KZG Diamond Dealer, Top 100 Recipient and a KZG Design Consultant. Don was a lecturer on MOI matching at the PGA Merchandise Show. I often call Don the "Academic", as I believe he has taken virtually every class and symposium on fitting, design and building. When I have a question, I often call Don for the answer. He also owns and operates a very successful custom shop in Ottawa, Canada.

► David Kierstead, Certified Master ClubFitter and IPAC member. David will be assisting Don in the KZG Fitting Center and is a top notch fitter, salesman and golfer.

► Matt Mora, Certified Master ClubFitter, Head Club Builder for KZG, former Cleveland Tour Van fitter/builder, IPAC Founding Member. There is no one more astute about building clubs



than Matt. Every professional fitter that has visited our headquarters is amazed at the steps taken by Matt to perfectly custom build each club.

► Chris Lesser and Jennifer King will cover manufacturing, branding, advertising, networking, merchandising and sales techniques geared to the custom fitting business. Over 215 people have attended our program in the past 5 years and they have all given the program rave reviews along with many reports of improved business. We hope you can come join us!

## SEPTEMBER SPECIALS!

Thank you for your feedback! We listened and are again offering promotional materials ahead of our specials so you can properly advertise it to your customer base as well as plan your own promotions and inventory. Take a look at our next four months of KZG specials:

September	All NovaTech Steel and Graphite Iron Shafts - 10% off
October	All NovaTech Wood Shafts - 10% off
November	All KZG Soft Goods (including bags) - 15% off
December	All KZG Wedges, Chippers and Putters - 10% off



This month receive 10% off all of our NovaTech Steel and Graphite Shafts (this is in addition to your case discount)! This special includes the:

► NT i700, NT i800: Great performance, great value, tight tolerance and combo flexes for ease in securing the exact cpm. If you haven't tried these graphite iron shafts, you really should give them a shot... trust me, all of our biggest dealers swear by them. Also note: both models are now available in RED, as well as black and silver.

► BTR, BTR Lite: Designed by Kim Braly, patent author of the Rifle and KBS shafts. According to Kim, the BTR and BTR Lite are the best flighted shafts he has ever designed! We agree and you will too.

► Tour 125, Tour 100 and S100: Steel models at a great value.

With this 10% special discount, coupled with your retail price at double the wholesale cost, you should be able to offer these shafts at 20% off and still make 50 points!

We also have special flyers to put on your countertop to advertise the special. Just go to the 'Resource Page' on our website (password: kzg123), download and print. Remember, if you need any custom design help or marketing advice please contact Chris Lesser at [cless@kzggolf.com](mailto:cless@kzggolf.com) or call him at ext. 123.



## NETWORK WITH THE WGTF/USGTF

As entrepreneurs and small business owners, you know that networking pays off. What's better than getting your local golf teaching professionals into KZG clubs that were fit by you? The sphere of influence starts with them and we want to make sure they are all playing KZG.



Many of you have already partnered with your local PGA teaching pros. Now, why not expand your referral sources even more? We have formed a new association with the WGTF (United States: USGTF).



KZG will now extend WGTF/USGTF Certified Level III and IV members our personal use discount (Note: Level III and IV members have taken a PAT and have more certification credits). Our PUD is 30% off your wholesale price for WGTF/USGTF Level III and IV members that are currently working with you.

**PUD Available  
30% OFF**

We believe this is a wonderful opportunity to connect with these teachers. They can witness first-hand your club fitting skills, plus play with KZG equipment... it is a WIN-WIN-WIN for us all. (Please note: we will not extend this discount for Level I or II members).

Please keep in mind that all WGTF members must be properly fit and the final sale price will be negotiated by you. Similar to our PUD for PGA members, we will need their number to confirm active membership.

The WGTF/USGTF is now 22,000 members strong worldwide. We are convinced that working with the WGTF/USGTF is a great opportunity to increase your referral base in your community. You should also be aware, that many former PGA Members have dropped their membership with the PGA and have joined the WGTF/USGTF.

## NEW PRODUCT VIDEOS – NOW ONLINE

All of our product videos on our website have been updated. They are only 2-3 minutes long and cover each category in a slideshow/video format. We encourage you put these videos (via links) on your own website; this will help viewers learn about the many models we have to offer. Plus, linking to each other will increase our rankings on major search engines.

Soon will have a DVD available to loop in your store, aid in any seminars/lessons or simply use for your own knowledge. Please call Chris Lesser if you need any help setting up links, etc.

## THE PTI IS IN GOLF DIGEST

The KZG PTI is featured in Golf Digest, September issue, page 73. Note: we have just approved the final prototypes of the PTI FW which we will have fairly soon!

- ▶ Avid Golfer, August issue featured the X95.
- ▶ Asian Golf Monthly, July issue featured the PTI.
- ▶ West Coast Golfer Magazine, July issue featured the PTI.
- ▶ Northeast Golf Magazine, July issue featured the X95.
- ▶ PGA Magazine, June and July issue featured the X95 and PTI.



Please visit our website (Media tab) to read some of the PR we've received over the years.

## INDUSTRY UPDATES

Callaway has been heavily discounting its new products, just as we predicted. They already dropped the price on the Diablo and FT-i2 Drivers (now only \$199). Their fairway woods and hybrids are similarly discounted.

On a sad note, a knockoff /clone company was able to get a hold of Callaway's 2011 line of RAZR irons and beat them to the market... of course it is already all over the Internet... so the clones are out before the real deal! You really need to know the manufacturing plants you are working with to assure that they have security and integrity. We hope Callaway can catch the culprits.

TaylorMade has been really pushing their xFT wedges with Exchangeable Face Technology... currently if you buy a wedge you get an extra face for free and thereby can beat the new groove laws implemented by the USGA/R&A... remember this is the last year you can manufacture the old U-grooves with more bite.

Maruman Golf keeps changing their business model. They started selling their products as components to home/garage shops and hobbyists through one distributor, then they tried to sell into the retail shops, and now are offering extremely high priced product (Majesty Vanquish VR Driver \$1,399, FW \$1,099, Hybrid \$749, Irons \$4,299). I guess there will always be a few insecure golfers who need to impress their friends!

## **PRE-ORDER SPECIAL: EC-II IRONS**

Coming at the end of this month, are our new EC-II Irons. Cast in easily adjustable 431 and heat treated for a great “feel of forged”, these irons are a spin off of our popular Forged Evolution Irons, but featuring modern lofts and a softer leading edge. Good looking too: they feature a medallion similar to the X95 Wedges.



As you know, the Pre-Order Special is available only before the first shipment lands. The reason: so you get them, test them, learn about them and love them before we announce it to the public. Free for Diamond Dealers, 80% off for Platinum, 60% off for Gold, 40% off for Silver, 20% off for A/New and 10% off for B/C.

## **IPAC MEMBERS**

And for those of you who are members of IPAC (the only association for professional clubfitters who work through legitimate retail venues), your certificates and new poster are ready to ship... and watch for your IPAC Newsletter with lots of new programs available just for you.

*Have a super September and remember our offices will be closed Sept. 6th in observance of Labor Day.*

Best,

Jennifer King  
President  
[jennifer@kzgolf.com](mailto:jennifer@kzgolf.com)



The #1 Custom ProLine™

August 2, 2010

Hello!

We have so many stories, marketing tips, specials and updates for you, so please **READ** below and **WATCH** our Video Newsflash ([click here](#)).

Video URL Link: <http://www.kzgolf.com/layout9.asp?id=588&page=45544>

## Industry Updates:

**Golfsmith offers a “15 More Yards Guarantee”.** Sadly, I doubt they tell their customers that the ball may end up two fairways over. But naïve golfers take the bait. Golfsmith has had similar promotions in the past and have sold lots of clubs by fooling the public.

I am unaware of any truly qualified fitter at any of the Golfsmith stores, or at any of the big chain stores for that matter. Are you aware of any? Please let me know if you do. I know they have expensive launch monitors, but does anyone have the skill to analyze the data and competently select the correct head, shaft, grip and specs for a true game improvement club? This is another great reason why you should join IPAC (see below) as the golfing public should be made aware of what a real fitting is all about.

**Chinese prices continue to rise!** Labor costs are skyrocketing in China. In fact, we just got an 8% price increase across the board... ouch! KZG will hold its prices steady for the balance of this year, despite a shrinking margin. Trust me, KZG will not opt for cheaper options like many of the other golf companies.

**Callaway taking drastic cost cutting measures.** After a year of heavily discounting drivers, giving away free fairway woods and hawking product through unnecessary cross-promotions with furniture and appliance stores, Callaway is forced to downsize its overhead. They have just announced a company wide reorganization: (1) their entire club assembly operation is being moved to Mexico (have they seen the news about the drug cartel wars down there?) and (2) they are also shifting their distribution facility to a third party vendor in Texas. Watch for more distress sales!

**PING rising to the top.** PING's G15 Driver is currently the top selling driver in the US and their irons are also doing very well. We have always applauded the PING business model as they try to hold margins for their dealers and rarely dump product.

## August Special: KZG Cast Irons!

This month receive an extra **10% off all of our Cast Irons!** This special includes the OC-II, HSS, HB 516, PC-III (LH) and MC-IIIx irons.

We also have a special flyer to put on your countertop. Just go to the 'Resources Page' on our website (password: kzg123), download and print. This is the end of our six-month "Special Preview" where we tied in promotional materials with the monthly specials. Please let me know if you liked the program and would like to continue it.



### **BONUS SPECIAL –** **KZG FEATHER LITE BAGS STILL ONLY \$45.00**

We had a large and unexpected run on our *KZG Stand Bags* and *KZG Cart Bags*. I apologize for the inconvenience. We have the *KZG Feather Lite Bags* available at this special price to make it up to you.

Remember, if you need any custom design help or marketing advice please contact Chris Lesser at [cless@kzggolf.com](mailto:cless@kzggolf.com) or call him at ext. 123.

## Stories about our KZG Dealers

**Marvin Warren from Sure Shot Golf Lab in Tennessee** recently did a golf clinic with Kenny Perry and The Golf Channel ... featuring KZG products! Kenny has nothing but great things to say about our equipment!



**Dave Freed from DV/Akron Golf in Ohio** fit a young woman named Tiana with ZO Blades. She recently won the Northern Ohio Junior PGA Sectional Championship by an amazing 12 strokes. The win earned her a spot in the 35th Junior PGA Championship. We expect Tiana to be on the LPGA Tour in no time.



**John Mitchell from Golf MD in Kansas** fit a 13 year old with OC-II irons. The teen just started learning how to play the game and during his very first swing, with his #5 iron, made a hole-in-one (148 yard - par 3). I think he will be a KZG fan for life!

**Kirby Bolen from Golf Stix in Ohio** is a great player in his own right; he recently won the 2010 Cincinnati Senior Met 55-59 Championship. However, his ability to teach and fit is what truly makes him special. Six years ago, an 18-handicap named Jonathan went to Kirby for a KZG fitting and some tips to improve his game. He is now a 4-handicap and just passed his PGA PAT test by shooting 76-76. He is well on his way to becoming a teaching professional.



**Lionel Newton from Newton's Law Golf in B.C. - Canada** fit a young man named Aaron with Tour Evolutions. Aaron recently played in the Canadian Junior Golf Association Euro Junior Golf Qualifier. He is only 16 years old and finished 2<sup>nd</sup> in the boys 15-19 year old group by shooting 73-77. Way to go Lionel and Aaron!



**Chris Larson from Chris' Custom Clubs in Iowa** met the legendary Golden Bear at a recent dinner event. Jack was very impressed and familiar with our quality operation through KZG's involvement in the Nicklaus Academies. It's nice to have the approval of history's greatest golfer.

**Bert Emond from Golf Price Canada in Quebec** had four of his customers make the semi-finals in the Canadian Long Drive Championship. One of his customers, Helene, made the finals with a drive of 261 yards... not bad for a 53 year old woman. All the players were playing the PTI Driver. No question about it, the PTI is super duper long!

**Davis Lauss from Golfclub Ottenstein in Austria** is a PGA Pro who started out working with one of the most well known and respected teaching pros in Austria, Arno Lindsberger (also a KZG Dealer). After a few years with Arno, he decided to venture out on his own and take the Head Pro position at Golfclub Ottenstein. Before he took the job, he attended the KZG Fitting School to really fine tune his skills. Davis is already prospering and has received a very warm welcome from his new golfing community!



## Join the Elite... Join IPAC!

KZG is a proud sponsor of the International Professional Association of Professional ClubFitters (IPAC) and have annually aided in the collection of their yearly membership dues. If you are a current member, please fill out your membership form at [www.ipacgolf.com](http://www.ipacgolf.com) or speak with your KZG Sales Rep.



If you are not a member, don't you think you should become one? The goals of IPAC are very worthy: raise the bar for fitters and help educate the public on what to expect and where to go

for a bona fide fitting. You know as well as I do that every \$8/hour sales clerk in these big golf stores claims to be a professional fitter... don't you want to distinguish the real fitters (you) from the 'wannabees'?

The benefits of membership are exceptional: self promotion as a member of this elite group; referrals from the IPAC website (one referral alone pays for your dues); media recognition; promotional material to foster interest and awareness in custom fitting and discounts on product. **New member dues are only \$225 per year, and if you join before August 15<sup>th</sup> you will receive a \$50 credit for NovaTech Shafts** (current members who renew also receive the credit).

## The Platinum Group

Last month we featured our newest 'Diamond Dealers' and this month we are proud to showcase our newest 'Platinum Dealers'. These four fitters are hard working entrepreneurs that love what they are doing and are committed to helping their customers play a better game. As you may expect, most are members of IPAC and are named as one of the World's Top 100 ClubFitters. Hopefully you can see what they are doing for ideas to help promote your business!

### TOM RICE – PRECISION GOLF – NOVA SCOTIA, CANADA

Tom is a true golf entrepreneur in a very cold region of the world. He quickly learned that one of the keys to growing his business was to partner with like-minded people... people who want to help golfers improve their games. Tom employed a Long Drive Professional to his staff to help work his indoor facility and also partnered with a local driving range. This way he can help golfers year round. He exclusively sells KZG and features NovaTech shafts.

Tom has always been open to suggestions and ideas, and he was one of the first to participate in our 'Think Tank' last year and implemented many of the ideas from that session.



### JOHANNA PYK-JARGARD – JOHANNA'S GOLF SHOP - SWEDEN

Johanna has literally jumped 3 pricing tiers in the past 6 months! She came to our Fitting School (and even brought her dad... all of us here fell in love with the two of them). Johanna is a real mover and shaker. She was the second female PGA professional in Sweden! She is also active on the PGA Board. So, she has it all: well respected as a teacher, player, coach and fitter.

Johanna understands that you simply can't teach around ill-fitting clubs and she has spread that mantra to all of her fellow PGA



members throughout Sweden. As a result, they send her all of their students for fittings! During the winter months, Johanna travels to Spain so she is teaching and fitting year round.

## **THEO ERBEN – FATCO GOLFCLUBS – THE NETHERLANDS**

KZG has really taken off in the Netherlands thanks in large part to the hard work of Theo Erben. Theo owes the majority of his success to working with the top golfers in Holland. New customers seek him out for this reason, as they know the best results come from working with the best.

Theo relies on the quality of our products, especially our forged irons and NovaTech shafts. Last year he participated in our ‘Think Tank’ program and he reports tremendous growth in his business as a result. His craftsmanship and knowledge of the golf market is second to none.



## **MIKE DICKERSON – GOLF MD – KANSAS**

Mike is an outgoing entrepreneur who has literally partnered with his entire PGA Section. As a result, he has referrals from all over the Midwest. Customers will literally travel hundreds of miles to be fit by him. Mike’s skills as a fitter combined with a state-of-the-art facility has made Golf MD the go-to place for top touring professionals.

Mike has also served as the former President of IPAC and he works tirelessly in educating golfers as to what a bona fide fitting entails. Mike reports that being a member of IPAC has also helped catapult his career.



## **Just Business - UPS Notices**

When we ship UPS, we will send an acknowledgement saying your product was shipped. If you do not receive it than one of two things happened: (1) The email went into your spam folder or, (2) We have an incorrect email address on file. If you are not receiving these notices please contact your Sales Rep.

*Have a great August...*

Sincerely,

**Jennifer King,**  
KZG President  
[jennifer@kzgolf.com](mailto:jennifer@kzgolf.com)





The #1 Custom ProLine™

July 1, 2010

Hello!

It's really getting hot at KZG so stay tuned for a sizzling summer... Please **READ** below and **WATCH** our Video Newsflash ([click here](#)).

### New KZG Grips!

Wait until you see our new KZG Grips... five new wood/iron models plus a putter model. They are listed in your new Price List. Please note: **\$20 off case lots of 50 grips**, which you can mix and match models! All have great feel and are made from the finest quality materials.

Model Name	Size	Wt.(g)	Description
The Player w/o Reminder	0.60	52	Firm texture and exceptional tackiness preferred by avid players.
Silk w/o Reminder	0.60	50	Vibration dampening air cells with a soft, silky feel; great universal appeal.
The Cord	0.60	49	A firm, hard grip for avid players seeking the ultimate feedback from their shots.
Silk 560	0.56	45	Vibration dampening air cells with a soft, silky feel for players with smaller sized hands.
Junior Tour	0.54	35	A soft, small grip for juniors somewhat reminiscent to the Crossline model.
Smooth 110	0.58	110	A semi-oversized putter grip with a smooth, soft feel for exceptional performance.



The Player w/o Reminder



Silk w/o Reminder



The Cord



Silk 560



The Junior Tour



Smooth 110 - Putter

# July Special: KZG Wedges!

This month receive an extra **10% off all of our KZG Wedges!** This special includes our Forged TRS, the Forged Sniper SRS, the X95 and the 9500R Wedges.

We also have a special flyer for you to put on your countertop for the “Wedge Special”. Just go to the Resources Page on our website (password: kzg123), download and print. Remember, if you need any custom design help or marketing advice please contact Chris Lesser at [cless@kzggolf.com](mailto:cless@kzggolf.com) or call him at ext. 123.



July	All KZG Wedges - 10% off
August	All Cast Irons - 10% off



## **BONUS SPECIAL - KZG FEATHER LITE BAGS ONLY \$45.00**

We had a large and unexpected run on our *KZG Stand Bags* and will be out of this model for a few months. I apologize for the inconvenience. However, we have plenty of *KZG Feather Lite Bags* to hold us over until the next shipment arrives.

# The Clubhouse Newsletter - Summer 2010

One of the best ways to stay in contact with your customers is to send them a consistent announcement or newsletter direct from you... We do the work! “The Clubhouse” is easy and all you have to do is send it to your customers. We will even customize it to mention your name on the header. We can even add special coupons or store announcements.

“The Clubhouse” is designed for the consumer: a little info on new product; interesting editorials; “what’s new” in the industry; conditioning tips; coupons, etc. It’s informative and brief. What a great way for you to say hello to your customers and remind them you are their golf center.

If you are doing your own newsletter, feel free to use any of the articles or photos. Any questions or if you need help, just email [cless@kzggolf.com](mailto:cless@kzggolf.com). Reminder: Make sure to print out some hard copies for your countertop. **“The Clubhouse” is attached to this email.**



## NovaTech Wood Shafts - Quick Update

Because you asked us, we are slowly phasing out the “horizontal-style” logo on the **black NovaTech shafts** in lieu of the “three-ring-style”. The “three-ring-style” is what we currently have on all of our silver and red shafts (and black Tour 1.8). The change is already in effect on some of the i700 and i800 iron shafts. We will likely keep some of the “horizontal-style” logos for those players looking to add or replace an older set of clubs. However, unless you specify which logo you want, we will ship out whatever is available.



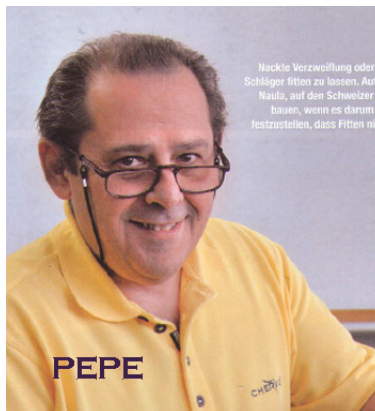
**THREE RINGS**

## The Cream Always Rises to the Top!

Recession? What recession? Our Premier Dealers are unfazed and have been moving up the Pricing Tier Ladder during the last two years... quite amazing really. In fact, I don't know of any Premier Dealers that slipped and most have moved up the ladder.



We want to give special congratulations to three new Diamond Dealers and share with you their success stories.



**PEPE**



**BUDDY**



**DON**

### PEPE NAULA, SWITZERLAND

Pepe Naula, of Pepe's Golf Clinic in Switzerland, has been with us since 2002. He has been rated in the World's Top 100 ClubFitters for 5 years (2006-2010), was the Official Fitter for the European Ryder Cup Team in 1999 and is an IPAC Founding Member. Pepe has always been a solid Gold Dealer, but this quarter he literally jumped over the Platinum Tier and into Diamond status. And he reports in the 3rd Quarter he will triple his numbers yet again and become a Triple Diamond Dealer!

I asked Pepe what was his secret to success. He replied: "I work from my heart". And I know he does as Pepe is passionate about his profession and will never rest until he puts every one of his customers into the perfect club for their swing.

One of his customers referred a lady to him for a fitting. A month later she called Pepe to let him know how much she loved the clubs and also told him she was the publisher of *The Golf Leader* magazine. She then proceeded to do a four page layout on Pepe in their February issue and the phones have not stopped ringing since.

Pepe now has the KZG building department do all of his assembly, as he frankly does not have the time to build anymore. He calls in every day with his build orders, we build for him and every third day we ship them all out via UPS Express.

### **BUDDY BEEM, COLORADO**

Buddy Beem of Colorado Custom in Denver has literally taken over the custom market in that state. The top teaching coaches from several Academies and Performance Centers have asked Buddy to handle all of their custom work. Buddy is now training a team of fitters.

Buddy is an IPAC Founding Member and has been rated a World's Top 100 ClubFitter for 5 years. His reputation as the best fitter in the state is unquestioned.

And what a character! If a golfer comes in asking for a major brand driver, 47" long with such and such a shaft, he tells him if they want that junk to go to Dicks or Golfsmith and to get out of his shop. Buddy is not into turning a quick buck...by selling golfers what they "want". Buddy sells them what they "need", so they can really improve their game.

Buddy knows it is his reputation on the line. If he sold a customer what they want, he knows that customer will be cursing his name when he repeatedly misses the fairway. Buddy sells what the customer needs... for guaranteed game improvement. Buddy's reputation and integrity is unquestioned.

### **DON IRVING, OTTAWA, CANADA**

Don Irving is the owner of Artisan Golf Co. in Ottawa, Canada. I always think of Don as the "the intellectual" or "the academic" of the fitting community. He is constantly taking classes and exploring ways to improve his skills as a professional. When I have a technical question, I always think of calling Don.

Don is currently the President of the prestigious IPAC group. He has been rated in the World's Top 100 ClubFitters for 5 years and is a KZG Design Consultant. His reputation is known worldwide and customers fly in from every corner of the globe to get fit by Don.

When we offered our 'Think Tank' Program, Don was one of the first to make an appointment. We thought there was little to improve on, but we put our heads together and strategized, and sure enough, his business continues to grow.

Don works with his wife Pauline and together they have a very successful business with very happy golfing customers.

What do all three of these Diamond Dealers have in common? They all have exceptional skill, unquestioned integrity and a driving passion for fitting. All of them have been rated a World's Top 100 ClubFitter for 5 years and are Founding Members of IPAC.

Next month we will go over the success stories of all of our new Platinum Dealers... there are quite a few new ones!

## **2010 Think Tank**

We have the benefit of working very closely with our customers. We pretty much know what works and what does not work for a successful golf business. When you take the combined input of 500 Dealers for 14 years that is a lot of knowledge. In fact, without sounding arrogant, I believe we can almost predict who will succeed and who will not.

If you would like to set up a 'Think Tank' with us, we will be happy to share our ideas and thoughts. We will review your website, analyze your policies, ask questions, share ideas and take a deep look at your business as a whole.

So if you want to improve, give your rep a call and we will set up a conference call... it usually takes 30 mins to 1 hour.

*Have a great summer... Thanks for being such terrific Dealers!*

Best Regards,

**Jennifer King,**  
KZG President  
[jennifer@kzgolf.com](mailto:jennifer@kzgolf.com)



The #1 Custom ProLine™

June 2, 2010

Hello!

We have a fantastic special this month that will keep you growing well into the summer! So please READ below and WATCH our Video Newsflash ([click here](#)).

URL VIDEO LINK: <http://www.kzggolf.com/layout9.asp?id=588&page=45544>

## June Special: The Big Screw Up!

We have an unbelievable special this month! Receive 10% off all of our drivers, fairway woods and utility clubs that utilize our GF weighting system. This includes the PTI, GF 460, GF 4, GF 2, HSS Plus and GF-H utility irons. We encourage you to stock up on these items as this may be our best promotional discount this year!

June	<b>The Big Screw Up! 10% off all drivers, fairway woods and utility woods with our GF Screws.</b>
July	All KZG Wedges - 10% off
August	All Cast Irons: 10% off

The above schedule will allow you to better plan your inventory and give you adequate time to layout your promotional offerings. We also have a special flyer for you to put on your countertop. Just go to the Resources Page on our website (password: kzg123), download and print. Remember, if you need any custom design help or marketing advice please contact Chris Lesser at [clessler@kzggolf.com](mailto:clessler@kzggolf.com) or call him at ext. 123.



## KZG Master ClubFitter Certification Dates Announced

KZG's will offer two more Master Clubfitting Certification Courses this year: **August 11-13, 2010 and November 3-5, 2010**. Over 210 professionals have earned the title "Master ClubFitter" and have significantly increased their business by attending this class. Registration is now open and I encourage you to sign up today.



AUG. 11-13, 2010  
NOV. 3-5, 2010

## MASTER CLUBFITTER CERTIFICATION COURSE



The KZG Master ClubFitter Certification Program was designed for the veteran clubfitter and is a symposium for those who aspire to practice their craft at the highest level. It is an intensive three day program where you are immersed in the latest clubfitting techniques, while exchanging ideas with your professional peers. Enrollment for each class is limited to maximize student-teacher interaction and to promote class cohesiveness.

Everyone who has attended these classes give rave reviews. Not only do you learn new technologies and ideas, but you become closer to all of us at KZG (and your peers) as we have dinners and lunches together that help our bond grow even stronger.

The Program is free for Premier Dealers, \$495 for non-Premier Dealers and \$895 for everyone else. You can learn more by viewing our “Fitting Program” tab on our homepage or by calling your sales rep.

## IPAC - The Association of Real Professional Clubfitters

If you haven't done so, it is time you applied to become a member of IPAC, the International Professional Association of Clubfitters. It is the only group of true professionals who also work through a legitimate retail business. Many KZG Dealers are members and have enjoyed the prestige they receive from telling customers of their involvement with the exclusive organization. Many have also been consulted by major magazines for expert clubfitting advice.



IPAC publishes a brochure “Why Custom Fitting” and will soon be distributing a large poster for next year's members. You may want to check out the IPAC site: [www.ipacgolf.com](http://www.ipacgolf.com) for more information.

## Industry Updates

- Golfsmith lost \$5.3 million in the 1st quarter of 2010.
- Puma bought Cobra and will now be known as Puma-Cobra.
- Sears Holdings announced a multi-year agreement with Edwin Watts Golf Shops, LLC. They are trying to establish the first U.S. based “store-within-a-store” retail model for the golf industry.

- Sales of golf clubs sold in sets reached \$1.3 billion in 2009, down 26% from 2008. Sales of individual clubs (not sold in sets) fell 9% to \$532.0 million versus 2009 levels. However, the NSGA is forecasting a 1% increase in golf equipment sales in 2010. Note: We wonder if the “individual” club count was lower than “sets” due to the massive give away programs by the majors in 2009.

## A MOI Matching Story



*By Lionel Newton of Newton's Law Golf in Surrey, British Columbia, Canada  
Lionel is also a KZG Master ClubFitter*

I have just had two very rewarding experiences with clubfitting that I wish to share with our family of KZG Dealers.

First story: I offered to build an MOI matched set of KZG Tour Evolutions for Kevin, a young, strong and talented scratch golfer. He is also a Callaway and PING Fitter at the golf center where I teach and fit KZG clubs. I emphasized that I would charge him for the clubs because I knew he would hit them better than any he had tried, whether Callaway, Ping, Miura or any other brand that he would have been able to get for nothing (as a proprietor of the golf center). He agreed.

I MOI matched, according to Dave Tutelman's formulas (not an expensive period counter, as sold by Wishon and others) forged Tour Evolutions with BTR shafts; Flexmaster matched to low stiff specifications. His club head speed with a 5-iron is 100 mph. His driver, when he wants to, is 120 mph. Why low stiff do you think? Most pro, or near pro golfers don't allow for the feel of working the ball. I believe they should be able to "feel" the club working so they can make a shot. Why swing as hard as you can to get the club to flex correctly? How do you hit the ball low or high or hook or slice without feeling the flex of the club?

Kevin phoned me again last evening to tell me he had hit his clubs better than ever and had faded and drawn the ball on command. He was so excited he couldn't stop raving about the clubs. He tells every good golfer he sees about his new sticks and was happy to pay for them. One of the people he told is trying out for the Senior Tour this fall and has already had a discussion with me. He is impressed that Kim Braly is behind both the KBS and BTR shafts.

Second story: A banker who travels back and forth from Toronto was referred to me for a fitting. He had been fit before with typical Callaway and PING sets. I MOI fit him with NovaTech shafted Forged CB-IIIs and a full complement of wedges. His first comment after hitting them was, "Where you been?" He bought a duplicate set for Toronto.

MOI matching has turned out to be a great thing for an experienced golfer. They can feel and see the difference. Clubfitters need to know!



## Special NovaTech Video - Iron Shafts

At the end of this month's newsflash is a special video on our NovaTech iron shafts with Mark Mikkelson, KZG Director of Fitting and Education and Matt Mora, KZG's Head Builder. NovaTech is exclusively distributed by KZG and was designed with the professional fitter in mind. Please watch this short video to learn why you should carry the NovaTech line and the intricacies of the iron shaft offerings.



## Have a Problem - Call me!

If you ever have a problem and it is not taken care of within 24 hours, then I want to know about it. So please e-mail me at [jennifer@kzggolf.com](mailto:jennifer@kzggolf.com) or call me on extension 140. You are important to us and all of us at KZG want to give you superior service... to match our superior product!

*Thank you so much for making this season the best ever!*

Kindly,

Jennifer King,  
KZG President  
[jennifer@kzggolf.com](mailto:jennifer@kzggolf.com)



The #1 Custom ProLine™

May 4, 2010

Hi There!

We are busy, busy, busy and are so pleased to hear many of you are doing better than ever. We have some great specials and promotions this month so please **READ** below and **WATCH** our *Video Newsflash* ([click here](#)).

(URL Link: <http://www.kzggolf.com/sites/courses/layout9.asp?id=588&page=45544>)

### The PTIs are a Hit!

By now, many of you have received the PTI Driver demos. The feedback thus far has been terrific... we keep receiving calls and emails from Dealers begging us to get more so they can start selling them! Well, the wait is over and another shipment has arrived today (RH 9° and 10.5°... more to come in the future). The demo backorders will also start shipping right away; thank you for your patience and I apologize that it took a little bit longer than we expected. All of us at KZG believe the PTI will quickly become a fan favorite.



Please note we added the PTI to our website and will be doing a PR campaign soon! Make sure you have your demos ready to go!

### May Specials!

This month we are offering all of our soft goods and golf bags at 15% off.

<b>May</b>	<b>All Soft Goods (includes KZG Bags) - 15% off</b>
June	The Big Screw Up! 10% off all drivers, fairway woods and utility woods with our GF Screws.
July	All KZG Wedges - 10% off
August	All Cast Irons: 10% off

**15% OFF  
KZG SOFT GOODS**

The #1 Custom ProLine™

May 2010 [www.kzg.com](http://www.kzg.com)

The above schedule will allow you to better plan your inventory and gives you adequate time to layout your promotional offerings. We also have a special 8.5” x 11” flyer that we recommend placing on your countertop in a simple frame. Remember, if you need any custom design help or marketing advice please contact Chris Lesser at [clessler@kzggolf.com](mailto:clessler@kzggolf.com). You can also call him at extension 123.

## Marketing Idea: Customer Appreciation Day!

One of our top Canadian accounts, **Artisan Golf Co.** owned by Don and Pauline Irving, had a great promotional idea. They posted signs in their store and sent out emails to attend a ‘Customer Appreciation Day’ ... and they had a great turnout. It is always wise and easier to retain existing customers than to find new ones, and it seems to have paid dividends for Artisan Golf Co.... their business is booming!

To help increase attendance, Don and Pauline provided a free towel to all those who showed up! They also had some activities and provided refreshments. This month our towels and other soft goods are 15% off, but to show our appreciation to you, we are offering an even bigger discount:

**50% off our towels if you order 25 or more (May only).**

Essentially you can host your own ‘Customer Appreciation Day’ with complimentary soda, appetizers, a nice free gift and some creative activities for under \$100. You may want to throw in a free “gapping” session for your customers. Plus it is a great opportunity to show them the new PTI Driver. Try it out!



## Back Weighting: Tour Lock / KZG Putter Video

Mark Mikkelson (KZG Director of Fitting and Education) and Tour Lock’s Eddie Heinen put together a short video showcasing the installation and benefits of the Tour Lock / KZG Back Weighting System for the GF Series of Putter. If you do not use this system, please watch the 8 min. special at the end of the May Newsflash. We strongly encourage you try out this great fitting tool... our testing has proven that this system will often add that extra ingredient to help increase feel, thereby increasing smash factor.



The complete starter system is now available for \$140 (the KZG logo is on the end caps). Please refer to your new price list or contact your rep for details.

## **KZG Policies**

As you know, we have several policies designed to protect the KZG brand name, as well as to protect our KZG Dealers. We respect you and will do everything in our power to assure that if you fit a customer, you and you alone will complete the sale to that customer. I think we are the only company around that goes to such lengths to protect you and to assure that all KZG product is sold only through you, an Authorized Dealer. Here are just a few of our policies:

- **Dealer Locator Policy:**
  - Only Premier Dealers listed. Purpose: (1) to serve the public; and (2) to reward our Premier Dealers for their loyal support.
- **Pricing Tier Policy:**
  - To reward those Dealers who are actively supporting KZG.
- **No “Special Order” Policy:**
  - Designed to avoid the possibility of a Dealer fitting someone and then their customer goes elsewhere to buy it for less.
- **No eBay and no Internet Sales:**
  - Every one of our Dealers is a true professional... and we have yet to meet a true professional who tries to sell “custom” over the Internet. This policy protects our brand name and assures that our products are properly fit by a true professional. It also protects our Dealers from those who would try to take your customers away by selling for less after you have spent the time fitting your customer.

Some Dealers complain about our policies. Usually the complainers are the lower pricing tier Dealers who do very little business with us and expect to get the best pricing and be listed on the DL. Our Premier Dealers love our policies... as they know we are protecting them, and our good brand name. If you need further information on our policies and the reasons we have implemented them, please see our Resource Page or talk to your sales rep.

## **The Importance of Lie Angles on Fairway Woods and Hybrids**

*By Mark Mikkelsen, KZG Director of Fitting and Education*

Over the years I have seen many fitters overlook the importance of proper lie angle adjustments on hybrids and fairway woods. As you probably know, lie angle will affect ball flight depending on where the ball is struck in the effective hitting area. For right handed players, too upright has a ball flight tendency to go left and too flat will have a tendency to go right.



Unlike many manufacturers, KZG offers adjustable lies in many of our models and we encourage you to take advantage of this feature. However, fitting for hybrids and fairway woods should not necessarily mimic the fitting specs for irons or drivers. For instance, a hybrid iron is theoretically swung the same as a long iron (downward sweeping motion), but it should have its lie angle checked separately. You may be surprised with the results.

*Thank you for your loyal support and let's continue to make 2010 a banner year!*

Best Regards,

**Jennifer King**  
KZG President  
[jennifer@kzgolf.com](mailto:jennifer@kzgolf.com)



The #1 Custom ProLine™

April 2, 2010

Hello!

There are a lot of important updates, so please READ below and WATCH our Video Newsflash (click here).

Video URL: http://www.kzgolf.com/sites/courses/layout9.asp?id=588&page=45544

### FIRST QUARTER ENDING...

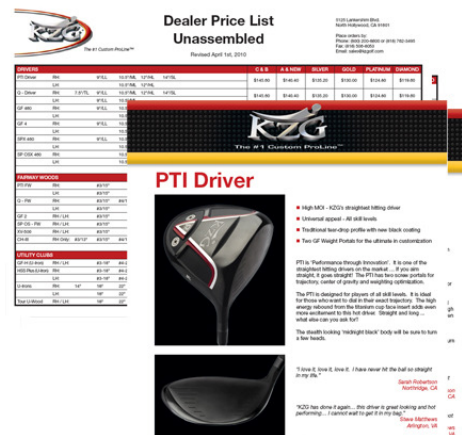
It's always busy here at quarter's end. We are up 160% and you are doing great too! It is absolutely amazing the numbers you are doing. Most of the US is up, except for TN; all of Canada grew, except for just a few dealers; Europe and UK are flying high, as is Asia. No bad news here. In fact, for some of you, the growth is staggering.

Many of you will be moving up the pricing tier. Some of you two tiers in one leap ... with a resulting 8% savings! Congratulations to all of you.

Please, we are still waiting for about 25 dealers to send in pictures and stories so we can put you up on our Dealer Locator ... don't miss out on a great source of referrals.

### 2010 PRICE LIST AND NEW CATALOG PAGES

Next week we will be mailing out our Supplement #4 package containing the 2010 Price List (5 pages) and 3 new catalog pages (PTI, GF-H and X95). The new price list contains all of our products scheduled for release this year (some with blank prices as they are not finalized yet). You will notice that this year our prices remained virtually unchanged. The lone exception was our forged irons and wedges, which saw an average increase of \$2 a head (approx. 5%) due to the exchange rate with Japan. We did our best to hold the price down so it did not get out of control.



Every Supplement #4 package will include directions on where the new pages should be placed and which pages can be removed. It is very important that you update your catalog so we are all on the same page! Please inform your sales rep on the number of supplement packages you need.

# APRIL SPECIALS!

Next week we will be mailing out our Supplement #4 package containing the 2010 Price List (5 pages) and 3 new catalog pages (PTI, GF-H and X95). The new price list contains all of our products scheduled for release this year (some with blank prices as they are not finalized yet). You will notice that this year our prices remained virtually unchanged. The lone exception was our forged irons and wedges, which saw an average increase of \$2 a head (*approx. 5%*) due to the exchange rate with Japan. We did our best to hold the price down so it did not get out of control.

Every Supplement #4 package will include directions on where the new pages should be placed and which pages can be removed. It is very important that you update your catalog so we are all on the same page! Please inform your sales rep on the number of supplement packages you need.



<b>April</b>	<b>GF Series of Putters, putter shafts and grips – 10% off</b>
<b>May</b>	All Soft Goods (includes KZG Bags) - 15% off
<b>June</b>	The Big Screw Up! 10% off all drivers, fairway woods and utility woods with our GF Screws.
<b>July</b>	All KZG Wedges - 10% off
<b>August</b>	All Cast Irons: 10% off

## ‘THE CLUBHOUSE’ --- Smart Marketing

We know you are busy, so at KZG we try to help. One of the best ways to stay in contact with your customers is to send them a monthly announcement or newsletter direct from you. It reminds them what you can do to help their game.

‘The Clubhouse’ is easy. We do the work and you send it to all your customers. We will even customize ‘The Clubhouse’ to mention your name on the header (email Chris).

**THE CLUBHOUSE**  
Volume 2, Issue 1 Spring 2010

**In This Issue**

- X Marks the Spot
- Avid Players: The GF-H has Arrived
- Forged Iron Evolution

**'X' Marks the Spot**  
KZG's latest wedge is sure to please those golfers looking for a high quality wedge at a great price. The X95 is KZG's latest wedge offering and the early feedback has been phenomenal. Not only do golfers love the design, they report the performance is "through the roof". The X95 is designed specifically for the mid-to-high handicap player. The head is constructed from KZG's heat-treated proprietary steel alloy giving it a wonderful "feel of forgiveness" at a much lower price than a true forged wedge. The single necked sole allows the player to open and close the face without altering the bounce. The soft feel and necked sole are fantastic for those who fracture their arms at the grass. The X95 is available in different RH loft options, with two bounce options on the 50 and 60 degree models. Professional fitters can adjust the lie and loft angles up to four degrees. The X95 features

**Avid Players: The GF-H has Arrived**  
As you a low handicap player looking for that special club that offers the best from woods and iron? Look no further as KZG's latest hybrid was designed with you in mind. The GF-H is engineered to allow the better player the greatest amount of workability and forgiveness. The forgiving face creates maximum rebound energy for even greater distance. The mid size head, increased offset and thinned top line will speedily transition with KZG's wide selection of forged irons. The GF-H features two screw ports with screw weight systems for the ultimate in customization. The screw weight technology enables the GF-H to be customized for fade/draw bias, swing weight, spin rates, trajectory

**Forged Iron Evolution**

‘The Clubhouse’ is designed for the consumer: a little info on new product; interesting editorials; “what’s new” in the industry; conditioning tips; coupons, etc. It’s informative and brief. What a great way for you to say hello to your customers and remind them you are their golf center. Also, we added a coupon for them to take advantage of this month’s putter special (we can delete that portion if you are not running the special - participating dealers only).

If you are doing your own newsletter, feel free to use any of the articles or photos. Any questions just email [clessner@kzggolf.com](mailto:clessner@kzggolf.com). Reminder: Make sure to print out some hard copies for your countertop. **‘The Clubhouse’ is attached to this email.**

## FACEBOOK: JOIN THE OFFICIAL KZG GROUP!



We finally caved! KZG has formed an official Facebook group and we couldn't be happier about the positive response. We fully expect this group to be a great platform for our Dealers and fans alike. We want this to be fun as well as informative, so please join today and make sure to check back every so often for new threads, videos, photos, etc.

This group is a great way to meet some of your fellow KZG loyalists and share new ideas on a wide variety of business and clubfitting topics. We encourage you to get in contact with each other and engage in fitting discussions that will benefit all of us. I want this group to be as dynamic as possible! We already uploaded some new photos and videos and please send us a request if there is something else you want to see added.

Don't be shy to connect with each other, we want KZG's network of Dealers to be the closest knit group in the business ... you never know, you may connect with someone that can take your business to a whole new level!

[Click here to join.](#)

## INDUSTRY UPDATES and NEWS ABOUT YOU

- ✓ **Fitters are getting smarter.** One fitter spent two hours fitting a golfer. The golfer said he would go home and think about the recommendations. After a week, the fitter called the golfer to ask him if he wants the clubs that were recommended. The golfer said he already bought the clubs ... direct from the manufacturer's website. Furious, the fitter called the manufacturer and demanded the profit; they said no. He then demanded that



they at least pay for the two hour fitting; they said no again. Guess what, the fitter called us and is dumping the other manufacturer. Smart move!

Moral: work with partners, not competitors.

- ✓ **Even Golfsmith is getting smart.** They used to carry 39 brands, but now they are down to 19. Plus they are doing their own proprietary line ... where they make 20 points more! One of the top rules for marketing in this industry: “Don’t offer too many choices”. When you offer too many choices, it frustrates and confuses people. It is much wiser to carry fewer brands and be able to explain why you carry each brand.
- ✓ Congrats to **Buddy Beem**; he is literally taking over the state of Colorado. He now oversees all custom fitting for one of the biggest performance centers in the state, plus two very prestigious golf academies. Way to go Buddy!
- ✓ **Dave Freed** at Akron Custom Golf just snagged the title of Number One Golf Store in the Akron/Canton area! And he moved up two pricing tiers ... keep up the good work!
- ✓ If you can believe this, **Lyon Golf in France** has fitted a blind golfer with KZG ... the golfer will be playing in a special World Golf Championship.
- ✓ **Arno Lindsberger**, owner and top fitter at Golfschulesterngartl, Austria, will be going to the British Open Qualifier playing 100% KZG ... go Arno!
- ✓ **Richard Phillips**, a Master ClubFitter who also is a guru to many other fitters throughout Europe, is doubling the size of his fit center at Golf Gleidengen, Germany. It will be outfitted with the latest in technologies, and of course, he will feature KZG.
- ✓ **Brian Griffiths’ Golf Academy** in the Netherlands is a new dealer and they are amazed at the sales they have achieved since starting with KZG ... there is snow all around and business just kept on coming. And he said the Dealer Locator was a big help.

## NEW INFORMATION PLAQUES AND BROCHURES



We have new Info Plaque cards (10” x 6”). There are two versions, slat wall and screw wall, and they both look great. Currently, we have all of our products available, including the PTI, GF-H and X95, so please contact your sales rep and get up-to-date today!

Don’t forget to stock up on our new 12-page brochure (3.75” x 8.5”). They are free and your customers will absolutely love them. They include all of our products with great photos and information that will be sure to impress anyone interested in KZG! And there is a space on the back for your store info.

## CREATIVE CORNER: PAINT THE ‘Q’

**Mike Dickerson** from Golf MD, Kansas came up with an easy way to remove the Q’s “red tail” for those conservative people out there. He created a limited edition silver tail that his customers seem to love. So give it a try:

1. Tape off all the black on the head and sole
2. Lightly sandblast the red, not to take off the paint but enough to roughen for adhesion
3. Paint two coats of silver and clear coat under a hot lamp
4. Let it dry and it is ready to go!



Please note: the ‘Q’ is one of our top sellers and many do love the red tail. But if you did not love it, don’t let that tail hold you back ... follow Mike’s tip. But keep in mind: if you alter the paint, we can’t warranty it.

*Thank you for your support. We are really flying high over here and we couldn’t have done it without you!*

Kind Regards,

**Jennifer King**  
KZG President  
[jennifer@kzgolf.com](mailto:jennifer@kzgolf.com)



The #1 Custom ProLine™

March 2, 2010

Hello!

March marks the first month of our peak season and we are ready to rock and roll. We have lots of new products, new point-of-purchase materials and new brochures. Please be sure to **READ** this *Newsflash* and **WATCH** our *Video Newsflash* ([click here](http://www.kzgolf.com/layout9.asp?id=588&page=45544)), so you don't miss out on any important information.

Video Link: (<http://www.kzgolf.com/layout9.asp?id=588&page=45544>)

## NEW PRODUCT ALERT!

The new PTI Driver, GF-Hybrid and X95 Wedges will arrive later this month. Our testing and feedback from many different players are yielding rave reviews and we cannot wait to get these clubs into your store. Please make sure to place your pre-orders now for best demo pricing. As soon as the new product arrives, it will be shipped out immediately and we will then start putting out the press releases and add it to our website.

To learn more about these new KZG models, please watch the first few minutes of our **February Video Newsflash** ([click here](#)).



## NOVATECH SHAFTS - MORE OFFERINGS!

Most of our Dealers have made NovaTech a big part of their equipment line ... in fact, they now account for 35% of our sales! They should become a big part of your business as well!

- Exclusivity: Only available through the finest fitters in the world
- Performance: Exceptional, with the tightest tolerances in the industry
- Options Galore: A shaft for every conceivable golfer
- Margins: 50, 60 and 70 points...you name it.

Due to numerous requests, NovaTech is offering an even broader spectrum to our iron shaft line:

Now available are the stepless Tour 100, stepless Tour 125 and stepped S100 steel shafts. These are in addition to our premium BTR and BTR Lite steel shafts, which were designed by Kim Braly (Rifle patent offer).

Also for 2010, we are offering a case lot deal that can't be beat: **5% off your shaft order when you buy a case lot of 100** ... and you can mix-and-match any models and flexes. This is a huge savings ... and certainly better than "free shipping"... do the math!



## MONTHLY SPECIALS - 2010!

In order to help you plan your KZG promotions, we decided to show you six of our monthly specials well in advance. This will give you plenty of time to inform your customers about these great deals and plan your marketing efforts accordingly. We will also design point of purchase materials or coupons to coincide with these monthly specials and will have them ready for you on our Resources Page (*starting for April*).

We opted to keep these as simple as possible, so all specials will be a straight percentage discount (based on your current tier price). If you believe it is more effective to offer your customers a different type of offer (i.e. Buy 4 Get 1 Free, Free Shaft Upgrade, etc.) that is your prerogative.

Here is our current advance lineup for 2010:

March	SP OSX Driver and SP OS Fairway Woods - 10% off
April	GF Series of Putters, putter shafts and grips – 10% off
May	All Soft Goods (includes KZG Bags) - 15% off

June	The Big Screw Up! 10% off all drivers, fairway woods and utility woods with our GF Screws.
July	All KZG Wedges - 10% off
August	All Cast Irons: 10% off

## KZG CUSTOMER BROCHURES

Wow - you are going to love our new brochures. Our Marketing Director Chris Lesser has done a bang-up job ... a beautiful, glossy, color 12-page booklet (3.75" x 8.5") that includes photos and descriptions of all KZG products and a special page dedicated to NovaTech Shafts.

The brochure has a white space on the back cover, for "Authorized Dealer", to place your own store label (optional). We strongly recommend that you order 2.5" x 5/8" white address labels that are printed with your store name and info. If you go to [www.addresslabels.com](http://www.addresslabels.com) you can order 225 labels for \$5.98 (includes shipping and tax).



We do not recommend a rubber stamp as the ink may bleed on the glossy paper.

## 2010 FAZ-FIT ADAPTERS



Back in stock! We have the new upgraded 2010 Faz-Fit adapters, which are compatible with the original Faz-Fits ... a great way to conduct dynamic fittings. We strongly recommend this route as you will lower your demo inventory and create literally thousands of shaft/head combinations.

Instructions on proper installation and maintenance can be found on KZG's Resources Page (password: kzg123). Or better yet, when you order your demos, have our Head Builder Matt Mora install them ... he has jigs made so he can do a great job of coning out the hosel to compensate for the weight of the FazFit. Matt also sets the shafts so they will be spine aligned

## STATE OF THE INDUSTRY

Callaway plans to move its domestic club assembly from Carlsbad, CA down to Mexico. Estan loco?

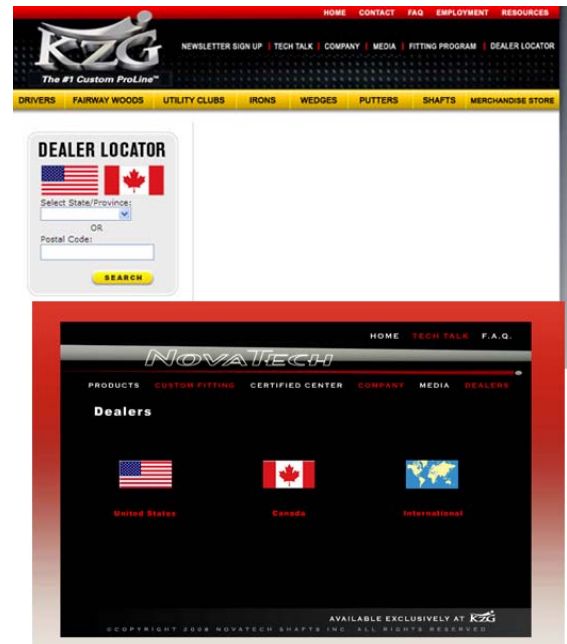
Golfsmith hurt in fiscal 2009; sales dropped \$40 million and their net loss was \$3.5 million...ouch.

Last week KZG hosted a Club Fitting Seminar for the Southern California Section of the PGA, taught by KZG's Director of Fitting and Education and Master ClubFitter Mark Mikkelson. About 20% of the attendees expressed a desire to learn more and wanted to become true professional fitters. All the attendees had a renewed respect for what real fittings are all about and indicated they would partner up with professional fitters for the benefit of their students ... "you just can't teach around ill-fitting clubs".

## CHECK YOUR DEALER LOCATOR PLEASE!

We just made changes and additions to the Dealer Locator on the KZG website and on the NovaTech website ([www.novatechshafts.com](http://www.novatechshafts.com)). Please go and review your page ...be sure all the information is correct and that you like the content. Not there? Only two possible reasons: you did not provide us with any pictures or a summary and/or you are not a Premier Dealer.

Give me a call... I am on extension 140... let's work together and get you up there!



*This will be a great season for all of us. Thank you for your support.*

Best regards,

Jennifer King  
KZG President  
[jennifer@kzgolf.com](mailto:jennifer@kzgolf.com)



The #1 Custom ProLine™

Feb. 2<sup>nd</sup>, 2010

Hello!

We are all really flying high over here! Sales are up and we are growing by leaps and bounds... We predict this will be a very good year indeed! Please **READ** this *Newsflash* and **WATCH** our *Video Newsflash* ([click here](#)) so you don't miss out on any important information.

Mark gives a great report on some of our new equipment and how it performs (at the end of the video)... so stay tuned.

## NEW PRODUCTS! HOT-HOT-HOT

### *The PTI DRIVER*



You will love this one... a total black head that looks very sleek and stealth-like. It features a hot forged titanium cup face. This driver goes straight... we are not kidding! It is so straight that scratch players may have difficulty working the ball. Despite its universal appeal, we suggest it's more for the mid-to-high handicapper players.

This is truly a fitter's dream driver... you can alter the trajectory by as much as 10 degrees by changing the different screws in the back two GF portals. These screw portals will also help you control swing weight and CG.

### *The GF-H (Hybrid Iron)*



We gave you the HSS-Plus for mid-to-high handicappers and now we are introducing the GF-H for low handicappers. This utility iron has a lot less offset and a smaller profile for easier workability. And it is hot... a forged maraging face insert assures tremendous energy rebound off the face. The face and scorelines are CNC milled for precision accuracy. Because this model is designed for the better player, the 26° model features the new scorelines mandated for USGA Tour Events.

As with all KZG products, we want our professional fitter to tweak the heads for a perfect fit. The GF-H has two screw portals and allows you to alter swing weight, spin, CG and fade/draw bias.

### *The X-95 Wedge*



Simply beautiful! These cast wedges feature a relieved sole for a myriad of shot options and are designed for ease of play. They have great feel, superior performance and a spectacular modern look. These wedges are finished in high polish chrome and come in a wide range of lofts: 50° - 60° with high and low bounce options on the 56° and 60° models. The X-95 Wedges are designed more for the mid-to-high handicap player and are the ideal companion pieces for the OC-II and HSS Irons.

## **NEW BACK-WEIGHTING PROGRAM**



We are very excited about teaming up with Tour Lock™ for their back weighting program, which we will predictably call the “KZG Back Weighting Program”. Mark Mikkelsen did a lot of testing on this product and reports that it offers (1) superior performance and (2) easy installation. See more on our video discussion with Mark (at the end). We will also have a more in-depth video available on our Resource Page shortly.

Another bonus on this system is that it is far less expensive than other systems on the market. We have a special \$140 opening order deal that you should take advantage of... it includes the following:

- Carry Bag
- Plastic box for weights
- Dual sided installer tool
- Grip modifier
- Counter Weights: 3 at 12 grams, 1 at 16 grams and 1 at 20 grams.
- Opti-Vibe Weight: 1 at each of the 20, 30, 50, 75 and 100 grams.



## **PRE-ORDER SPECIAL DEMO PRICING**

We offer our best demo pricing on the PRE-ORDERS. Why? Because we believe it is extremely important that you have the demos in your shop before we post it on our website and notify the media during the product launch. Nothing can be more embarrassing than a customer coming in and asking you about one of our new products that you know nothing about... so please, take advantage of these PRE-ORDERS by bringing the product in, testing it and becoming fully knowledgeable.

### *SPECIAL DEMO PRICING:*

<i>Diamond</i>	<i>Platinum</i>	<i>Gold</i>	<i>Silver</i>	<i>New/A</i>	<i>B/C</i>
<i>FREE</i>	<i>80% OFF</i>	<i>60% OFF</i>	<i>40% OFF</i>	<i>20%</i>	<i>10%</i>

Don't forget that we can add one of the new Faz-Fits to the hosel... and lastly, please remember to order enough GF screws so you can make the appropriate custom adjustments.

## **STATE OF THE INDUSTRY**

Callaway earned a profit of \$66 million in 2008; but was in the red at \$21 million in 2009. That's an \$87 million turnaround... ouch. It is interesting to note that Callaway was doing deals with appliance and furniture stores (buy a sofa and get a Callaway Driver for FREE, etc.), which in my opinion was rather tacky... it doesn't do much for their image as a serious golf company. But I have always said the major brands are really more like big marketing companies than serious golf companies. Every year its new sizzle and often the hyped technology just sizzles out... remember the club head with 3 shafts?

TaylorMade dropped 20% of their sales force last year, which probably makes sense since about 27% of all golf stores have closed recently and most of their retail sales are just going through the big three: Golf Galaxy, Golfsmith and PGA Superstores.

## **ARE YOU IN BUSINESS WITH A PARTNER OR A COMPETITOR?**

It is amazing how many shops are doing business with companies that actually compete with them! Shop employees are working so hard to generate sales by spending their time, money and effort to promote these certain brands. But then the customer has the ability to walk out of the store and go direct to the certain brand's websites, other golf discount sites or even worse, from eBay and buy it for less than the shop's cost.

You have to be kidding. Get smart! Start working with manufacturers that are not taking business away from you. Our pledge is that we will not sell our clubs direct to the public and never will... we know that if you are successful, then we are too. That is what a real partnership is all about.

## MEET MARK ON THE VIDEO



We do hope you will come meet Mark Mikkelsen on the *Video Version* of this Newsflash. We are so proud to have Mark as our Director of Fitting and Education. For 15 years, Mark was the head fitter for Ping where he fit their tour players and set up their fitting system. Mark is extremely happy to be with KZG, as we only deal with the top fitters in the world and we utilize a very advanced method of fitting. Even though he is one of the most knowledgeable and experienced fitters in the industry, there is not a hint of arrogance, which is very refreshing. Everyone who has recently attended our 3-Day Certification Program can attest to his brilliance and his ability to engage everyone in the process...as equal peers.

On the video, Mark talks about the new PTI driver, the GF-4 driver and how you can make dramatic alterations simply by changing out the screws. In fact, he states you can make a total of 20 yards in dispersion alone... and in the PTI Driver, as much as a 10° adjustment in trajectory.

Mark also goes over the use of the new “KZG Back Weighting Program”, explaining how easy it is to use and what affect it has on play.

*THANK YOU FOR YOUR SUPPORT. IT IS SUCH A PLEASURE TO WORK WITH TRUE PROFESSIONALS LIKE YOU.*

Jennifer King  
KZG President  
[jennifer@kzgolf.com](mailto:jennifer@kzgolf.com)



The #1 Custom ProLine™

Jan. 14<sup>th</sup>, 2010

Happy New Year!

It's a brand new decade and we have lots of new products and announcements that will bring a big smile to your face. Please read on and also watch our *Video Newsflash* by [clicking here](#).

## **THE WORLD'S TOP 100 CLUBFITTERS - 2010!**

KZG would like to give thanks to all of our participants. We received so many great applications it is truly a shame we can only honor 100 fitters. If you did not make it, we strongly encourage you to apply next year. To view the full list of names, please [click here](#).

We have just sent in the official Press Release, which should be posted January 15<sup>th</sup>. Your Dealer Locator Page will reflect your honor by the end of next week. Additionally, your framed certificate and Top 100 poster will go out with orders starting *February 1<sup>st</sup>*.

Additionally, we want to remind all of our winners to take full advantage of this great honor and exciting promotional opportunity.

The possibilities are endless, but it depends greatly on your ambition. Here are three marketing ideas that we strongly recommend:

1. Tell your local newspaper editor about your award! Send the name, email and phone number to [clessner@kzgold.com](mailto:clessner@kzgold.com), if you need help. Chris will write a targeted Press Release for you and send it directly to the editor. It helps if you follow up and invite them in for a fitting. Although it does not work every time, there have been countless Top 100 articles written for our Dealers over the past five years.
2. Display the award EVERYWHERE. Place the logo on your website, announce the honor on your voicemail, create new business cards, frame the Top 100 poster, hang the certificate on the wall, etc. A few years back, one Dealer created a 20 ft. banner and placed it on the side of his building!
3. Advertise. Many of you have local print ads and television commercials that can help you really spread the word and add credibility. If you are on a more restricted budget, send out an email announcement to your customers featuring the award. One Dealer even embroidered his golf bag with the Top 100 distinction!

If you have any other questions regarding the Top 100, please email [clessner@kzgold.com](mailto:clessner@kzgold.com).

## THE TIER SYSTEM

Several years ago, KZG implemented a 6 tier pricing system in order to reward its most loyal and supportive Dealers. It also puts you in charge of the pricing you pay. Every quarter we re-evaluate the tier that you are in based on the sales in each of your 2 highest quarters out of the last 4 quarters (Diamond \$16K, Platinum \$12K, Gold \$8K, Silver \$4K, New/A \$2K, and B/C \$1K).

Many of you have heard of the 20/80 Rule...which happens to apply to KZG. The rule is that 20% of your customers do 80% of the revenue. Thus, our Diamond, Platinum and Gold Dealers are only 20% of our Dealers, but they are doing 80% of our total business.

We also profile our Dealers in each tier. It really tells us about our Dealers and how we can help them grow. We combed through the data and want to show you a sample on a select number of tiers, as many of you wonder what you can do to move up the pricing system:

### *DIAMOND DEALERS*

The majority are International Dealers. Each Dealer in this category is a specialty custom shop. Every one of these Dealers carries every model of club we offer, assuring that every unique golfer was perfectly fit. These Dealers actively participate in our programs such as the Think Tank, Top 100, Clubhouse, Custom Advertisements, etc. They are already extremely successful but are open to new ideas in hopes of expanding their shops even further. They give us feedback and constantly challenge themselves to get better, which is why their sales all grew with us this past year.

This group sold *forgings over cast* almost 3:1 and the full line of NovaTech shafts. They also sell our putters and accessories and the majority of them have attended our Fit School.

### *SILVER DEALERS*

The Dealers in this group hail from virtually every type of venue: custom shop, performance center, ranges, courses, academies and tour vans. They generally do not carry our full range of products but a fair amount of our “new” items. The majority of them do not actively participate in our programs, and we believe that competition has forced them to sell on price rather than service and quality. There is a large amount of growth potential if they focus more on their niche and are open to suggestions. Despite a tough economy, most of this group’s sales were relatively flat or slightly down.

This group sold *cast over forgings* almost 2:1 and focused primarily on a select number of models (i.e. GF 460s, Q FWs, Evolution Irons and OC-IIIs). They do a very limited amount of sales on our putters, wedges and accessories. Only about half carry our NovaTech Shafts.

### *B & C DEALERS*

This group is not doing well financially and is struggling mightily. Many have been hit with extremely high rates of unemployment, and frankly they may have to wait out the storm or move to a better economic area. Almost none are open to any of our programs, marketing ideas and have just a handful of KZG demos. It is hard to pinpoint their exact sales trend, but it is safe to say they do not feature KZG as a primary or even secondary line.

## **JANUARY SPECIALS**

We have a plethora of new products coming out in the next few months, and we need to make room! Here are some great prices that you should definitely take advantage of while supplies last.

- Wedges: RSS and 9500Rs are 20% off
- All KZG Golf Bags: 20% off

Next month, we will outline ALL OF OUR 2010 SPECIALS MONTH BY MONTH. This way you can plan your specials early and we can support those who are interested with point of purchase materials. Stay tuned.

## **REMINDER - NEW “V-GROOVES” IN STOCK!**

We keep getting questions from many of you (and the public), so we will continue to remind you about the new USGA approved “V-grooves”. The only people that NEED “V-grooves” are current touring professionals and those who make it past local qualifying for the Open. Everyone else may play the old grooves until 2024 and we can manufacture the old-style grooves until 2011.

Our ZO blades and LH CB-IIMs have always been conforming and adhere to the new policy. We have a select number of Tour Evolution and TRS wedges that have conforming “V-grooves”. These limited sets have a “dot” on the head as indication. However, the classic Tour Evolutions and TRS Wedges that almost all of you have DO NOT have the new USGA conforming “V-grooves”. All other clubs such as our Blades, CBs, Sniper Wedges, etc. DO NOT have conforming “V-grooves”.

*We have a sneak preview of our new PTI Driver on our [VIDEO NEWSFLASH](#) (at the end).*

**Jennifer King**  
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