



Pin-Up Golf

Looking for a few good women . . . and men

by Bill Bowman

Jennifer Pennington knew she had a good thing on her hands eight years ago when she unveiled Pin-Up Golf. She just didn't know how good. Now, eight years and 1,000 golf events later, Pin-Up Golf is still one of golf's top fund-raising outfits.

No, it's not that type of Pin-Up, but they still look great. These women (and men) are on site to make sure the golf event or tournament runs smoothly and effortlessly. Pin-Up Golf, based in Southern California but with a Las Vegas branch, takes care of just about everything a tournament needs: from selling raffle tickets to running on-course games to providing mulligan packages. If it's tournament-related, Pin-Up Golf will take care of it.

Now, Pennington's looking to expand and is looking for men—yes, men—and women in the

Southwest to become part of her team. "We've got 14 girls and two guys on staff right now," Pennington says. "But we're overloaded with events and looking for more staff."

In the first year, Pin-Up Golf hosted 26 events. How times have changed. That number has ballooned to 200 in each of the last two years, and Pennington sees more on the horizon.

"We're getting more and more inquiries from groups looking to maximize their fundraising efforts and that's what we do," Pennington says. "In the eight years, we've never worked a tournament or an event that didn't make money for the charity." In that time, Pin-Up Golf has helped raise almost \$4 million, including \$1 million last year. "This venture doesn't cost . . . it pays," she says. "Why not put your fundraising in the hands of someone who does it for a living? We did more than 200

of these last year so we know what we're always coming up with new ideas help your event out so you can just enjoy

And here's your chance to be part of a growing team. Pennington is looking for men and women who have a great attitude, know golf and are willing to work long hours on the golf course. "If you love golf, this is a great job," she says. "You're outside and meeting people all the time. Plus, you're working hard, making money and helping others. It's a great feeling."

Pennington is also looking at more franchising opportunities there as well. "It's awful when someone calls me from far away to help with an event and because of cost of travel, we can't do it," she says. **EM**

Info: 888.849.3004.

On the web: www.pinupgolf.com