

## Afternoon Tee for the Ladies

CLEAR THE FAIRWAY, gentlemen. It's the ladies' turn to tee off. These days, women aren't just out to play a few holes and polish up their chip shots—they're talking business with clients, making deals and signing contracts. An estimated 450,000 women learn to play the game of golf every year. And alongside the retirees are women from all parts of the corporate world dabbling in the science of golf and business.

For nearly 10 years, the Executive Women's Golf Association has been introducing career-oriented women to the game, enabling them to gain confidence in their playing ability, and fostering a spirit of dignity, respect and acceptance. In a nationwide roster greater than 13,000, the average EWGA member is 43 years old and earns more than \$60,000 a year. More than 57 percent are in upper corporate management; 29 percent own their own business.

"It's not unusual these days for major



Nearly a half-million women pick up the game of golf each year.

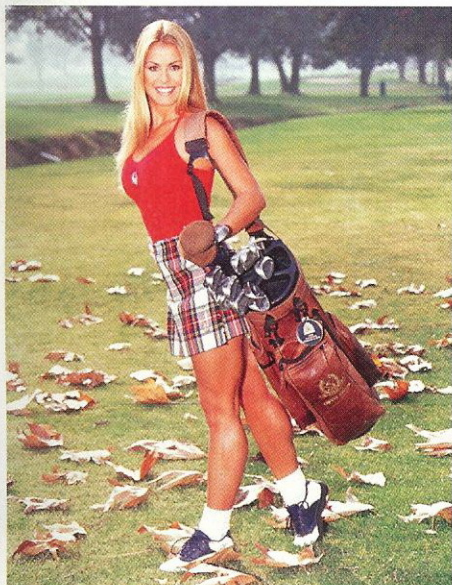
companies to train people to play golf," says chiropractor Alex Limon, spokeswoman for the EWGA San Diego chapter. "We have a mentoring group that pairs two inexperienced women golfers with two experienced golfers. This way, they can get comfortable being on the course and learn some of the unspoken rules of etiquette—because etiquette can make or break a business deal."

Through the mentoring program—as well as clinics, tournaments, golf outings and social events—the EWGA creates opportunities for women to build

relationships. "I have met so many people, so many friends that share similar interests and hobbies with me," says San Diego chapter president Leslie Johnson, the branch manager of All-Around Travel. "It's given me 250 friends that I can golf with, network with and socialize with."

While the association name may suggest otherwise, you don't have to be an executive to join the EWGA. A first-year membership costs \$115. For more information: 619-683-9028.

—LYNNA JAMISON



To contact Pin Up Golf, call 888-849-3004 or go to [www.pinupgolf.com](http://www.pinupgolf.com).

## Driving with Guns & Hoses

HOOKS. SHANKS. MISSED PUTTS. Don't trust anybody who promises you a round of golf will always be fun—with the possible exception of Greg Fairfield. A teaching pro and marketing associate at Steele Canyon Golf Club in Jamul, Fairfield's job is to fill "down time" on the course with golf tournaments. To do so, he often gets creative. Last year, he dreamt up a tournament that pitted police officers against firemen. Guns & Hoses was a sellout.

Another popular event: San Diego Bar Wars. This tourney gives drinking establishments last call in claiming whose regulars are the best golfers. Fairfield says an attraction at these "fun"

tournaments are the women of Pin Up Golf, a company run by part-time San Diego resident Jennifer Pennington. Pin Up Golf hostesses (pictured) help fill the betting holes—like the closest-the-hole competition—and also live to the company's motto: Keep Golf Beautiful.

Anyone interested in starting a industry-specific golf event can call Fairfield at 619-441-6915. Oh, and if you hear anything about a Dope Open, do call the cops (who're probably daydreaming about Guns & Hoses II, anyway). The Dope Open is a tournament for undercover Drug Enforcement Agency agents.