

A NEW SURVEY SAYS: business women golfers profit from the game

Twenty-one million women in the US hold professional or managerial jobs. Two million of those women, 10% of them, are golfers. *Golf for Women* teamed up with the Oppenheimer Funds and MassMutual Financial Services to conduct the first-ever study of business women's attitudes towards golf. One thousand career women were surveyed, half from the Executive Women's Golf Association and half from Golf Digest Companies' database of women golfers.

The results of the studies point to one conclusion: ***Women who don't play the game are giving up a strategic advantage in the workplace.*** Of those surveyed:

- 50% agreed that being able to talk about golf has enabled them to be more successful
- 54% agree that golf has helped them to become more assertive at work and at home
- 73% agree that playing golf has helped them develop relationships and network for business
- 16% of those in executive level positions started playing golf because they thought it would help them advance in business
- 22% of executive women have closed a business deal on the golf course or at a golf club
- 67% agree that golf has helped increase their confidence in business
- 70% agree that you can get to know a person well on the golf course
- 52% agree that golf has increased their risk-taking abilities



Been Thinking About Golf but...Any of These Sound Familiar?

- Have you ever wanted to learn more about the game of golf, but just didn't know where to begin?
- Maybe you just didn't know anyone to ask, or no one ever invited you out to play?
- Perhaps you weren't athletic in school and just weren't sure you'd be any good at it?
- Ever wished you could be part of the group of co-workers who head out to play a round of golf with the boss, and come back in the next day really in the know about business decisions?
- Heard a lot about golf tournaments but didn't think you were good enough to take it to the tournament level?
- Always wished FEW would offer some golf outings at the NTP as a way to network and have some fun?

Make 2009 the Year you find outsign up today!