

[View online](#) for a better experience

[Subscribe](#) | [Unsubscribe](#)

[Download a printer friendly copy](#)

Tuesday, July 15, 2025

[Email us](#) | www.arabellaproshop.co.za | **Tel:** 028 284 0105



**Thank you and happy
holidays!**



We would like to thank you for a great 2019 and for trusting us with your golf this year. Have a great holiday season and enjoy the time with your family and friends.

We look forward to helping you discover longer and straighter tee shots, more thrilling approach shots, the great sand escape and sinking more putts more often in 2020.

'Tees the season of giving



Need help with Christmas gift ideas for all your golfing friends and family?

Visit the Pro Shop and we can help you out. [Contact us](#) for more.

EOGA tip of the week

with Etienne Olivier (EOGA Steenberg)

How to ensure solid struck chip and pitch shots all the time

There are 4 essential elements:

Setup:

- Front foot flared out, with the knees turned slightly towards the target.
- Body weight 60% on the left, with zero tilt behind the ball. It helps to imagine that you're on a skateboard going down a hill.
- Ball position left off centre, with a tiny bit of shaft lean.





Backswing:

- No lower half movement, weight stays forward.



Contact:

- Chest has now gone ahead of where you've started.



Finish:

- Rotate and extend the chest to make sure that the club moves through the ball and that you maintain club loft.



Investing in your short game is key. Stick to good basics and check in with your local EOGA professional to ensure that you build good fundamentals.

André at andre@eoga.co.za or 082 860 4977

Jean at jean@eoga.co.za or 071 355 9771

What matters most to you?

Of course everything is
IMPORTANT

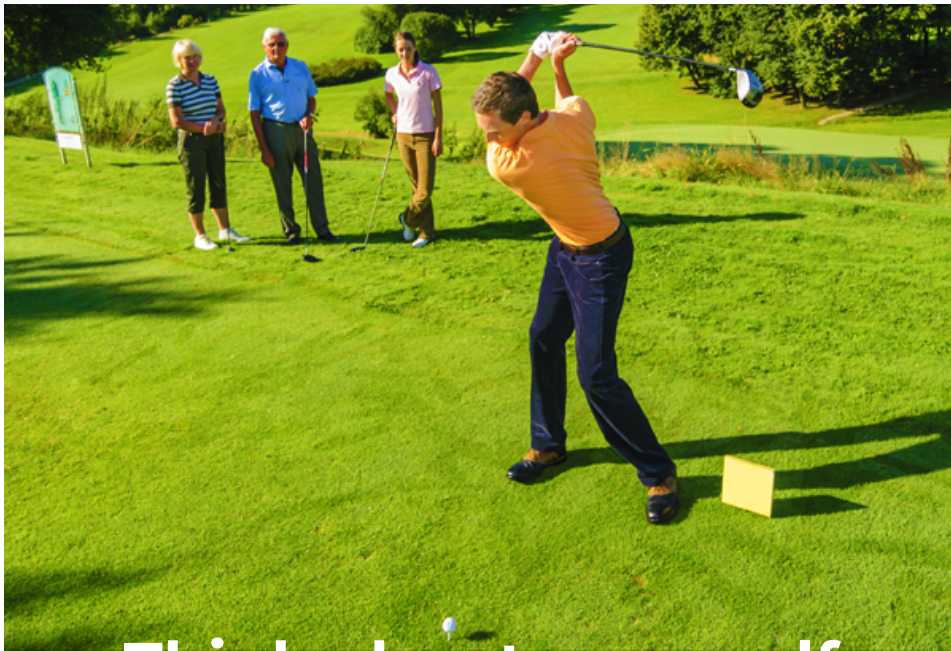
We asked you to rate 1 to 3 what's the most important to you when you arrive at a golf club. That's a very different question to surveys that ask you to rate experiences, facilities, and surveys, after your round.

From this list, when you arrive at the entrance to a golf club ready to play 18 holes, what is the first, second and third most important priorities to you?

- Great weather.
- Being greeted by name and feeling looked after by the course staff.
- Having more good shots & less bad shots than usual.
- Pristine course conditions.
- Nothing going wrong throughout the day.
- Having the round take less than 4.5 hours.
- Shoot your lowest score ever.
- Feeling like a respected and valued member of the club.
- Having fun with friends.
- Club facilities are neat, orderly and the service is good.
- Meeting new people.

Everyone of those items is important. It's not that anything can be neglected. But it's quite interesting to think about what is the most important to you and how, whatever your answer is, we can do a better job, so that you get more satisfaction.





Think about your golf

Why isn't everyone

If you skipped the link **BELOW '3'** at it's quite a thought-provoking question. It's a what's most important? A 1 – 2 – 3 question.

If you've followed this article series you'll know we're asking you to examine some of your basic skills. This week, we're greenside and we're unsympathetic. But first a recap of what we asked you measure over 4 rounds over the last 3 weeks.

[View the question >](#)



FAIRWAYS HIT

How many fairways have you hit and missed? We asked you to check your final score and see how much of a link there was between this stat and your final score.



AVERAGE PAR 3 SCORE

What was your average score on Par 3s where you could tee off with an iron? For those trying to break 90 and 85, these are opportunity holes.



OF SHOTS FROM THE

60-100 YARD RANGE



90 - 40 YARD RANGE

We think that for those looking to get below 85 and 80, this is a really important stat to measure. What's your average to hole out from within this range?

Now, you're greenside (not in the bunker) within 20 yards of the green. We strongly believe every one of our golfers should be averaging 3 or under from here.



If you're not averaging under 3, then please come and see us. The proper technique for this shot is easy to teach. There are easy shots to save.



"Not all '20 yards' are equal. It is much harder to up and down when your short sided. So improving your average is as much about missing on the right side as technique."

Book your skills assessment

Get an insight into your game. Discover what you could improve quickly.
Let's plan an improvement journey together.

Contact us >



This mail was sent to {{contact.contact_email}} by Annette Pillay and is provided as a service for the members and guests of Arabella Golf Shop and the customers of the Arabella Golf Shop Pro Shop and has been supported and sponsored by advertisers in this mail and my partner suppliers:

[Cleveland](#) | [Srixon](#)

To ensure delivery, please add arabella@greensidegolfer.retailtribenews.com to your contacts.

RetailTribe: Unit 8, Blaauwklip 1 | Blaauwklip Office Park | R44 | Stellenbosch | South Africa | +27

(0)21 880 2693

Trouble viewing this newsletter? [View it online](#) | [Download a printer friendly copy](#)

[Subscribe here](#) | [Unsubscribe here](#)