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From the Founder's Desk

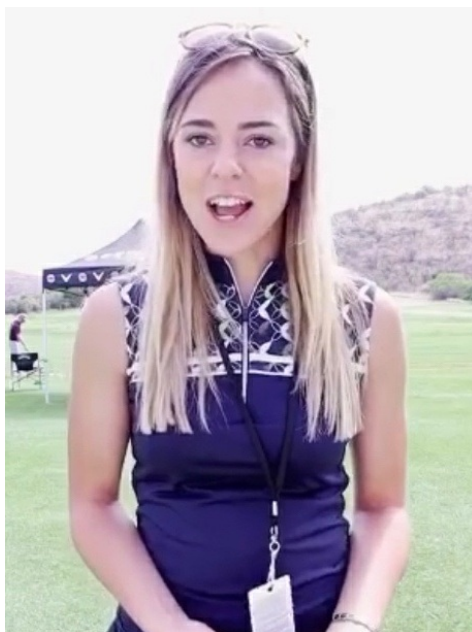
Welcome to another packed newsletter celebrating the achievements of our students and alumni. Even the BSI Kids have been braving the cold this week and having great fun at our Holiday Camp. Heroes all. We'd love to have you join us on your own journey to better performance or even a successful career in golf. Let us know how we can help. Enjoy the read.

MJ BALDERSTONE

BSI's Leading Ladies

Let's hear it for our inspiring women!

For Women's Month, we're celebrate the trailblazing journeys of our female students and alumni. This week we highlight **Eleonora Galletti** and **Demi Crystal**.



Eleonora graduated from our full-time **Junior Academy and Sports Study Centre** in 2017. The former SA Junior National player is currently studying towards a BA in Corporate Communications, and is already putting her knowledge into action with marketing work for multiple companies in the golf industry.

Demi studied on our **PGA Diploma** programme and has done phenomenally well in the golf industry in custom fitting, events and media. She's worked for TaylorMade and adidas as well as Callaway Golf SA. **Demi has recently taken up a new position in Dubai** for Precision Golf Middle East.

We're immensely proud of your journeys so far ladies.

PGA Diploma Special

Make your dream job in golf possible

Last week, we announced the 2021 special offer fee for our PGA Diploma programme at only R99,500 and the interest has been strong. This week we highlight the subjects that the learner's study during the 3-year course, providing a comprehensive foundation for an international career in the golf industry. The subjects are split into four categories;

Coaching

Introduction to Coaching
Coaching Children
Ball Flight Laws
Awkward Lies
Skills Acquisition

Golf Specific

Equipment Technology
Custom Fitting
Rules of Golf
Rules of Golf
Golf Event Management

Business and Club Management

Business Basics
Retailing
Managing of Golf Business
Business Law
Managing Conflict
Health and Safety
Personal and Career Development

Sports Science

Anatomy & Physiology
Psychology
Injury Prevention
Nutrition
Kinematics and Kinetics
Biomechanics for Golf



The learners also receive three years of holistic elite performance training, including technical, skills, fitness, mental and strategy. We host weekly competitions at Royal Johannesburg & Kensington GC, where students are all members with unlimited golf as part of their fees. Graduates receive a qualification that is **the** recognised industry standard for golf around the world.

In the last week, we've posted worldwide golf job opportunities, exclusively to our alumni, in the following countries; **USA (6 jobs), France, Canada, Dubai, Czech Republic and South Africa (4 jobs)**. That's at a quiet time for the industry. One of our graduates just got a coaching position at an academy in Wales, after spending six years coaching in USA.

Limited spaces are available for this special offer. [Click here](#) to download a brochure or contact info@bsisports.com to apply and start your journey to

a career in golf.

BSI Tournament Results

Who made it to the winner's circle?

PGA Diploma student **Daniel Nduva** won the BSI Premier Medal on 12th August. The Kenyan player shot a 4 under par 68 on the East Course at Royal Johannesburg & Kensington GC. They played another medal on the 14th August, where PGA Diploma student, **Heinrich Prinsloo** from Mpumalanga won with a score of 74, also on the East Course.



Daniel Nduva



Heinrich Prinsloo

In our Junior Academy section, **Regan Gay** won the BSI Junior Medal on 14th August with a score of 71 on the West Course at Royal Johannesburg & Kensington GC.

In our Global Medal, Junior Academy student **Matheo Douessy** won with a round of 71 at International Golf Barriere la Baule in France. The Global Medal is played between the BSI students who are not able to return to South Africa at the moment.



Regan Gay



Matheo Douessy

A big shout out as always to **Srixon Golf SA** for their continued sponsorship of our Tournament prizes and Order of Merit. The next time you're buying golf balls, gloves or clubs, please have a look at the Srixon range. They have great models to suit all types of player.

Kids Camps Special

How we all fell in love with the game

We're having great fun running our 3-day Kids Camps during August, and the numbers are rising week by week. Our normal fee is R750 for the camps, but we've decided to provide a breather for the parents at an **affordable rate of R650**. If you're already one of our BSI Kids clients, you'll get a further R100 off.



The fresh air and wide-open space of the golf course is one of the safest places at the moment. COVID-19 safety protocols are in place and the kids are having great fun playing in small groups. With our PGA Diploma students helping our coaching team, each kid is receiving loads of individual attention.

Contact Jason at jasonj@bsisports.com to book for the final camp next week (25-27 Aug). Limited spaces available.

Performance Tip

Ladies, swing harder for better golf

The most common mistake that women golfers make is to focus too hard on making good contact with the ball. This often leads to a fearful swing at the ball, rather than a firm swing through the ball.



Here's a drill to help you get the right feeling:

- Turn the club around so the grip faces down.
- Swing above the ground and listen to the whoosh that the club makes in the air.
 - Swing so that you hear the whoosh after the impact position.
 - Swing hard so that the whoosh is as loud as possible.
 - Try it with a ball and enjoy the solid strike and extra distance.

Also, make sure you give yourself a strong left-hand grip with the club in your fingers, not in the palm. This gives you far more control of the club during the swing.

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