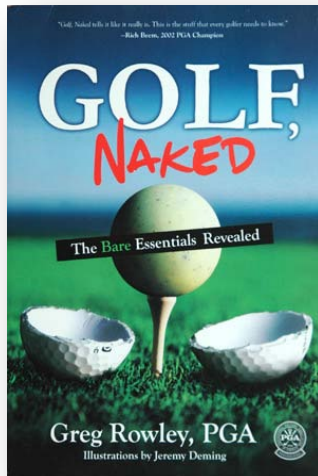


Hit the course running, or at least look like you can!

New book is a refresher-course for experienced golfers and a cheat-sheet for the rest of us — *Golf, Naked: The Bare Essentials Revealed*.



Now, more than ever, golf isn't just a game played by rich dudes in bad pants. It's a national pastime, and anyone can play.

- Greg Rowley

Self-discovery is the most important part of the game. Analyzing golf on TV and reading complicated self-help books will take you only so far. It's up to you to do the rest.

- Greg Rowley

To the non-golfer, the game is shrouded in layers of mystery. Is it a sport exclusive to club members in plaid pants? Is it open only to doctors and wheeler-dealer businessmen? No!

In *Golf, Naked: The Bare Essentials Revealed* (Pick It Up Publishing, March 2009), PGA Golf Pro Greg Rowley strips the layers of mystery away to reveal golf's true core. *Golf, Naked* is about learning the language and the culture of golf, either as a foundation for learning the game or just to be more comfortable around your spouse, buddies, or colleagues when they lapse into golf-talk. It's about loving the game more than your score.

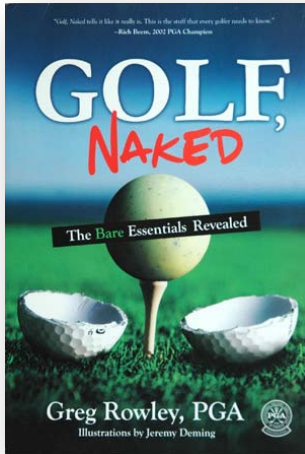
The golf course is more than rolling green lawns and the occasional water hazard. *Golf, Naked* tells you what to expect in the golf shop, the locker-room, and even the parking lot. Liberally peppered with stories, illustrations, and quotes—the basic facts are interspersed with pearls of wisdom and personal stories that illustrate the text and drive the points to the green.

Need to come up to speed quickly? You may golf like a beginner, but when tee-time comes, impress your soon-to-be father-in-law or the new boss with your command of the language of golf. That sandy spot on the fairway is called a “bunker” – not a sand trap; and when the guys talk about a hybrid they're discussing a kind of golf club, not the latest fuel-efficient car.

Here are just a few of the questions answered in *Golf, Naked*:

- ⦿ What does a caddie do—and what *doesn't* a caddie do?
- ⦿ What does “handicap” mean?
- ⦿ How can I at least look like I know what I'm doing?
- ⦿ What should I wear on the golf course?
- ⦿ How can I get my wife interested in the game?
- ⦿ What's the right way to hold a golf club?

(more)



Golf, Naked

The Bare Essentials Revealed

Greg Rowley

Pick It Up Publishing LLC

ISBN 978-0-9815319-5-3

Hardcover, 288 pages

4-color interior

US \$24.95

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"It's my hope that I can help novices and experienced golfers alike to better understand the nuances that make golf not just a game, but a great game."

- Greg Rowley

Of course ***Golf, Naked*** also gets into technical details about the golf swing—distilling years of teaching into the basic points that make up a successful motion. But the book's emphasis is on the knowledge of golf culture as the crucial foundation of a golfer's game. In fact the book doesn't even start to discuss the mechanics of the golf swing or the short game until after 200 pages.

The lesson to take away from ***Golf, Naked*** is that knowing the rules, language, and culture of the game are just tools to help you feel comfortable—to allow you to simply let go and enjoy your time on the course, no matter your level of expertise. At the end of the day, what matters is not how low your score was, but how much you enjoyed your time with your companions on the course.



GREG ROWLEY is a PGA-certified Golf Pro. After graduating from the University of Idaho with a degree in psychology, he turned his love of golf into a career and became an Assistant Pro at The Quarry at La Quinta near Palm Springs and Director of Golf at The Club at Black Rock in Coeur d'Alene.

He has since worked at and managed some of the finest golf facilities in the United States. He currently serves on the Board of Directors of the Inland Empire Chapter of the PGA, and has earned several awards for his innovative programs, including the 2008 President's Award for growing the game of golf.

Greg Rowley lives in Coeur d'Alene, Idaho with his wife and two young daughters. He gets in a game of golf wherever and whenever he can and competes in local Pro-Am golf tournaments, in addition to being the assistant golf coach at North Idaho College.