

Golf Muscles

Thinking about investing in a new golf club to improve your game? There's a better way. "If you want to drive the ball further, you need to work on yourself," says Steve Phillips, a per-

sonal trainer and exercise physiologist who directs several golf fitness programs at the new Spa at Pinehurst in North Carolina. These range from a one-hour golf conditioning workout to a four-hour golf biomechanics program that assesses each joint

from head to toe.

Like Pinehurst, many resort spas offer fitness programs and massage therapies to help keep people limber on the links. They're a great motivator for incentive attendees who are dedicated golfers. I was lucky to have my own golf conditioning workout with Phillips at Pinehurst, and came away convinced that golf fitness can make a big difference to your game.

Phillips says that golf fitness should be developed with four consecutive steps: flexibility, stability, strength training, and power training. "You can't get stronger without first becoming flexible," he says. "Golfers who aren't flexible don't have a good range of motion in their swing, they get fatigued earlier in the round, and then they change their swing plane on the last few holes and throw their ball flight off. That's when they get hurt." Any level of golfer—even those with physical limitations such as heart problems or bad hips—can improve their game with the right golf exercise program, Phillips adds.

His top fitness tip for any golfer: Stretch the neck and hamstrings regularly. "Once those golf muscles are in shape, you're able to hit the ball well with any kind of club."—*RB*

Bring the Spa to the Meeting

Not every hotel has a spa (not yet, anyway), and not every meeting has time for attendees to get lengthy spa treatments. But there are plenty of ways to bring a spa experience to the meeting, from 10-minute chair massages or partner yoga during breaks to hands-on seminars on health and wellness topics.

Christie Young, meeting and events coordinator for Virginia Farm Bureau Insurance, Richmond, Va., uses Virginia properties for all of her company's meetings, including three incentive programs yearly. Since there are only four hotels in the state that have on-site spa facilities, Young says she has learned to work with off-site spas located close to the meeting hotel. "It takes a lot of planning, at least 60 days in advance, to set up schedules, but I've found many independent spas are happy to make their facilities available," she says. For large incentive groups, she takes over the entire spa for a day.

Only two of the seven resorts at Walt Disney World in Orlando have on-site spas, but that doesn't stop them from offering spa services. For a 200-person meeting at Disney's

Grand Floridian in Orlando, guest rooms on one of the concierge floors were converted into temporary treatment rooms so attendees could enjoy a day of spa treatments.

"At Disney we've seen an increasing number of planners booking spa services for more traditional corporate meetings," says George Aguel, senior vice president for Walt Disney Parks and Resorts.

—*Bill Gillette*



Getting fit for golf: Pinehurst exercise physiologist Steve Phillips



An attendee at a meeting in Pinehurst, N.C., enjoys a chair massage during break.