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## GolfAchiever Newsletter

October 2010

### User Feature: Golf USA of Bothell

For the people at Golf USA of Bothell in Bothell, Washington, having one GolfAchiever SIM was not enough. Two GA SIM units, however, has afforded them many more opportunities. One of their units is used solely for lessons while the other unit is used for club fittings, demos, or even just basic rental time. Impressively, they average 12 lessons a week, which is a staggering number, especially for the summer months. They have even held Closest to the Pin Competitions on their units, with the winner receiving an in-store gift card, which is always a good way to bring more people into a golf store. Another important mention, is that their customers are not the only ones seeing improvements in their golf games. During down times many employees will hit balls and practice, and according to employee Alan Kemper, him and owner AJ Handa hit balls on their GA SIM sets everyday and consistently shoot par or better on them now. Most importantly, the store has seen increased sales and revenue because of their GA SIM units. The store has recorded increased equipment sales since purchasing their units, but has also had increased revenue from lessons and rentals as well. The good people at Golf USA of Bothell prove daily that when it comes to GolfAchievers, you can't have too much of a good thing.



### GolfAchiever at the 2010 Fall Bay Area Golf Show

GolfAchiever will be attending the 2010 Fall Bay Area Golf Show this



coming Friday the 15th through Sunday the 17th. We will not only be letting showgoers see the most accurate, affordable, all-in-one golf simulator and launch monitor solution, but also, attendees will get to watch or compete in the Firestone and Ping sponsored Long Drive competition. There will be separate divisions for men, women, and seniors, so everyone has a chance to win. Also, GolfAchiever will be hosting Long Drive and Closest to the Pin Competitions on Saturday for The First Tee of Tri-Valley as well. If you have time and live near Pleasanton, CA, come check out our both at the Alameda County Fairgrounds, where fun will be being had by all.

[First Tee of Tri-Valley at the Fall Bay Area Golf Show](#)

## GA Tip: Aiming on the GolfAchiever System

Welcome GA users to GA Tips. Each month we'll release useful tips for our GA users. This month we'll focus on aiming at the correct location while using the [GolfAchiever Platform](#).

Attending various shows we notice users have a tendency to aim their club face at various locations on the [GolfAchiever Platform](#).

The end result is usually shot data that users were unfamiliar with. From there we instruct users to aim their club face at the correct location, and sure enough the next shot almost always shows their perceived shot data. Whether you're a Club fitter, an Instructor or Home user, it is extremely important to know where one should aim to receive their most accurate shot data. For a club fitter it could mean a difference in Dynamic Lie Angle, Shaft, Grip, as well as many other factors. For an Instructor it could make a difference in Ball Flight Laws. For home user's playing GA Sim, it could mean the difference between hitting and missing the fairway or green.

Correct Location to Aim: If you're hitting from the **GREEN Tee** location on the [GolfAchiever Platform](#), aim your club face at the **YELLOW Triangle** on the metal protector. If you're a right handed user hitting from the new **TURF Location**, aim at the **Dotted Yellow Line**. If you are a left handed user using the new **TURF Location**, you should also aim at the **Dotted Yellow Line**.

Do you have tips that you would like to share with our GolfAchiever community?? If so, [email](#) us today so we can share it in our next newsletter!

 Vegas Show

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Focaltron Corporation  
830-A East Evelyn Avenue  
Sunnyvale CA, 94086  
[www.golfachiever.com](http://www.golfachiever.com)

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