



Keith Morgan PGA Professional.

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### **Coaching**

As a Fully Qualified PGA Professional I can coach all levels of golfer and have done so for almost 30 years. Coaching is about connecting with your client / pupil and really getting to understand what they want from golf, as this can vary enormously. Some just want to play a bit better, whilst others want to try to reach their full potential; so approaches and structured sessions can vary so much. With great people skills, honed over the years of studying psychology, I really enjoy this side of coaching. If it's a quick 30 min fix you need or a more structured plan, I'm up for the challenge if you are. I use On Form Video coaching as a recap facility for all lessons given. This has proven hugely successful with clients and pupils as you can revisit the lesson in your own time. Coaching can also be done as on course lessons and weather permitting it can take place all year round. The best way to check out my coaching packages is at: [www.bordersgolf-coaching.com](http://www.bordersgolf-coaching.com), or simply call, text or email me.

### **Club repair and re-gripping**

Outside my role as Secretary of St Boswells Golf Club, I am currently offering a repair and re gripping services at the Club. However, once we add an indoor facility at the club; I'll incorporate a workshop to expand this offering to full custom fitting and club building, loft and lie checks, etc. Please call, text or email me for more details.

### **Indoor Coaching Facility**

St Boswells GC Management Committee has a very proactive, positive & open-minded approach to how we can improve the facilities & services on offer to members. The Club have approved the installation, through the winter months, of a Fully Professional indoor Golf Simulator within the Clubhouse.

This will provide an opportunity for members and visitors coaching when the elements may have otherwise prevented that. This will help keep the Clubhouse open, busy and used through the traditionally quieter months. Once the new GC3 Launch Monitor arrives early next year, a full simulator facility and fun games will come online making it perfect for playing 9 holes or even playing indoor golf challenges. A huge variety of options will open up for the club and members. Themed golf / sport / cocktail / food tasting evenings etc. can all be arranged. I hope to have this operational before the end of 2021 if all goes to plan.

### **A Permanent Indoor solution**

We are currently planning toward a more permanent indoor facility at the Club (for the simulator and coaching) that could even incorporate some retail space and a workshop, to allow better options for members to be fitted for clubs and purchased their golf gear without having to travel all the way to Carlisle or Edinburgh. This is in early stages so more details will follow but this could be a very exciting extra facility and service the club has previous not had for members and their guests.

### **Golf Business & Corporate Days**

Have a Golf Day planned for your company or business (numbers of 8-48) want something different, A Golf Clinic for all involved, a simple putting Master Class, or a Fun Beat the Pro from the 2<sup>nd</sup> Par 3 for prizes and charity donations? Plus, more...Contact me for more Ideas.

### **Career History:**

From the age of 17 I knew the only thing I wanted to do was become a PGA Professional and thanks to a great first job with Golf World Magazine, the golf industry opened up for me. Golf World Instruction Schools were a fantastic insight as to how the Country's best coaches plied their craft. Getting to know many characters such as Denis Pugh, Ewan Murray, John Stirling, Beverly Lewis, and David Leadbetter, gave me so much insight into a deep well of knowledge, that I was hooked. Learning many ways to communicate the same thing with multiple drills was probably one of the greatest skills I learned through the years of Golf World Instructions Schools all over the country.

Jim Christine PGA Professional and Chairman of Swing at the PGA agreed to give me a start as his Trainee PGA pro working with his Assistants at Worplesdon GC, and that was my first step into registering and ultimately joining the PGA training program. I completed the first part of my PGA Training at West Malling Golf Club in Kent, where I spent my younger years playing for the club trying hard to get down to scratch, and then latterly as Senior Assistant at the new The London Golf Club under tutelage of Paul Foston. Both superb PGA Pros helped give me the grounding to excel in my PGA Exams and reach my dream to become a Fully Qualified PGA Professional. In 1996/7 I got a great break and chance to be the Head Professional at The London Golf Club after Paul moved on, and it was a great experience in managing the golf facilities.

I was then tempted away from the Club Pro scene to go and work for Callaway Golf, who's Big Bertha Range was booming at the time. That gave me the chance to move to Scotland in late 1999 where I've been located since. 13 years at Callaway in various roles from Custom Fit Supervisor to Area Sales Manager was fabulous and I formed some great friendships and travelled extensively in UK, Europe and the States during this time (I think the brand is still in my blood stream).

An offer to be the Agent for Scotland for Peter Scott Knitwear tempted me to start my own agency business "One-Putt Agencies" which, for over 7 years, I loved; representing various brands such as Golf Buddy, Sunice, Rohnisch and Level 4. After a spell working for PING in apparel I decided it was time to go back to what I loved best and that's coaching, and so, Borders Golf Coaching was formed in 2018, and to this day I absolutely love it. I see this as being the way I see out my career, helping others improve enjoy and experience the game in whatever way keeps it fun for them.

In 2021 I had a chance to take on the role part time as Secretary at St Boswells Golf Club which is a perfect fit alongside my coaching business and has allowed me to step back fully into the Club side of the industry that I love, and I hope to be able to serve the members and local golfers of the area for years to come. Golf is a magnificent game for so many reasons and to have had a career in the sport I love and now the chance to inspire youngsters and adults who may also enjoy the game at various levels is a true privilege. To be able bring my 30 years of PGA experience and all the extra benefits I can offer to St Boswells Golf Club is also very exciting;

For more details visit the website at [www.bordersgolf-coaching.com](http://www.bordersgolf-coaching.com)

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