

# Seminar teaches art of schmoozing

## GOLF, From 1B

empower women with such vital business skills as stress management, time management and corporate fashion.

Gill, who also is treasurer of the Brookfield chamber, said golf is just one of many realities in corporate America that women are just now grasping.

"A lot of what goes on in the business world is new to so many women," she said.

## Schmoozing a critical skill

As much as anything taught in business school nowadays, perfecting the art of schmoozing on the golf course is regarded as a critical skill for women seeking success in the corporate world.

Businessmen who long ago mastered using the golf course as a place to woo business partners, court clients and strike deals increasingly find themselves teeing off alongside female executives.

According to the National Golf Foundation, about 5 million women in the United States now hit the links regularly — an increase of more than 10% since the mid-1980s.

In the Milwaukee area, a local chapter of the Executive Women's Golf Association that began with just 50 members last year

has seen its ranks nearly triple since then.

Judi Davis, membership chairman of the local chapter, applauded the Brookfield chamber's effort to make female golfers more sophisticated on the course.

## Business is name of the game

Davis, a golfer for more than 10 years, said she sees many women make a common mistake once they hit the course for a business engagement: They focus on the game instead of the business deal.

"You're not trying to impress someone," she said. "You're trying to build a relationship."

The chamber of commerce seminar, scheduled for May 31 at a cost of \$15 a person, will include testimonials from experienced business golfers, as well as a few pointers on golf course etiquette.

Squier said the biggest obstacle for women is the natural discomfort of joining an activity dominated by men for so long. But once women learn to feel at home on the links, he said, they can use golf as a business tool just as successfully as men.

Over the course of a four-hour game, perceptive business executives get a chance to evaluate one another from a different perspective, he said.

## OTHER TIPS

Playing golf to win at business:

### ■ Set your goal for the day:

Whether you are looking for the name of a contact or inside information on a competitor, plot your strategy before teeing off.

■ **Watch for prime time:** On an 18-hole course, don't discuss business before the fifth hole or after the 15th.

■ **Avoid alcohol during the game:** Save cocktail time for the clubhouse after you've hung up the clubs.

■ **Play for the '20th hole':** You need not sign on the dotted line that day; follow up later with a souvenir photo or other memento from the game.

Source: Business Golf Strategies Inc. Also see [www.businessgolfstrategies.com/](http://www.businessgolfstrategies.com/)

"You get a feel for a person, whether or not they're competitive," he said. "It helps you put yourself in their shoes, to understand how they think."

Further illustrating the point, Squier said he once was hired by a company for a team-building exercise with co-workers who had never really worked together well. After teaching the group to golf, he watched the co-workers interact and communicate better.

"It definitely tore down some walls," he said. "It opened up some relationships that went beyond business."

To register for "How to Network on the Golf Course," call the Brookfield Chamber of Commerce at (262) 786-1886.