

Golf league 'fore' women Sassy Golf up to par

Gene Davis, DDN Staff Writer
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SASSY GOLF

All Nancy Collins wanted was some entertaining people to golf with last summer.

The former competitive horseback rider was sick of going to happy hour for her social outings and wanted to do something spirited and exciting outside. After taking up golf but being unimpressed with other golf clubs, she decided to start her own women's league that would be equal parts fun and informative. "This came out of necessity," said Collins. "I didn't have enough people to golf with so I started putting on these little events." "I wanted it to be social and fun, but also be serious about learning the game," she added. Sassy Golf is a self-described combination of women's club, business network and entertainment outing. Unlike many other golf clubs, members aren't locked into certain dates and times. Aspiring golfers just pay a low introduction fee, \$149 a year, and then pay for whatever rounds they play. A professional golf lesson and free drink ticket are included in each outing. The golf course that is played changes every time, and on occasion the events are co-ed.

Bright future

Collins has a resume that ensures Sassy Golf isn't headed for the sand trap. The businesswoman has worked and done branding for giants like Pepsi, Coca Cola, Walt Disney and 24-Hours Fitness. Since the 25-45-year old demographic is the fastest growing market of golfers, the idea of putting together a friendly, affordable league makes perfect sense. "I realized I actually might have made myself a little business here," laughed Collins. "I was able to put my 15-year career into this. This might actually be my best work." Sassy Golf might be franchised down the line and Collins is seeking out some corporate sponsorships. The golfer/equestrian/businesswoman said although she is just breaking even on the endeavor, Sassy Golf has been an unequivocal success. "It's not about making money for me, it's about getting people together," she exclaimed. "Money comes eventually if you're passionate about something."

Sassy Golf

Information: 303-807-3094, SassyGolf.net