

Women Owning The Game of Business Golf

Women Owning the Game of Business Golf, joins the professional female sports athlete (competitive game) with the corporate female athlete (business game) in learning the game of business golf.

United States -- Free-Press-Release.com -- Feb 26, 2014 -- Phoenix, AZ: Penny Pulz, ranked top 10 LPGA golfer in the world, and Gigi Rock, owner of Heraea Marketing, A sports marketing agency for professional female athletes announces a new business model for the Corporate Female Athlete and the Professional Sports Athlete; Women Owning The Game of Business Golf.

Both ladies met at a networking event and started chatting about golf. Penny Pulz' vision was shared with Gigi Rock and the mention of corporate women, golf and professional female athletes, was the magic ingredients that spurred a spirited conversation, which extended to a meeting the next day. Penny's vision of training corporate women to learn the game of business golf and Gigi's idea of adding a professional female athlete into the mixture dawned the business model behind Penny's vision.

Training professional female sports athletes and corporate female athletes together to engage with each other, in a powerful multi-disciplined focused mindset resulting in a competitive, dynamic new Women Owning the Game of Business Golf.

In the article *Do Women Shy Away From Competition? Do Men Compete Too Much?* (NBER Working Paper No. 11474), it found that there were no differences between men and women in their performance. But twice as many men selected the tournament competitive platform as women (75% versus 35%). From a payoff-maximizing perspective, high-performing women enter the tournament too rarely, and low-performing men enter the tournament too often."

Both genders are equally lousy competitors", say's Penny.

"We are going to work with the Corporate female athletes that makes decisions, works hard in an office, and then pair her with a professional female athlete who works hard at her competitive sport, and teach each other how to work together & more importantly how 'not' to leave money on the table through the game of golf", says Penny

"This business plan/opportunity will work for the athletes", said Rock. I've been in the golf business for years and have seen women allow their male colleagues to do

business on the golf course because of two reasons; (1) they don't know the game of business golf and (2) nor do they know how to play the game of golf, which can be intimidating," But Penny has a solution for this and once I saw her vision, I knew it would be a huge hit.

At Heraea Marketing, we have female athletes from many different sports, Olympians, World Champions and most are not golfers. Our roster will support this program. Here's an example of the diversity of athletes:

- Phaidra Knight - Professional Rugby Player of the Decade
- Rhonda Rajsich - 4x US Open Racquetball Champion; Inducted into the Serbian-American Sports Museum
- Christina Dusendang - Professional WPRC Barrel Racer
- Megan Reitenour - NASCAR driver, First woman to ever win a late model race @ Tri-County Motor Speedway, Rookie of the Year
- April Steiner-Bennett - American Olympian Pole Vaulter
- Tiffany Brooks - First female in the 21st century to sign a professional contract and make the Opening Day roster of an American men's pro baseball team.

And the list goes on.

About these two ladies:

Penny Pulz: A native Australian, today an American citizen, Penny Pulz, 2 time LPGA Champion, Ranked Top 10 Golfer in the world with two Top 50 Golf Teacher awards. Speaker, author and focus expert, Penny transforms 'how, why, repeat-the-win' focus components of WINNING from sports to business. Penny Pulz tagged 'The Competitor'. www.PennyPulz.com

Gigi Rock: Founder and Owner of Heraea Marketing, supporting the professional female athlete exclusively. Gigi Rock has been an entrepreneur all her life, creating and building businesses and mentoring women along the way to start their own

businesses. As the former Commissioner & owner of the Women's Professional Racquetball Organization, she found there was a key element missing from most women's sports and that was sponsorships, recognition, and media awareness. www.heraeamarketing.com

For more information, please visit:

<http://http://www.heraeamarketing.com>

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