



Hello Everyone

Well what a memorable start to 2011 we've had ...probably one that a lot of us would rather forget ! Rain, rain & more rain and just when we thought it couldn't rain anymore it started raining again ! I know that many of our customers & friends were badly affected by the floods that hit Brisbane, the cyclone in north Queensland and then flooding in many parts of rural Australia. When I walk around my golf course (McLeod) it's so hard to imagine that there was up to 11meters of water over the top of some of our fairways. The devastation caused to friends & neighbours homes & lives will take years to recover....the course is almost back to normal but now we need fine weather so we can all get out there and enjoy what our Greens staff have worked so hard to restore for us.

We were very lucky here at Vanity Fairways as a neighbouring business owner who was stranded here in his office broke into the shop and moved all my stock & computer equipment to high ground which, as it turned out wasn't necessary but then because our power & air conditioning units are in the underground carpark it then took another 3 weeks after the water receded before we were able to open our doors to our customers.

A big thank you to our customers Maureen, Ann & Lisa who helped me move all the stock back into the shop.....you are gems !



Despite all of the dramas in January we've had a much better February with a couple of great weekends away. The first was for the ANZ LADIES MASTERS at Royal Pines Resortunderstandably our numbers were slightly down on last year but nevertheless we enjoyed a great weekend and watched some inspirational golf ...if only !!!

Bonville Weekend

The following weekend was the BONVILLE LADIES CLASSIC and what an amazing weekend ! Our group of 19 stayed at Boambee Bay and experienced probably one of the hottest weekends that Bonville has had for quite a few years. For those of you that don't know about Bonville it's located just south of Coffs Harbour and the ladies classic is an annual event this year being the 15th year!

The major sponsor is Qantaslink and this year Vanity Fairways sponsored all of the pin shots, long drives and accuracy drive for the 2 day event. This is such a popular event that they have a full morning



& afternoon field each day followed by cocktails & dinner and then presentations held on Sunday.



Bonville is a tough course and only a few of our group managed to win any of the great prizes on offer....maybe next year girls! A big thank you to Leonie from Nivo & Caroline from "That's My Ball" for helping us to sponsor so many prizes for the weekend.

EXCITING NEW STOCK for 2011



February & March are our busiest months with new ranges arriving all the time. We now stock a fabulous label called EP Pro as well as Nivo, Jamie Sadock, Daily Sport, Cross, Loudmouth Ladies & Birdee...already some pieces have almost sold out so if you're looking for a new golf outfit or a favourite bottom/style then don't delay in either calling in or emailing us.

Some brands are very limited and operate on indent only (meaning they don't carry excess stock levels & what I order is all I can get in some cases).

The fabrics are amazing and we love all the great new colours.



Our ever-popular Nivo Tech-Zip short sleeve Polo ...this season we have 9 colours ...black/white & navy are repeated and the range has been enhanced with green, princess blue, lavender, royal lilac, pink and lemon drop.

Many of our customers have this shirt and just love it and are always asking for more...the sizes are from XS to XXL and it sells for just \$64.95.....to celebrate the new colours we have a super-duper special.....Buy 1 for \$64.95, 2 for \$110, 3 for \$160 or 4 for \$200.....they don't have to be the same size.....it's a

great team shirt ... but they do have to be purchased in the same transaction...be quick they are selling fast !



Our website will be updated over the next week so keep checking for exciting new

stock.....if what you're looking for is not there then just ask us....we might still have it or can get it for you !



4TH ANNUAL LEUKAEMIA FOUNDATION LADIES OPEN GOLF DAY



It's been a long time coming but it will be well worth the wait.....on Tuesday 24th May we are holding our annual fund-raising day for the Leukaemia Foundation.

Posters have been sent to all regional/Brisbane Ladies Golf Committees so please ensure that the poster is put up in a prominent location on your notice boards as soon as possible.....we already have a few bookings and hope that you can join us again this year.

The Palms Course at Sanctuary Cove has been closed for almost 2 years undergoing a complete re-design and the Leukaemia Day will be one of the first big ladies days being held on the new course.....get a group together or come on your own.....you don't have to have an official GA handicap for the day. It's a single stableford across 3 divisions with a team aggregate in conjunction.

Golf will be followed by a sit-down 2 course lunch with wine and we've kept the price the same as the last 3 years! So call or email Deborah now to make a booking.

Upcoming Sponsorships

Since the golfing season has gotten back into full swing (pardon the pun) we've sponsored and done a golfwear parade at Redcliffe, Laidley & Ipswich Golf Clubs and over the coming months we are booked for Helensvale, McLeod, Oxley, Sandy Gallop, Caloundra, Wantima, Virginia, Rosewood, Windaroo and Toowoomba.

We have plenty of slots available so if your club wasn't listed then that means we've not heard from your Ladies Committee yet.....I know a lot of Committees change over either just before or just after Christmas and with all the delays & course closures because of the floods maybe they are a tad behind in locking in sponsors for the year.....please remind them for me!

And the Winner Is.....

In every newsletter we conduct a Lucky Customer Draw and the winner receives a Vanity Fairways gift pack. Our Lucky Customer last edition failed to contact us so missed out on her prize. The winner for this edition is..... Customer Number 2334.....Kate Maizey from Quirindi

Kate you have to contact us as soon as possible to claim your prize!

The 19th Hole

Well that just about gives you our latest news. Over the past few months we've been hearing more & more from ladies in country areas of Australia looking for great new golf gear and it's pleasing for us that we have built our customer base so much.

We are into our 5th year and enjoying every minute of it...we get to meet wonderful ladies (and in some cases their partners) both over the phone and in the shop and it's very gratifying when we hear from you again & again and know that you are over-joyed with your purchases. Please don't keep us a secret.....our growth & longevity is in your hands or should I say...on your back when you wear our gear.....our happy customers are our best advertising and word-of-mouth advertising is the best kind of advertising there is !

So thank you for your referrals & support...I only wish I could get to all of your golf courses and play 18 holes with you all !

Keep well.....play good golf and most of all.....ENJOY !

Deborah and the Team at Vanity Fairways.